

# Ready, Set, Launch:

## AUTHOR'S ULTIMATE GUIDE TO ONLINE SUCCESS!

Congratulations, wordsmith! You've poured your heart and soul into crafting a book that's ready to set the world on fire with your unique message. But here's the thing - your masterpiece won't magically leap off the shelves and into your readers' hands.

That's why we've created this ultimate guide for your book launch and for a sensational online profile.



### ★ Step 1: You & Your AUDIENCE (A)

You first - What do you want to achieve?  
Influencer status, increased revenue, brand profile.  
Know your reader, decide your niche, speak only to them.

### 🎨 Step 2: BRAND Brilliance (B)

Be noticed - and remembered! Your brand and logo should be as unforgettable as your book itself.  
The online world is noisier than ever, yet when your brand identity shines your readers are drawn to you.  
Consistency is the secret sauce - stick with what works.

### 📣 Step 3: Choose Your CHANNELS (C)

It's not enough to shout from the rooftops; you need the right rooftops. Determine where your audience is - which social media platforms, podcasts, blogs?  
Be where your audience, your reader, hangs out.

### 🎉 Step 4: Deliver Your Message (D)

Pour the same passion into your marketing, that you poured into your book masterpiece.  
Tap into your essential message, your gift to your reader - is it to inspire, educate, offer hope, entertain?  
Use your brand voice (tone), and be consistent with your message. Have contagious enthusiasm!

### 🌟 Step 5: Engage with Impact (E)

Create assets and roll them out like a red carpet!  
Materials such as a dazzling one-sheet and a finely tuned LinkedIn profile will make your digital footprint quietly irresistible. Engage and follow up.  
Your readers will be wooed without knowing they're falling in love.

### BONUS Step! 🚀 Fuel Your Marketing Machine (F)

Keep the momentum going. Establish a system for consistency, by hiring a virtual assistant, developing a strategic plan, and joining a supportive and like-minded community. Keep the engine running!

Remember success doesn't just happen. It's crafted, curated, and catapulted into the limelight with strategy.

Use this guide, infuse it with your own unique style, and be the best-selling author you are destined to be!

*Two Four One Branding specialises in Launch Strategy for small business owners, speakers and authors. Serving the Moreton Bay and Brisbane area in QLD, they're also based in the Atlantic paradise of Bermuda, where Vicki's business partner Laura lives. Laura is a leading graphic designer and brand strategist. Vicki is a communications specialist, and as a team they consult and coach business founders in the nuances of building a noticeable and memorable brand profile online.*

*They created and co-host Resilient Entrepreneurs podcast - published on Spotify, Apple, Google, and YouTube.*