

Promote & Market Your Business Book

How to Increase Sales and Put Your Book to Work for Your Business



Course Book

Table of Contents

| | |
|--|---|
| Introduction | 3 |
| Module 1 - Are You Getting the Most Out of Your Book? | 6 |
| Lesson 1: Your Marketing Assets | 7 |
| Lesson 2: Review Your Sales Performance | |
| Module 2 - Your Publishing Options | |
| Lesson 1: Publishing and Print Versions | |
| Lesson 2: Digital Books | |
| Lesson 3: Audio Books | |
| Module 3 - Set Up for Sales Success | |
| Lesson 1: Set Launch Goals | |
| Lesson 2: Develop Launch Material | |
| Lesson 3: Build Your Launch Team | |
| Lesson 4: Plan Events | |
| Lesson 5: Your Launch Timeline | |
| Module 4 - The Launch | |
| Module 5 - Post Launch | |
| Module 6 - Leveraging | |
| Lesson 1: Build Products and Services Around Your Book | |
| Lesson 2: Use Your Book to Develop Your Visibility | |
| Module 7 - Review and Refine | |

Introduction

There's no better way of establishing your expertise and credibility than publishing a book that provides solutions to your audience's toughest concerns.

Your book acts as a marketing tool, spreading your message around the world in a way that's accessible, informative, and helpful.

It will set you apart from your competitors and give you an edge in your target market. It also opens up new avenues for your business, bringing in new clients and leading to more sales of your other products and services.

However, it can only be successful if people know about it. You've already published your book, but did you launch it with fanfares or did you just tell a few people that it was available to purchase?

A successful launch needs publicity to lead to sales. But planning a book launch is demanding and it's not always clear what you need to do to get the results you desire.

In this course, you'll follow the step-by-step process to a successful book launch. You'll discover the best way to get support during the launch period, what you need to plan in advance of launch day, and how to leverage your book's content to find new leads and increased income. In addition, you'll create your marketing must-haves and a detailed timeline for putting your publicity tasks into action.

By the end of the course, you'll have increased the long-term effectiveness of your book and integrated it firmly into your overall business planning.

Learning Objectives:

By the time you complete this course, you'll be able to:

- Evaluate your current marketing assets so you can identify gaps that, when filled, will ramp up sales and revenue
- Review sales performance of your published book and take any necessary steps to make your book more sellable
- Choose from the publishing options available to ensure your book gets the widest circulation possible, and publish a print version so you will always have a physical book to share
- Publish a digital version of your book so that readers can sample your work at an entry-level price
- Publish an audio version of your book which will provide your information to people who want to listen rather than read
- Identify specific goals for your book launch, including financial goals, so that you can allocate an appropriate budget
- Create marketing material to use during your launch and find opportunities to get your book noticed, so that you get the maximum coverage possible
- Identify the supporters who will promote your book for you, so that you are sure to have a successful launch and make sales
- Plan and organize events that will take place during the launch period, so that everything is set up well before your launch date
- Set up your detailed launch timeline, so that you stay on track with the necessary tasks during the launch
- Pinpoint what needs to happen during the launch period so that you excite interest in you and your book, and generate sales

- Plan activities to keep sales momentum going post-launch, so that you can continue to make sales
- Pick the products and services you can extract from your book and leverage for increased income, so that you maximize the potential of your book to grow your business
- Find ways to tap into your book success, so that you can attract new leads and expand your visibility
- Consolidate and implement your learning and plan future action steps so you can achieve the goals you set for this course

This course is broken down into 7 major modules and individual lessons to take you step-by-step through promoting and marketing your business book.

PREREQUISITES: For this course you will need to have already published a book and set up an email autoresponder. If you don't have an email marketing platform, plan to spend a little extra time in the beginning to get one set up.

The modules follow a logical order, so while you can skip around if you want, it's best to work through them one at a time.

As you go through each module, use your Action Guide to help you complete the Action Steps at the end of each.

Expectations

Before we start the course, take a minute to think about what you want to get out of it.

In the Action Guide, write down three skills you expect to gain.

Now that you're clear about what you want this course to deliver, we can get started.

Module 1 - Are You Getting the Most Out of Your Book?

You've taken time to write and publish your book, but it may not be bringing you the results you expected just yet. If this is the case, it's time to take stock and check in on what's happening with your book.

In this first module, you'll evaluate your existing marketing assets and review your current sales performance to discover what you need to put in place to ramp up sales and revenue.

