

BOOK LAUNCH TIMELINE

6-8 MONTHS PRE-PUBLICATION

- ☐ Create your book launch marketing plan
 - ☐ Research your target buyers
 - ☐ Research current market conditions for your genre
 - ☐ Research your competition
 - ☐ Research potential seasonal or event tie-ins
 - ☐ Define your launch marketing goals and objectives
 - ☐ Define your launch pricing strategy
 - ☐ Define your distribution strategy
 - ☐ Identify your marketing tactics
 - ☐ Identify the marketing metrics you'll track
 - ☐ Outline your launch budget
- ☐ Set your book's release date
- ☐ Clarify your message and branding to ensure it's consistent across all platforms
- ☐ Establish your author website and blog (alternatively, set up a book sales page 3-4 months before launch if you don't have the time or resources to focus on building a website)
- ☐ Create a blog editorial calendar with ideas for your launch content and then start posting regularly

- ☐ Set up and optimize your social media profiles and then start actively building your following
 - ☐ Create a social media editorial calendar to ensure you keep your feeds active
 - ☐ Post and share fresh, engaging, and compelling content
 - ☐ Join relevant groups in your genre or area of expertise
 - ☐ Actively build relationships with friends and fans by generating conversations and adding value to the community
- ☐ Set up an Amazon Author Central account and optimize your page with relevant content and media
- ☐ Create a Goodreads author account and optimize your page with relevant content and media
- ☐ Set up an account with an email service like Aweber or MailChimp and start building your email list
 - ☐ Create an opt-in offer to attract subscribers
 - ☐ Create an autoresponder series
 - ☐ Create a landing page to capture leads
 - ☐ Add email list signup forms to your website and blog
 - ☐ Add signup links to your social media profiles and book pages
 - ☐ Promote your opt-in offer across all marketing channels

4-6 MONTHS PRE-PUBLICATION

- ☐ Join and participate in relevant book clubs, writing groups, and author associations (both online and offline)
- ☐ Start compiling a list of media contacts, potential advocates, early adopters, influencers, authors, and book review bloggers who could potentially help promote your new book
- ☐ Make a list of blogs, websites, and other publications you'd like to appear in during your publicity campaigns
- ☐ Start recruiting members for your book launch team
 - ☐ Set up a vetting process to ensure you pick the right people for your team
 - ☐ Create a central hub like a Facebook group where you can easily share information
- ☐ Start designing and creating branded marketing materials such as bookmarks, mugs, posters, t-shirts, tote bags, journals, fridge magnets, pencils, pens, wristbands, and more
- ☐ Prepare a promotional pitch to use when contacting potential reviewers, media, influencers, etc.
- ☐ Prepare excerpts and promotional copy for your publicity campaign
- ☐ Brainstorm book trailer ideas

2-4 MONTHS PRE-PUBLICATION

- ☐ Announce your book's release date across all marketing channels
- ☐ Release teasers and sample chapters through your various marketing channels
- ☐ Add banners and graphics to your website promoting your book and its release date
- ☐ Start planning and running pre-launch contests and giveaways
 - ☐ Secure giveaway software like KingSumo
 - ☐ Decide on prizes
 - ☐ Set entry deadlines
 - ☐ Create contest rules
 - ☐ Create contest or giveaway pages

- ☐ Start planning an email campaign
- ☐ Reach out to potential reviewers and ask if they'd be interested in reading and reviewing your book
- ☐ Send out review copies and advance reader copies
- ☐ Contact bloggers about a potential feature and to organize tour dates
- ☐ Reach out to bookstore owners about stocking your book and hosting signings, readings, etc.
- ☐ Start writing guest posts and creating any other auxiliary content for your blog tour
- ☐ Write a launch press release
- ☐ Begin booking media, podcast, and blog interviews
- ☐ Give your street team the necessary promotional materials they'll need to promote your book launch
- ☐ Keep your street team engaged and active with content, conversation, and challenges
- ☐ Begin development on your book trailer
- ☐ Reach out to libraries about stocking your book
- ☐ Start planning your launch party
 - ☐ Select a date and time for the event
 - ☐ Book a venue or decide which online platforms you'll use
 - ☐ Create a Facebook Event to help promote the party
- ☐ Start having your branded marketing materials printed or made
- ☐ Create an online media kit that includes your bio, book cover, purchasing info, and other relevant information for interviewers and journalists

