



Module 4 Cheat Sheet - The Launch

Key Takeaways:

- Dedicate all your time to your book launch on launch day and the following week
- Continue motivating your launch team to keep promoting book sales.

Learning Objective:

- ✓ Pinpoint what needs to happen during the launch period, so that you excite interest in you & your book, and generate sales

Launch Day

- ✓ Run things on the day to keep it all together
- ✓ Swap your 'Coming Soon' page to the 'Launching Now' page you created earlier
- ✓ Change email signature link to 'Launching Now' page
- ✓ Amend all other links to point to the 'Launching Now' page URL
- ✓ Send out your press release
- ✓ Check in with your social media pages and motivate purchases
- ✓ Follow up with the launch team to make sure they're promoting
- ✓ Ask your launch team to post their reviews on Author Academy Bookstore and other book sites





- ✓ Boost social media activity if things are flagging, for example:
 - Run a livestream
 - Have a competition or giveaway
 - Share behind the scenes secrets
 - Organise a Q&A
- ✓ Hold your launch party and enjoy yourself!

Launch Period

- ✓ Book tours & book signings that you've organised in advance
- ✓ Speaking engagements to talk about your book
- ✓ Keep asking for reviews from readers
- ✓ Find author groups in your field and ways to cross-promote books with fellow authors to get more reviews