- **Lesson 1: Your Marketing Assets**
- **Lesson 2: Review Your Sales Performance**

Lesson 1: Your Marketing Assets

Take Stock of Your Current Situation

You already have a published book so before you go any further, take stock of where you currently are with it.

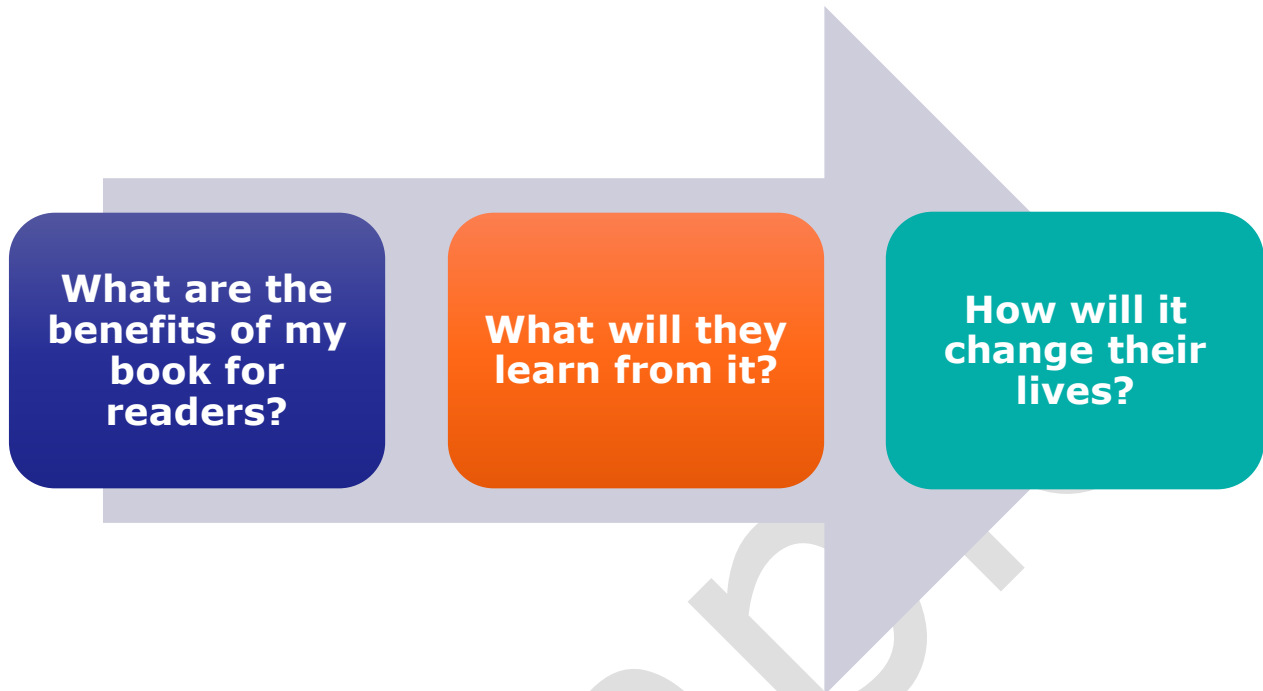
You obviously had goals for your book when you wrote and published it. These could have been to:

- Create or develop your mailing list by attracting a new audience to your products and services and ensuring they sign up for emails
- Build a community of other writers, supporters, and readers as a way to spread the word about your work
- Generate more revenue for your business
- Grow your following on social media
- Become a bestselling author.

Take a moment now to review what your book has brought you since you published it. Then, revisit the goals you set for the book when you wrote it.

Now that you're ready to launch again, you must reflect on how your book fits into your overall business growth plan and set a new goal, such as winning more clients, increasing your revenue, or attracting better leads.

Make sure the positioning of your book is crystal clear. You need to have concrete reasons why someone should buy your book. Ask yourself:



- What are the benefits of my book for readers?
- What will they learn from it?
- How will it change their lives?

Once you're certain of your book's benefits, you can include them in your marketing materials.

Book Marketing Must-Haves

When you market a book, you have a wide variety of marketing tools and tactics to choose from. You can't do them all, nor should you. Instead, focus on the essentials.

Here are four marketing must-haves to put in place if you don't have them already:

ATTENTION:

This is only an excerpt from our full course [Promote & Market Your Business Book](#). The full, customizable course contains 6 major modules and individual lessons.

When you purchase a license for the course, you'll receive the editable files for the Course Book, Action Guide, graphics, social posts, and other resources.

Promote & Market Your Business Book

How to Increase Sales and Put Your Book to Work for Your Business

