

BOOK LAUNCH

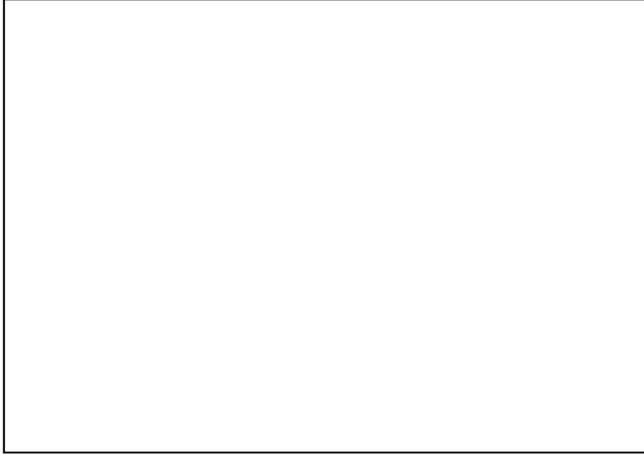
Workbook

Barbara Howard



Define Your Audience

Who is this book for? Everyone is not an answer. Be specific.



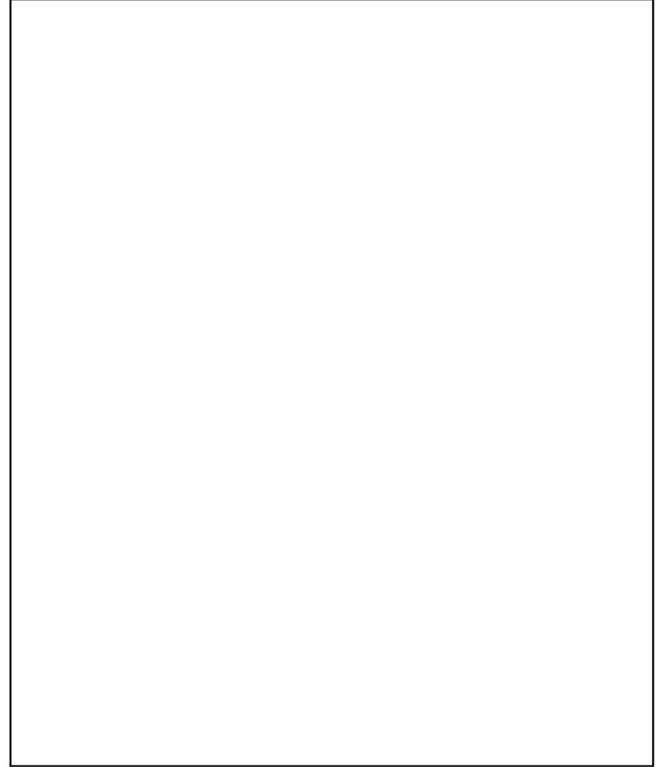
Who are the people reading books like yours?



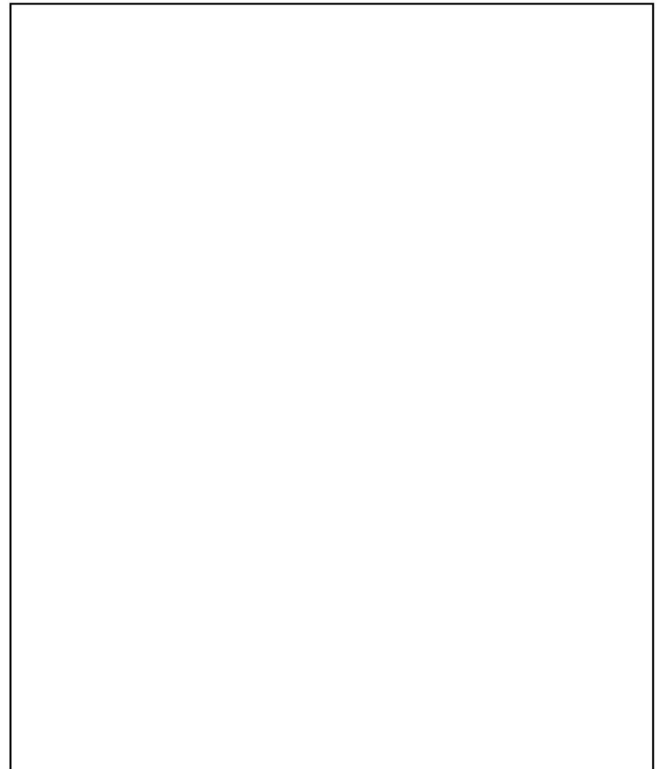
Are there secondary reader groups different from the first group of readers? Write them down here.



