



## My Book Is Live

The moment your book goes live is both exciting and strangely quiet. After all the work, planning, and preparation, the world doesn't explode, it simply opens a door. Your book is now available for anyone, anywhere, at any time. This is the beginning of its life beyond you.

### A Quick Prompt to Get You Started

Ask yourself: *What is one small thing I can do today to acknowledge this moment?*  
A launch deserves a pause, not just a task list.

### What Happens First

When your book goes live, a few things begin to unfold:

- the product page settles into place
- the first readers start to arrive
- algorithms begin collecting data
- early reviews may appear
- your book starts finding its audience

It's normal for everything to feel slow at first. Books often grow gradually, not instantly.

### Checking Your Product Page

Once your book is live, take a moment to review your page:

- is the cover displaying correctly
- is the description formatted cleanly
- are the categories accurate
- is the price correct
- is the "Look Inside" feature working (if applicable)

Small adjustments now help your book make a strong first impression.

## **Letting People Know**

You don't need a big announcement, just a simple, genuine message.

You might:

- share the news on your social channels
- send a short note to your mailing list
- update your website
- thank early supporters

The tone doesn't need to be promotional. It can simply be: "It's here."

## **Managing the First Few Days**

The early days can feel emotional. You may find yourself checking sales, refreshing pages, or waiting for reviews. This is normal, but it's helpful to set gentle boundaries.

A few grounding reminders:

- early sales don't define long-term success
- reviews take time
- algorithms need data before they respond
- visibility grows gradually
- your book will find its readers

Your job now is to stay steady, not to chase numbers.

## **When It Isn't Selling**

It's completely normal for a new book to have slow or even silent days at the start. This doesn't mean the book has failed, it means the algorithms haven't learned who to show it to yet, and readers simply haven't discovered it.

Most books, especially first books, grow through steady visibility rather than instant sales. If your numbers are quiet, take a breath. Give the book time to settle, let early readers find it, and focus on the long game. A slow beginning is not a verdict, it's just a beginning.

Review what you have done, consider new methods to promote it, and also accept that some books simply won't find an audience right away, or at all. This isn't a failure. It's part of the creative landscape. Every author has projects that don't take off, and those books often become stepping stones to the ones that do.

## **What to Do Next**

Once your book is live, the most helpful actions are simple:

- keep writing your next book
- share occasional updates
- engage with readers in a way that feels natural
- maintain your author pages
- let momentum build slowly

A book's life is long. You don't need to do everything in the first week.

## **A Simple Exercise**

Write a short note titled "My Book Is Out."

Include:

- one thing you're proud of
- one thing you learned
- one thing you want to do differently next time

This helps you mark the moment and move forward with clarity.

## **A Final Thought**

Your book being live is not the end of the journey, it's the beginning of its life in the hands of readers. Celebrate the moment, breathe, and trust that the work you've done will carry it forward. You've created something real, and now it's out in the world where it belongs.