1-2 MONTHS PRE-PUBLICATION

- ☐ Start reaching out to the media for interviews and article write-ups
- ☐ Submit your guests posts
- ☐ Send launch party invitations
- ☐ Start wrapping up the final version of your book and upload the file to relevant distribution channels
 - ☐ Make sure your book's cover is visually appealing
 - ☐ Ensure the front and back matter contains relevant information and calls to action
 - ☐ Ensure your book's description is persuasive and appeals to your target audience
 - ☐ Make sure your book is available in the physical and digital formats your readers prefer
 - ☐ Make sure your book is available in relevant languages if you're publishing internationally
 - ☐ Ensure you've selected the right categories when uploading to your chosen distribution channels
 - ☐ Make sure you've used both long and short-tailed keywords when appropriate
 - ☐ Make sure your book has an ISBN if you're offering it in any format other than an ebook
 - ☐ Ensure you've listed contributors and publishers on relevant product pages
- ☐ Make your book available for pre-order and start promoting pre-orders across all marketing channels
- ☐ Feature early reviews on your website, blog, sales page, social media feeds, and other appropriate platforms

1 MONTH PRE-LAUNCH

- ☐ Submit your book to contests and for award consideration when applicable
- ☐ Continue to promote positive reviews and endorsements
- ☐ Release your book trailer
- ☐ Start your pre-launch email campaign sequence
- ☐ Set up paid ads for your pre-orders
- ☐ Start promoting upcoming online and offline launch events

1 WEEK PRE-PUBLICATION

- ☐ Send a reminder to beta readers and reviewers to post a review if they haven't already
- ☐ Confirm upcoming interviews, appearances, etc.
- ☐ Prepare for your launch party
 - ☐ Make sure you have book copies, marketing materials, and other prizes to give away or raffle during the event
 - ☐ Make sure you have additional copies of your book available for sale
 - ☐ Confirm guest numbers and arrange food, drinks, and cake if you're hosting an offline party
 - ☐ Buy decorations for your offline venue or create festive images for your online venue
 - ☐ Prepare a speech
 - ☐ Create games, contests, and raffles to keep attendees entertained

LAUNCH DAY

- ☐ Make sure all sales pages and purchase buttons are working correctly
- ☐ Make sure your book is available through your chosen stores
- ☐ Publish a pre-written launch announcement on your blog
- ☐ Send a launch announcement email to your street team, email list, influencers, friends, and family with a link to the purchase page
- ☐ Update the image headers on your social media accounts to reflect the release
- ☐ Be active on social media (on personal pages, fan pages, and any relevant group pages)
- ☐ Update your Author Central profile
- ☐ Update your Goodreads profile
- ☐ Add purchase page links or buy buttons to your website, email signature, forum signatures, and anywhere else that may be relevant
- ☐ Send out your launch day press release if you haven't already
- ☐ Start your online blog tour (make sure coordinated guest posts go live)
- ☐ Start your offline book tour
- ☐ Run paid ads to drum up sales on launch day
- ☐ Host your book launch party
 - ☐ Make sure all your equipment is working if you're running a live virtual event
 - ☐ Take pictures and video so that you can use the content later
 - ☐ Collect email addresses and contact information during the event
- ☐ Track your book sales and rankings

POST LAUNCH

- ☐ Promote your launch achievements such as bestseller status, sales rankings, or book awards
- ☐ Continue to participate in interviews, publicity tour stops, and other relevant events
- ☐ Complete any remaining online and offline book tour activities
- ☐ Send “thank you” notes and/or gifts to interviewers, street team members, and anyone else who has helped make your launch a success
- ☐ Post a thank you message to fans on your social media feed and send an email to your list
- ☐ Continue to ask for and encourage reviews and endorsements
- ☐ Continue to post content and graphics relevant to your book and marketing activities on social media sites
- ☐ Send out final prizes to contest and giveaway winners
- ☐ Write a post-launch blog post (include details about your launch experience, thank your advocates and readers, and share information regarding your results)
- ☐ Plan and implement additional contests and giveaways to build on your momentum and spark new interest
- ☐ Continue to boost sales with paid ads
- ☐ Update your media kit with new reviews, endorsements, awards, and any other noteworthy info
- ☐ Reward your street team for their hard work
- ☐ Continue to track your success metrics
- ☐ Submit your book to review clubs like the one over at Readingdeals.com/reviews