Where do these people hang out online?

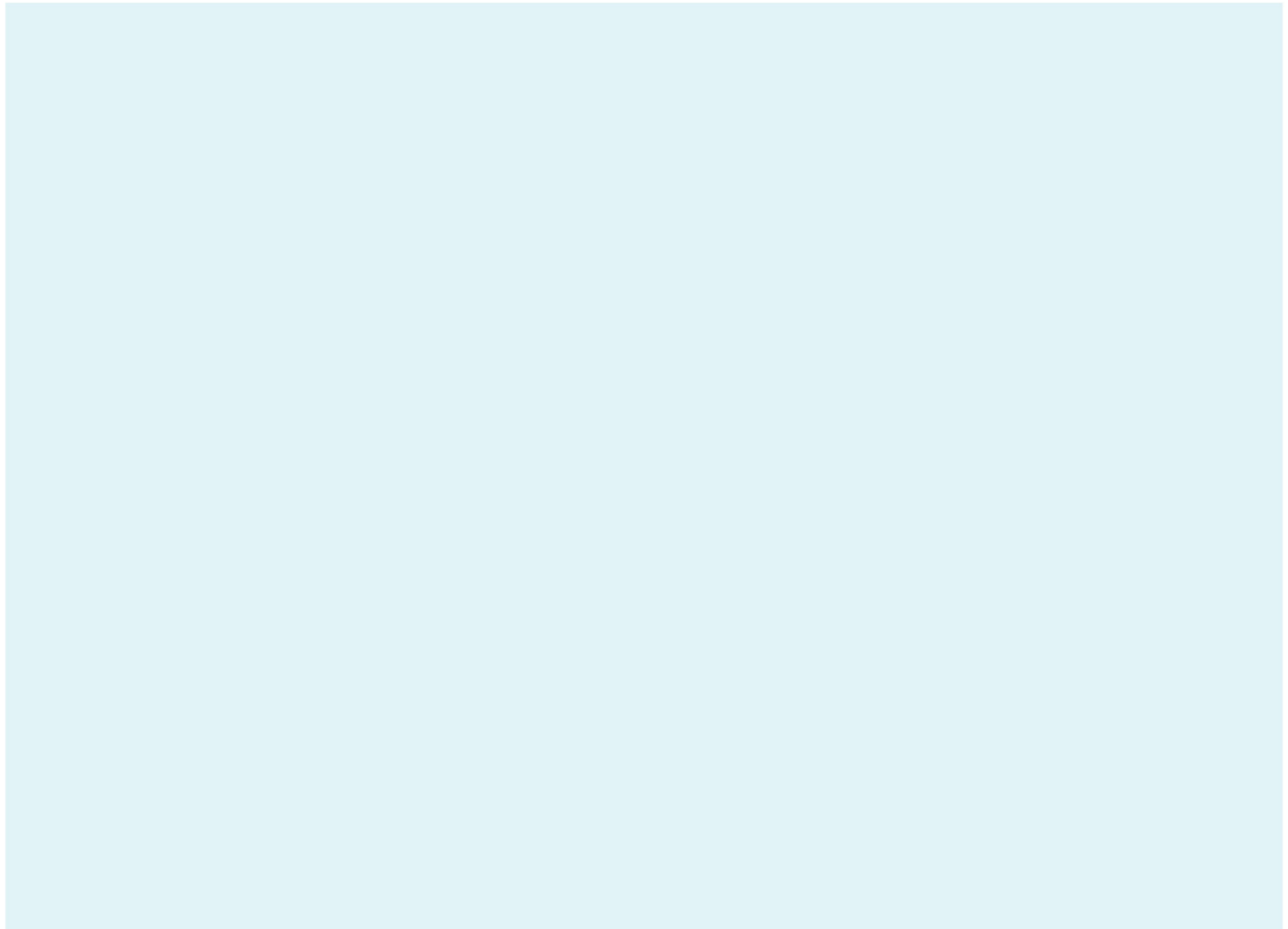


Who are the key influencers in their world?



