

Spirit Authors Course Outline

~ Module 4 ~

Module	Mod 4
Title	Your Book Launch: Designing and Delivering
Who is it for?	Anyone who has already selected their publisher and has signed off their final layout/proof (or nearly so), set the launch date for their book (or is ready to), has an established online presence, and is ready to create the actual platform for launching their book within the next 3-6 months. <u>NOTE:</u> if you are getting ready to publish and have not yet built your online platform, I highly recommend you take Module 2 before this module , as you will need those elements in place first.
Duration	8 weeks
Aims	To give you all the tools and know-how to construct, plan and deliver a successful Amazon book launch.
Objectives	By the end of this module, you will be able to: <ul style="list-style-type: none"> • Design, manage and deliver an exciting and authentic promotional campaign • Locate, identify and select good joint venture partners • Get reviews and create fun, unique and compelling promo copy and materials • Design and run a Virtual Blog Tour • Create a dynamic Twitter campaign for your launch • Host or be a great guest on Internet radio • Follow and utilise your sales rankings to boost sales
Weekly Lesson Content	<ul style="list-style-type: none"> • Week 1: Joint Venture Partners: finding and choosing • Week 2: Constructing and managing a JV campaign • Week 3: Creating a Twitter campaign for your launch • Week 4: Creating instructions and promo templates for JVs • Week 5: Designing and managing a Virtual Blog Tour • Week 6: Radio hosting and guest appearances • Week 7: Reviews, video, contests and interaction • Week 8: Launch day: coordination, rankings and frenzy
Download Content	<ul style="list-style-type: none"> • PDFs of all lessons • MP3s of all lessons • PDF Workbooks to help you move through the lessons • Templates when applicable to help you work more efficiently* • MP3s of monthly calls*
Community*	<ul style="list-style-type: none"> • Access to Online Community • Get peer support to help achieve your goals • Get feedback on your manuscript and other work by peers • Special Q&A section to post your questions • Interact directly with Lynn
Calls*	1 live call per month (downloads available to members only)
Rewards*	SPECIAL GIFT for those who demonstrate completion of all weekly challenges within 2 weeks of finishing the module.
Bonuses*	Discounts and other unplanned special bonuses will be revealed as you go along.
Notes:	Items marked with an asterisk (*) are NOT available during a "Test Drive", but will be available if/when you register for the Module.

To register for Spirit Authors Module 4, go to:
<http://spiritauthors.com/register-module-4>