# Module 3 Cheat Sheet - Set Up for Sales Success

## Lesson 3: Build Your Launch Team

**Key Takeaways:**

- ✓ You need a group of motivated people behind you to help you sell your book.

- ✓ Set up this group 8-10 weeks before your launch date and get them engaged.

**Learning Objective:**

- ✓ Identify the supporters who will promote your book for you, so that you are sure to have a successful launch and make sales

## Fans and Followers

- ✓ You don't have to launch your book alone

- ✓ You need enthusiastic people on your side who will work with you to ensure your launch meets your goals.

- ✓ Launch group is in two parts

    1. Your fans and followers

    2. Your assistants, freelancers, and team members

- ✓ Be clear about expectations and benefits for team members e.g.

    o They: read your book, leave a review on launch day, share

the book with friends, post about the launch, etc.

- o They get: free copy, their name in the book, personal satisfaction of helping create something meaningful, a gift, etc.

- ✓ Get them together 8-10 weeks before launch

## Tactics to Build and Involve Your Team

- ✓ Set up dedicated email list with a sign-up page/box

- ✓ Start inviting people 3 months before launch by:

  - o Sending invite out to your email list with link to sign up form

  - o Posting on social media

- ✓ You don't have to accept everyone. Check their motivation with a short survey. Use Google Forms or Survey Monkey

- ✓ Order Advanced Review Copies from KDP and send them

- ✓ Set up Private Facebook group for them and enroll them

- ✓ Keep your team engaged:

  - o Run a welcome livestream or Zoom meetings to clarify your expectations

  - o Set them assignments in the Facebook group once a week in pre-launch phase

  - o Run regular livestreams in the run up to launch day

  - o Offer free events or exclusive bonus materials

  - o Plan content for launch day

- ✓ Involve your launch team in going for Amazon bestseller status

## Your Assistants, Freelancers, and Team Members

✓ Inspire your paid team members with your book project:

  o Use a project management tool like Asana or Trello to keep everyone informed

  o Use the expertise of your virtual assistant or team members

  o Develop skills in your team e.g. someone wants to improve their content writing skills, so have them create posts and Tweets for the launch team to use

  o Invite them to join the launch team Facebook group and take part in the launch activities.