



Module 3 Cheat Sheet - Set Up for Sales Success

Lesson 1: Set Launch Goals

Key Takeaways:

- Set specific financial goals for your launch. This helps you measure success later.
- Choose a launch date that relates to the content of your book if possible.

Learning Objective:

- ✓ Identify specific goals for your book launch, including financial goals, so that you can allocate an appropriate budget

Your Launch Goals

- ✓ Be clear and specific about your launch goals
- ✓ Income comes from book sales and from leveraging the content
- ✓ Set specific financial goals for your launch from a) book sales, and b) related products & services
- ✓ Other financial considerations e.g.
 - Are you going to pre-sell? This can finance your launch
 - Will you send signed copies? Or send signed book plates?
Budget for this





- What do you want to spend on a launch party?
- ✓ Set a budget for your book launch

Your Launch Date

- ✓ Choose a launch date that works for your business and is memorable & appropriate to your book content, e.g.
 - If your book is for women entrepreneurs, International Women's Day could work
 - If it's about the environment, choose World Environment Day
- ✓ Allow at least 12 weeks for promotion
- ✓ Tell your email list about it

