



The Author Guide Course for non-fiction authors

Insight 10 – Your readers are not clairvoyant

[Here is the link to your video tutorial](#)

Launch time

Your manuscript is complete and your beta readers have given you useful feedback. The final edit is in progress, but it's not time to rest on your laurels! It's time to plan your launch.

Reviewers

As soon as the final edit is complete send a pdf version to everyone who has agreed to review it, with a deadline for their review to be submitted. Don't give them more than two weeks or it will get pushed onto the pending pile – and more likely to get forgotten.

The Launch Plan

This is a specific marketing plan that leads up to and just beyond the publication date (PD). Make sure that all your content is developed and ready to go and start distribution at least 6-8 weeks prior to PD.

A really successful launch will give people an incentive to purchase on PD.

If you are chasing an Amazon best seller badge, this is how you'll have a very good chance of getting it.

Categories

On Amazon you can list your book in a variety of categories. Usually three is enough.

Choose the main genre for your kind of book as one category, but also choose some very specific categories. It is in these that you are likely to get that best-seller title as the competition is less – and if you sell well on day 1, that will take you into that No 1 spot.

Bonus bundle

This is your launch day incentive to purchase. This might include:

- Lower price for launch day
- Additional valuable downloads relevant to the book's content
- Invitation to a webinar – either an Author Q&A or a learning opportunity related

to your book's content

- Free draw for a high value item – a place on a course you run, a strategy or coaching session 1-2-1, dinner/lunch with the author, an electronic notebook or ereader, etc. Only for launch day purchasers.

Be creative!

Every item on this list needs a value assigning to it – as you'll be using this bundle in your marketing. The message is, effectively, 'Grab your launch day copy for just £10 and get these amazing bonuses worth £1,000'.

If you're offering a draw the value of the prize will be added into the total value. There are automatic number generators to ensure your draw is not open to question. Many authors do this on social media live.

A word about GDPR – if you're publishing with an independent publisher, you'll need to discuss obtaining the contact details of purchasers. They may be concerned about not being compliant with GDPR if they provide confidential information. However, you can deal with that, by adding a note to your landing page, stating that, in order to get access to all the bonuses you will need to provide your email address.

If you are selling on Amazon they will not share this information – so you'll need to find a work around to get contact details. You may request they email you with proof of purchase to claim their bonus bundle.

Landing page

There are various ways to do this. If you're offering a launch day incentive you could create a landing page with all the details:

- On your business website
- On a dedicated URL (ideally with the name of your book or in your name)
- Using one of the many emarketing platforms like AWeber, Mailerlite, MailChimp, GetResponse, Contant Contact, Sendfox, etc.

If you're not a professional sales copywriter, you might want to get some help with this – or find existing pages that work well and use them as a template. Also AI can be really helpful for this, as long as you give it a really good brief.

Social media

Ideally, your social media followers should know you're in the process of writing and publishing a book. Social media followers are great ways to test book covers, for instance. Don't offer too many options – maximum three.

But the six weeks up to launch is where you start to get serious!

Your campaign will need a post going out every 3rd day up to the last week, then daily.

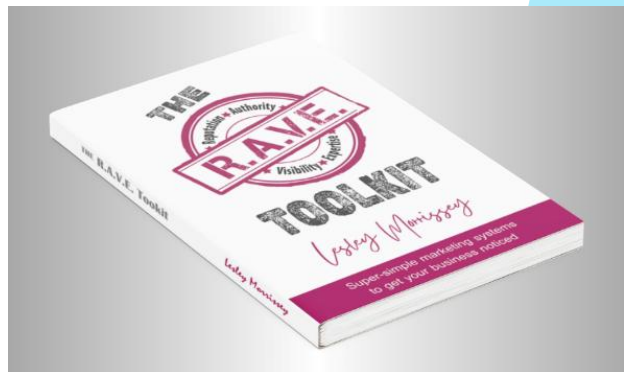
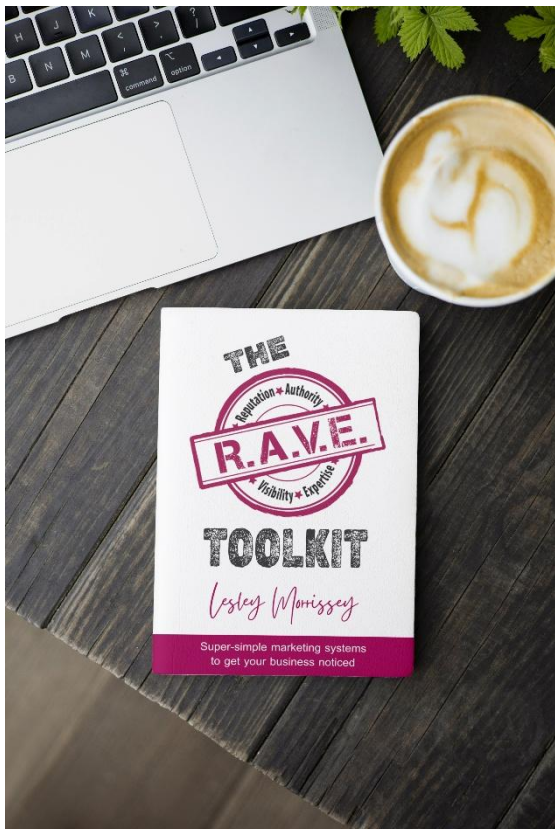
Posts should:

- Tease content in relation to your book's subject
- Announce and promote the bonus bundle
- Share some of your pre-publication reviews

You could share one of the quotations you use in the book, or tease a story.

I know several authors who have used their proof copy and taken a selfie to show it's arrived. Or have had photos of themselves opening the delivery of their first box of books.

You'll need to have branded, but different images to show off your book.



TIP: Canva have templates for book covers – I'm not suggesting you design your own, but creating a 3D version, or image of your book on a table, or being read can be useful. Your cover designer may provide these, if you ask.

Email marketing

You should have been keeping your tribe up-to-date with progress via regular emails – with lots of added value, to keep them engaged.

Now is the time to reveal the publication date and tease the launch package.

The message is the same as for social media – but you can add more details in an email, with strong calls to action, e.g.:

‘Put the date in your diary to ensure you don’t miss out’

‘Grab your bonus bundle worth £1,000 for just £10’

Etc.

If you have other email lists besides that you've built up as your book tribe – include them in the email campaign.

A launch celebration

Some authors organise an event to celebrate their book being published. This is not usually on the day of publication, but often sometime later.

These are some of the launches I've seen authors do:

- A complimentary wine and canapes event in a bookshop (I've seen Waterstones host one of these, and also local independent bookshops).
- A similar event in a private venue.
- A similar event in a local library, museum or other notable location.
- A paid ticket-only event, with speakers, including the author, around the subject of the book.
- A virtual interview with the author, live – with the opportunity to ask questions.
- A meet-the-author book signing at another event – e.g. a conference or exhibition.

There are no rules, design your event so it works for your book.

This week's assignment

Create your bonus bundle with the **Bonus Bundle worksheet**.

Start planning your social media and email schedule on the **Launch Communication planner**.