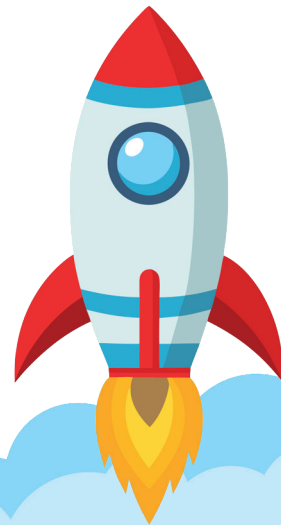


Book Launch Checklist

A Timeline of What to Do PRIOR TO RELEASE DATE

ONE YEAR OUT...

- The first thing you have created is a website, along with your author Facebook and Instagram page, not your personal profile page. These are public pages so the world can find you. If you like to make videos, get a TikTokBooks page.
- Have a website with your name as the domain name created. Domain name is what goes after @ in an email. It's the founding URL on a browser. Kathleen-Kaiser.com is my domain name. Or JaneDoeAuthor.com.
- You should start collecting blogs now - short 200 to 300 word mini-stories about writing your book, the locations, music you listen to while writing the book, your top influencers, etc. These will go on your website.
- If you are writing non-fiction or memoir, start posting pictures or images from the book. With nonfiction, get or use your LinkedIn profile and start telling old colleagues what you are doing.
- And start writing about your life. People today want to know the author. It's our new Celebrity Media World.



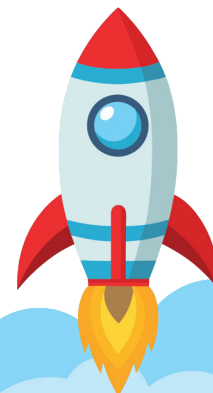
Book Launch Checklist

SIX MONTHS OUT...

- Get more active with your social media presence.
- Join GoodReads and start reading your competition and writing good reviews when deserved. Don't write negative reviews. Build an audience of other authors for your blurbs.
- When the edited manuscript is ready, request from these new "famous friends" if they will write a blurb.
- If you write nonfiction, send to other well-known experts or scholars on your topic for blurb.
- Post a blog once a week (this is why you have been writing them for months—years) Link to all social media pages.
- If you are hiring a publicist, **start asking around as to you does the best work.**

FOUR MONTHS OUT...

- If you are hiring a publicist, finalize your agreement as they should start around now.
- Send out your ARCs for advance review. Have media kit ready to go with each printed both and a pdf version for your website reviewers can download.



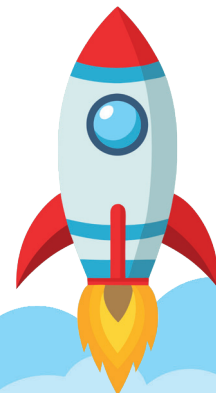
Book Launch Checklist

THREE MONTHS OUT...

- Begin your social media campaign - book cover introduced, any blurbs - so exciting!
- Have creative for your collateral print materials designed but not printed (you might get a great review to add). These are postcards, bookmarks, banners, table signs, etc.
- Find all of the locally produced radio shows, especially weekend shows, that promote local people and approach about being on the show the week your book comes out.
- Sign up for any advance review eblasts to reviewers and/or librarians.

TWO MONTHS OUT..

- Go over your metadata, the categories for your book on Amazon. Use the ones LaunchMaster has named and look for additional categories that are similar. Take your time and see which have the most books in them and then **FIND LESS CLUTTERED** but appropriate categories
- Post any advance attention. Put links on the website and social media.
- Prepare press release on the book coming out and your first event.
- Keep blogs going maybe up to three times a week. They don't have to be long, just newsy.
- Arrange local book signings with groups.
- Contact stores when book is up for pre-order on Ingram.



Book Launch Checklist

ONE MONTH OUT...

- Contact everyone you've ever known and have email for, about your book. Send them to your website. Let them know it's coming out on what date. Include cover image.
- Let everyone know on social media and by emails the pre-order date for your book. Have the cover on your Facebook banner.
- Arrange all Amazon and Facebook ads for your release week.
- Arrange any ebook promotions for after release.

WEEK OF RELEASE...

- OK, you really never stop this week. On social media, sending emails, posting on Facebook and Instagram.
- Day of release, you sit and hourly check to see the ranking of your book on Amazon for each of your categories. If you make the top ten, they will put BESTSELLING NEW RELEASE flag on your page, **but only for the hour or time you continue to sell**. Yes, they rank each hour. Instantly make several screengrabs of that on your page and start posting your bestseller status.
- The second week of release, ran a ebook promotion for 99 cents.

Now the real work begins...

Book Signings

Appearances

Contests

Radio & Podcasts

Festivals or events

Readings

