



Module 5 Cheat Sheet - Post Launch

Key Takeaways:

- Don't stop marketing your book once the launch day is over.
- You will continue making book sales over the coming weeks.

Learning Objective:

- ✓ Plan activities to keep sales momentum going post-launch, so that you can continue to make book sales

Post-Launch Marketing

- ✓ It's important to have a post-launch marketing plan for your book
- ✓ What more can you do to make more book sales?
 - Ask book buyers to keep you updated on their progress
 - Run a live Q&A to answer questions on your book content
 - Take screen shots of any author data and post on social media
 - Set up a photo competition showing books buyers holding your book all over the world
 - Complement other marketing activities, e.g. if you're organizing a group coaching program on a related topic, offer your book at a discount price to who register
 - Ask what other topics people would like to see written about





- Follow-up regularly with your email list
- Continue your pre-launch activities, e.g. if you were running a podcast, continue that
- ✓ Review your sales figures & analytics
- ✓ Use sales success in marketing, e.g. number one best seller