Goals And Objectives

Beyond the simple “sell more books”, why do you want to sell more books? What is your ultimate goal? What do you hope having a best seller would accomplish?



Specify Your Goals

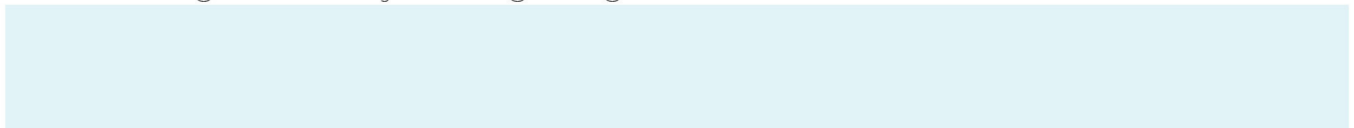
of books you want to sell



By when?

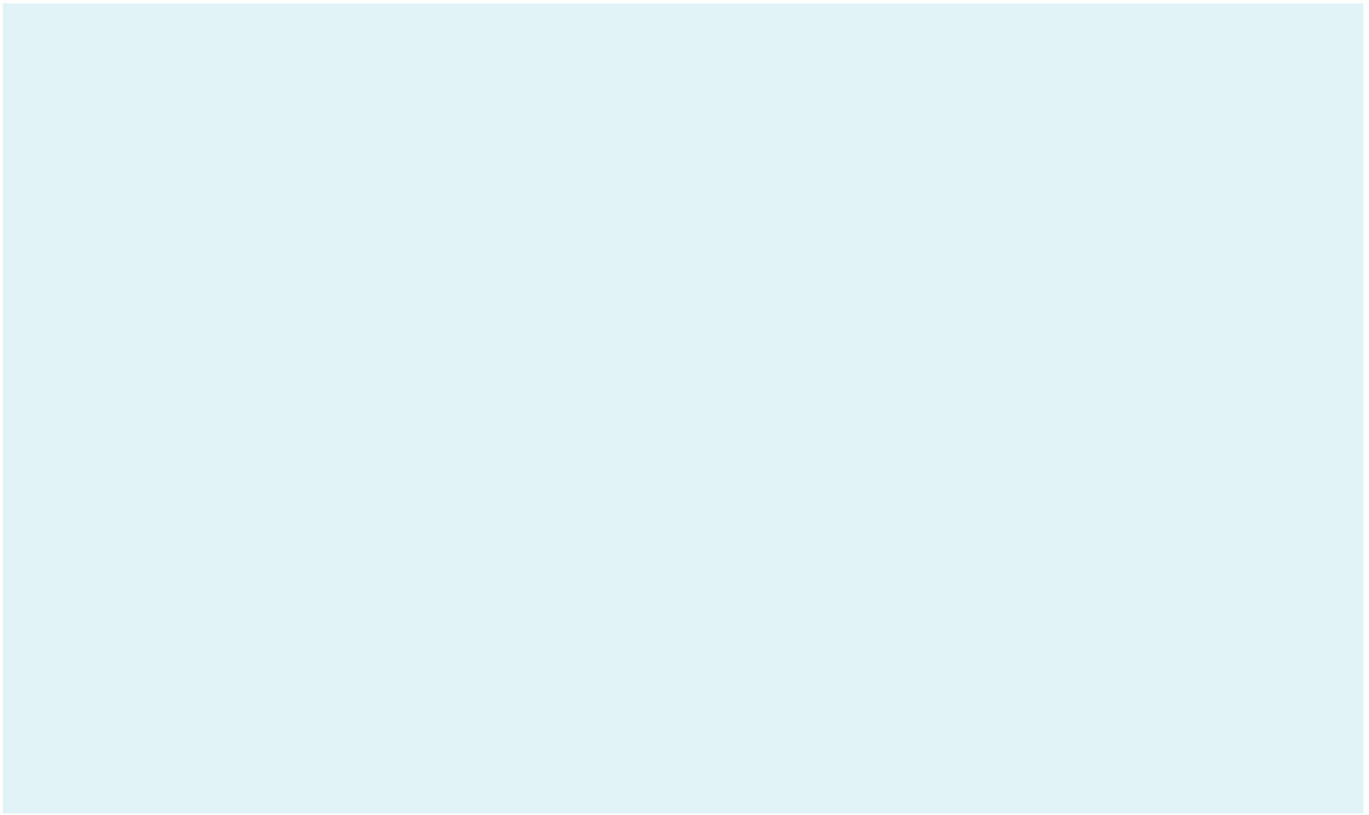


What categories are you targeting?



Launch Team Application Page

Landing Page Copy Key Points



Application Form Questions



Launch Team **Emails**

Subject:

Message #:

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Social Media Marketing

Social media can be powerful and free. So take advantage of it, but be sure to manage your energy as well. There's no need to be everywhere all at once. Pick 2 where the potential readers of your book are most likely to be or most fitting for your book. Focus your energy on creating valuable content and engagement for those two.

Task

- Create and complete the profile or page
- Tag people or places mentioned in your book
- Join groups
- Use hashtags to find influencers
- Post video clips
- Create a content posting schedule



Author Media Kit

Author Bio (short, med, long)

Book Synopsis

Fun Facts

Press Release

Sample Chapter

Contact Information

Sell Sheet

Book Review Exerpts

Photos / Headshots

Interview Questions

Sell Sheet Information

Book cover thumbnails & author photo

Title

Genre

Price

of Pages

ISBN

Publication Date

Formats Available

Available At

Synopsis

Testimonials / Reviews

Craft Your Author Bio

Two-Line, 140 Characters

Short - 50 Words

Medium - 100 Words

Long - 300 - 600 Words

Email Opt-In Offers

It is important not to rely on your sales channels itself to sell your books. Successful authors can “bring their own” traffic. One of the best ways to build your audience is to build your email list. Start building now. Do not wait for your book to be complete or ready.

Figure Out Your Opt-In Offer

