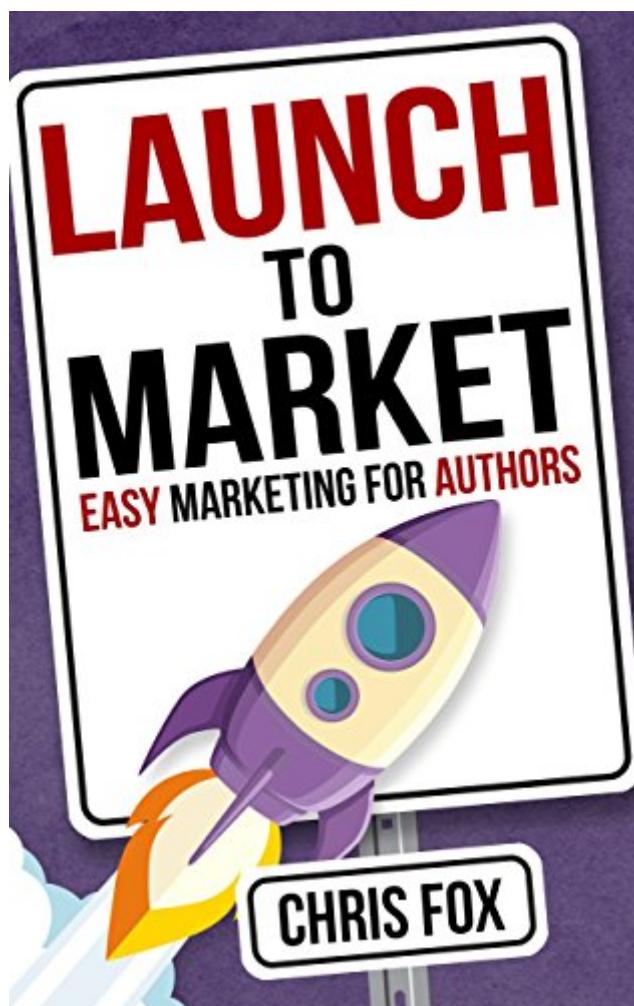


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Launch To Market: Easy Marketing For Authors (Write Faster, Write Smarter Book 4)



Synopsis

Have you written a book that just isn't selling? Would you like the launch of your next one to be different? Launch to Market provides a simple system to plan, track, and execute your book launch. It covers the basics of marketing in an easy to understand way, complete with exercises that will prepare you for your best launch ever. You'll see real sales numbers from an author who just did exactly what you're trying to do, with take aways that will show you exactly how I did it. Don't leave the success of your novel up to chance. Launch your book to market. "I bought it for the rocket alone. I mean, look at that thing." -- the Author's Totally Biased Friend.

Book Information

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Customer Reviews

I watched from the sidelines as Chris did his whole '21 day book' experiment. To be honest I thought he was going to fail, and fail badly. But he proved me wrong, so when this book came out I decided to buy it and make sure there was no voodoo involved :-) . Surprisingly, there was none. No magic bullets either. Chris provides really solid advice about how to launch a book successfully. The difference between him and most book marketing 'gurus' is that he tested his own advice (and has lots of witnesses) before deciding to share it. The guide isn't long but it has many gems within it

including:- The 21 Day Experiment - what he did right and what he did wrong (so you can avoid the same pitfalls.- How to figure out what tier you're currently at and how to move into the next- How algorithms work- How to create your own launch plan and build a buzz for your book- How to launch your book- How to put your book on autopilot after the launch so that it keeps selling and adding subscribers to your mailing list without too much heavy-lifting. There's a whole lot more. The advice he gives is not overly technical stuff and isn't reserved for people who already have jillions of names in their mailing list. Anyone can use it.

Likely one of the best books you'll read on writing specifically to market and sell your work. What I love is the approachâ "far from urging you to 'sell out' and write books in the latest hot genre, or coaxing you into writing to the current fads of fiction, Fox gives you carte blanche to write the sort of book you actually love, but to research it and tailor it to a specific (and eager) market. If your goal is to be a full-time author, to actually be paid for your work, and to have a long and healthy career, this book belongs in your library. Read it twice a year.

This is a great follow up to Write To Market from someone who is not just talking the talk, but he's walking the walk. As of writing this review, Chris's book, Destroyer, which he wrote to market, is sitting at 704 in the paid store. I've been following it, and never seen it leave the top 1000. Pretty remarkable. I look forward to reading more of Chris's nonfiction, as well as reading the entire Void Wraith trilogy.

I've really enjoyed all the books in this series and so I bought this one the minute I saw it. I was hoping to take away at least one really cool idea that I hadn't seen before. Unfortunately this one didn't deliver on that hope for me. It's a great book that authors should read, but just didn't wow me like his others.

I received an ARC copy of this book. As you can see, this is also a verified review. Why buy a copy too? Because the book is worth it. The author has done a fabulous job of laying out in detail and order the methods for launching a book to success, and then to building on that success to have bigger and better launches with each new book. Now, many other writers have talked in detail about one particular aspect of marketing. They might focus on Twitter for writers, or reader magnets, or something similar. Other writers have given a broad overview, intentionally leaving out specifics because the industry changes so quickly that specifics might not be as useful years from now, and

they want the book to still sell years later. Chris Fox has given both the overview - and also specific, actionable, detailed plans for helping to build your launches. It's a blueprint, not promising immediate success for your next book. But rather his methods will help you improve with every launch, building and progressing as you go. This book is an *essential* tool. It belongs in the toolbox for every modern professional novelist.

Great book. Lots of actionable advice and real world examples. I've listened to the author on numerous author podcasts and the book had some of that info, yes, but it had a lot more, and in way more detail.

No matter where you are in your writing career, this fantastic guide is for you. The plan is simple if you know what you're doing. I clearly had no idea what I was doing before reading this book. Now, I feel empowered. Will having read this guarantee me a best seller? Of course not. Will it help me find my way, find my tribe, and build a lasting career? Absolutely! Though the content of this book isn't necessarily new, it is invaluable. Explained the way it was with real world examples is going to enable me to use that information to my advantage. Thanks for another great guide!

Writing is clear and I appreciate the gentle, motivating approach taken for someone who knows zip about marketing. This author actually defines terms and gives examples. What a concept! The content is excellent and the exercises at the end of each chapter are spot on--and why it took me 2.5 days to read this little book. After my books sat on in the sea of "more than 2 million books that are published every year", I decided it was time to learn about marketing. Thanks, Chris for writing this book!

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