



Module 3 Cheat Sheet - Set Up for Sales Success

Lesson 4: Plan Events

Key Takeaways:

- The more advanced planning you can do, the smoother the events will go during the launch period.
- Remember to take time to celebrate your achievement.

Learning Objective:

- ✓ Plan and organize events that will take place during the launch period, so that everything is set up well before your launch date

Book Tours

- ✓ In the pre-launch stage, set up events that will happen in the launch period
- ✓ Organize book tour/signings:
 - Link up with local bookshops that sell your type of book
 - Offer book signing event where you do a reading. Split profits with book shop owner
 - Set a budget to cover advance copies, venue hire, etc.
- Virtual book tours bring together a number of promotional activities under one umbrella within a specific period of time





- Generally, a tour lasts between one and three weeks
- You “visit” a new outlet every day, and promote it on social media
- Virtual book tours can include:
 - Book reviews
 - Guest posts on blogs
 - Interviews on podcasts or radio shows
- ✓ Research to find interested audiences
- ✓ Promote on social media

Your Launch Party

- ✓ Planning physical launch party:
 - Choose a location
 - Take photos
 - Invite your guests
 - Get media attention
 - Pre-order books to sell
- ✓ Planning virtual launch party:
 - Set up a live stream event on your chosen platform
 - Promote this event widely on social media
 - Email your list with the date and time
 - Hashtag your party
 - Use photos and livestream to build a buzz for the event





- Offers exclusives and prizes for party goers
- Set up reminders
- ✓ Get influencers on your side early on:
 - Contact influencers on social media and build relationships
 - Offer guest blog posting opportunities
 - Give them free copies of your book