Gone are the days when you can put up a newsletter subscription form and get subscribers. Readers are looking for a reason to subscribe. What’s in it for them? Below are some opt-in offers you can offer. Start with one, but there’s no reason to stop at one. Vary them from time to time or put up different offers for different readers.

Free chapter

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Free book

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Free story

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Free books for life

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Bonus material

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Monthly book drawing

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Free chapter

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Free chapter

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Email Topic Ideas

<input type="checkbox"/> Book signing	<input type="checkbox"/>
<input type="checkbox"/> Promotional pricing	<input type="checkbox"/>
<input type="checkbox"/> Fun facts	<input type="checkbox"/>
<input type="checkbox"/> New releases	<input type="checkbox"/>
<input type="checkbox"/> Sample chapter	<input type="checkbox"/>
<input type="checkbox"/> Bonus material	<input type="checkbox"/>
<input type="checkbox"/> Author interviews	<input type="checkbox"/>
<input type="checkbox"/> Character insights	<input type="checkbox"/>
<input type="checkbox"/> Supporting research material	<input type="checkbox"/>
<input type="checkbox"/> Discussion about the book	<input type="checkbox"/>
<input type="checkbox"/> Review a book	<input type="checkbox"/>
<input type="checkbox"/> Reader survey	<input type="checkbox"/>
<input type="checkbox"/> Latest blog post	<input type="checkbox"/>
<input type="checkbox"/> Lessons you learned	<input type="checkbox"/>
<input type="checkbox"/> Giveaways/Contests	<input type="checkbox"/>
<input type="checkbox"/> Free resources	<input type="checkbox"/>
<input type="checkbox"/> Reader of the week	<input type="checkbox"/>
<input type="checkbox"/> A day in your life	<input type="checkbox"/>
<input type="checkbox"/> Fun Holidays/Observances	<input type="checkbox"/>

Sketches

