

Module 4 - Launch Your Book to the Stratosphere:

How To Optimize Your Chances of a Bestseller, Make Money During Your Launch & Help Your Message Reach the Most Readers



BREATHE





Before you go into strategy,
tap into your WHY.
Why did you write your book?
Then do what's aligned and feels
delicious.



Three Different Strategies for Your Book Launch:

In Person Book Tour
 Virtual Book Tour
 Online Book Launch Campaign

with Amy Ahlers and Lissa Rankin, MD

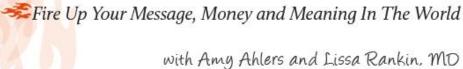


Launch date.



with Amy Ahlers and Lissa Rankin, MD

What you can really expect from most publishing houses during your book launch- no matter HOW big your book advance is.





Amy's great New World Library experience.



Lissa's story about her What's Up Down There? launch.



Hay House!



with Amy Ahlers and Lissa Rankin. MD

It is easy to blow through your own cash during a launch.



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Why doing a traditional book tour will leave you broke and crabby (and what to do instead!)



Strategies for your in-person book tours:



1. Go where your people are.





2. Get a tour sponsor.



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3. Book speaking gigs or create events that will PAY for your costs.





4. Do an event where they pay a small fee and bring their own book for signing.



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5. Speak at events, rather than book stores... Get CREATIVE and INNOVATIVE!



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6. Find a sponsor who can host your live book tour events.



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7. Ask your community to host events with you.



8. Partner with an organization or a corporate sponsor who wants to get your books in the hands of a wonderful community.



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Co-host an event with a fellow author and speak together.



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10. Make sure the book store or event has enough books on hand for your signings.



Wisdom Spotlight:

Be smart, creative and resourceful when it comes to your in-person book launch. Expect little from your publisher & you could be pleasantly surprised!





Strategies For Your Virtual Book Tour



The goal is to be EVERYWHERE on launch day.



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If you're a blogger, rally your own blog network.



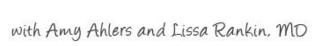
Send galleys to bloggers and ask them to review your book on their blog on your launch day.



Make yourself available to people with tribes of their own around your book launch and ask them to promote your book:



Free teleseminars.





Answer Q&A in the comments section of your blog.

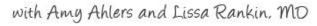


Do a Skype interview you can post on your blog.



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Be on radio shows.





Twitter and Facebook parties.

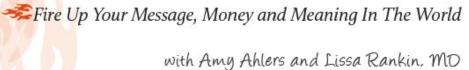


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Ask big websites to feature you on your launch day.



Launch your virtual book tour at a live event where people blog.



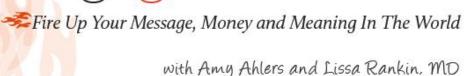


Do what feels fun and joyful.



Wisdom Spotlight:

You can launch your book VERY successfully in your jammies from your bedroom when you leverage your online connections.





What Lissa did (and didn't do) to help *Mind Over Medicine* reach the NY Times list



Sent out 500 galleys to influencers



Went to JV partners, friends and affiliates with a request to share



Did one on one interviews with friends with bigger audiences



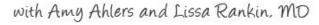
Pre-Sale Campaign 6 weeks in advance with gifts



Launch day and launch week did solo blast, syndicated, social media, ambassadors & colleagues blasting



Did fundraising event in NYC, I Can Do It event & TEDx talk





Did events with doctors who hosted her

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What did her publisher,
Hay House, do?
(B & N windows, sent to their list, social media, Amazon campaign)



PBS special



Lissa's launch mindset and prayer





What Lissa said NO to (the sneaky stuff going on!)



The Secret to Generating Tens of Thousands of Dollars During Your Book Launch (Instead of Spending Tens of Thousands of Dollars.)



Your Online Book Launch Step by
Step to Create Revenue
While Selling Books...
And maybe Even Become an
Amazon Bestselling Author!



Step One: Decide on your bundles and upsells.

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Do a Summit, Tele-series, Video Series

Visionary Ignition Switch

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Host a live event.



Full multi-media experience.

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NOTE: you'll drive revenue, but not a TON of profit...these take time, staff and there are costs!





Step Two: Pre-Sell Your Bundle BEFORE Your Book Comes Out to drive Amazon ranking up if that is important to you.



Step Three: Pre-sell your books at your live events (both virtual and online).

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Step Four: Create an Ambassador Club.



Step Five: Run all pre-sales you've received at your events and in your bundles on launch day.



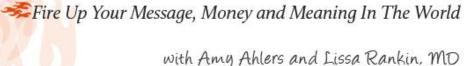
Hint: Make SURE you do the sales one by one on Amazon.

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Step Six: Create a book sales page with special gifts so peeps give you their name and email.





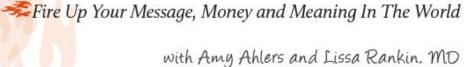
Hint: You MUST have links to Amazon, Barnes & Noble (and Indiebound) on your page.



Step Seven: Have your JVs, Affiliates, blog network, social media, friends and family spread the word.



Step Eight: When people register for your free gift, on the thank you page lead them to an immediate up-sell or into an auto-responder email sequence to drive revenue.





Step Nine: Mobilize your ambassadors.

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Step Ten: Celebrate!

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What does it mean to be a "bestselling" author?



How many books does it take to become an Amazon bestseller? A NY Times bestseller?



Amazon counts book sales on the order day (which impacts Amazon bestseller rankings), Book Scan counts on the ship day at Point of Sale (which impacts all other bestseller rankings-NY Times, etc.)



Wisdom Spotlight:

Create a strategy for your online book launch and maximize your reach, your profits and your chances for reaching bestseller lists.

Other Goodies & Red Hot Secrets



You're in a business agreement with your publisher.

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You're ready to launch your book... now what?



Take a breath and a break and shore up your reserves.



Post Book Launch Depression



Get set up on Amazon Author Central so you can track your sales, etc...

https://authorcentral.amazon.com/



PLEASE have a support team...

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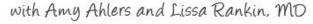
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Your worthiness is not for sale.



Wisdom Spotlight:

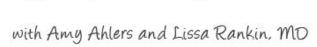
Prepare yourself emotionally, spiritually and physically for a wonderfully wild ride!





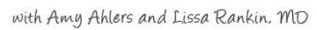
INSPIRED ACTION 1: Prepare yourself for your launch... set expectations for yourself, your publisher and your family.

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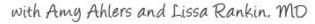


INSPIRED ACTION 2: Map out your offline book launch plans.





INSPIRED ACTION 3: Map out your online plan.





INSPIRED ACTION 4: Listen to Jonathan Fields & Kris Carr's bonus expert interviews.

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INSPIRED ACTION 5: Check out the goodies that resonated for you.



Inspired Action Meditation:

What have you received today that feels inspired? What gives you a full body yes, what feels delicious?