

DAY 11



Write down the publication date you're working towards and put it somewhere you will see it daily; this helps you build excitement and take action. If your book has already launched, think of one action you could take to help boost sales.

Three ways to work at your optimum

- ✓ Start with the end in mind.
- ✓ Don't specify a date where your book will "definitely be live" in case there are delays
- ✓ Keep up the momentum

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A book launch doesn't have to be scary; use your time to plan ahead and promote your book to get the best results.

REBECCA TINWORTH

