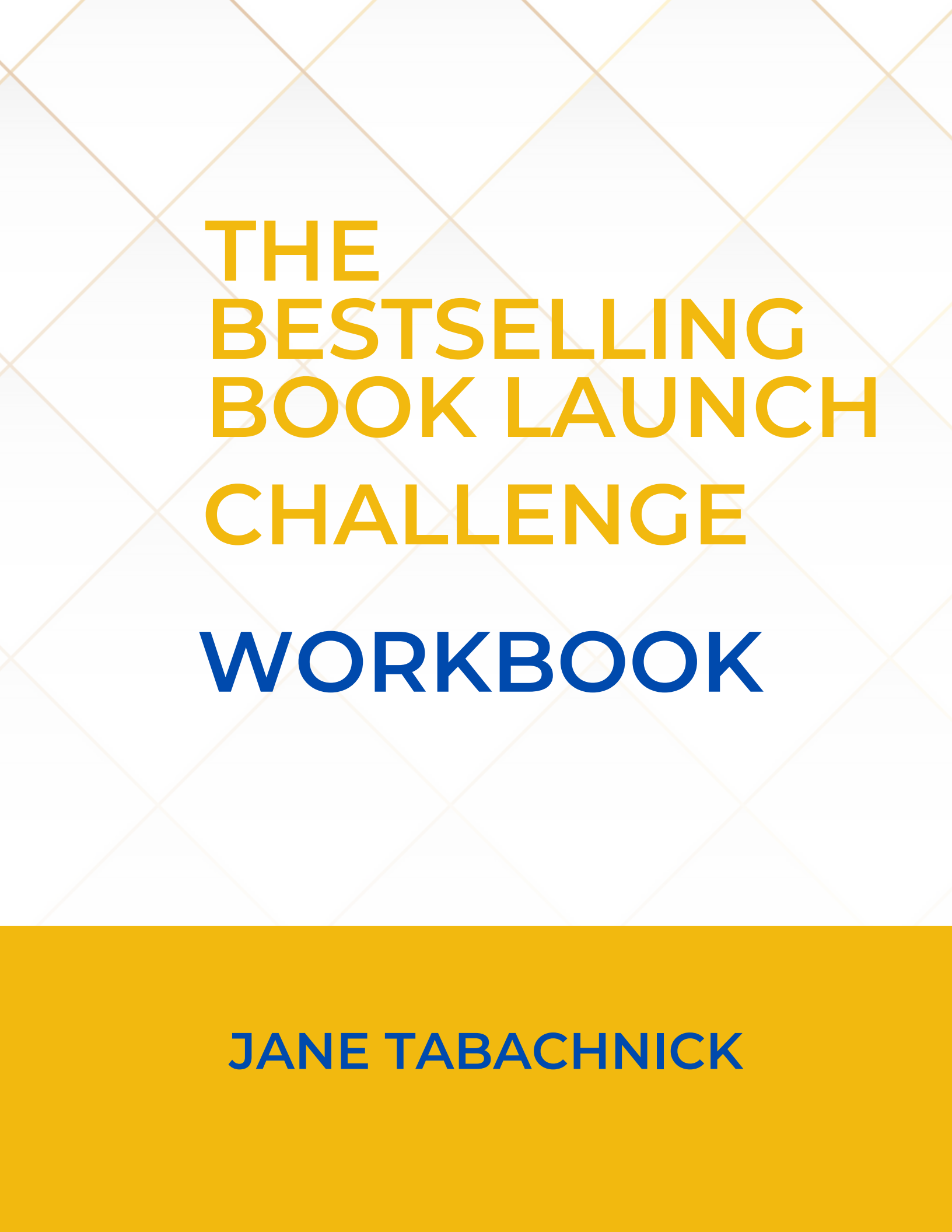




THE BESTSELLING BOOK LAUNCH CHALLENGE WORKBOOK

JANE TABACHNICK



BESTSELLING

Book Launch

CHALLENGE

Welcome

Hey Friend,

Welcome to the Bestselling Book Launch Challenge workbook! My name is Jane Tabachnick, and I'm a bestselling book coach, visibility, and profit activator with over 15 years of experience in book writing, publishing, and promotion. I have helped over 250 authors reach bestseller and profitable status, and I am excited to share my expertise with all of you.

Over the next few days, we will be taking a deep dive into the world of creating a profitable book launch; whether you are an aspiring author, a soon-to-be-published author, or an already published author who'd like to get better results, this is for you!

By the end of this challenge, you'll have a solid understanding of how to create a profitable bestselling book launch, with an actionable outline for your next launch. It will be a strategy that you can use again and again to keep building on prior launch success. If you put in the work, you will see incredible results.

So, let's get started and get ready to take your author success to the next level!

Jane

BESTSELLING BOOK LAUNCH CHALLENGE

03

CHALLENGE DAY 1 - POSITIONING

04

CHALLENGE DAY 2 - MOTIVATION

05

CHALLENGE DAY 3 - AUDIENCE

06

CHALLENGE DAY 4 - TIMELINE

07

CHALLENGE DAY 5 - L:AUNCH PLAN

NEXT STEPS

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C

CHALLENGE DAY



BESTSELLING BOOK LAUNCH CHALLENGE

A.M.P.T Strategy stands for:

A _____

M _____

P _____

T _____

Brainstorm here:

Draft Assignment

CHALLENGE DAY 2

BESTSELLING BOOK LAUNCH CHALLENGE

Brainstorm here:

Draft Assignment

CHALLENGE DAY 3

BESTSELLING BOOK LAUNCH CHALLENGE

Brainstorm here:

Draft Assignment

CHALLENGE DAY 4

BESTSELLING BOOK LAUNCH CHALLENGE

Brainstorm here:

Draft Assignment

CHALLENGE DAY 5

BESTSELLING BOOK LAUNCH CHALLENGE

Brainstorm here:

Draft Assignment

BESTSELLING BOOK LAUNCH CHALLENGE

Key Takeaways:

Biggest “aha” from the challenge



BESTSELLING BOOK LAUNCH CHALLENGE

Next Steps

Congratulations! You are on your way to a bestselling, profitable book launch! Now that you have spent some time in the Bestselling Book Launch Challenge you're ready to move forward!

So what's next? You have built some impressive momentum towards your goals and now is the time to ramp up and stay consistent. Make sure you do these few things to reach you full potential!

- Join us for the **Live Challenge Webinar** - Invite via email
- Start Researching Keywords & Categories - start by reviewing competitors' book listings
- Add your launch dates to your calendar and take action!

**Want to work together to create
and implement your book launch?**

Join us for The Bestseller Book Launch Lab

Cheers to your profitable, bestselling book launches!

Jane