

Book launch checklist

As soon as you have the idea for your book, start doing these things:

Build your author platform

- Create an author website
- Start a blog
- Build your social media
- Start an opt-in email list

Build connections

- Join writing groups
- Attend writing conferences
- Join professional organizations

Research

- Competitive research in genre
- Look for agents, editors
- Identify contests / awards
- Notice what other authors are doing.

Four months before launch:

Create a marketing plan. Include:

- Target market
- Media channels
- Platform building
- Special offers / promos
- Events
- Metrics and goals

Three months before launch:

- Invite beta readers
- Order a Kirkus review
- Become active on Goodreads
- Plan party / launch event
- Blogger outreach
- Submit to contests
- Set up book signings
- Set up blog tour
- Set up a Google alert for your name and your book title

Two months before launch:

- Cover design input
- Ask for influencer endorsements
- Brainstorm media possibilities
- Polish BCC (back cover copy) and book pitch
- Post a teaser on your website
- Make sure your website has up to date info

One month before launch:

- Write press release
- Reach out to media contacts
- Join Google+ groups
- Join Facebook groups
- Announcements
- Post a teaser on Wattpad
- Double post blogs on Goodreads
- Guest post on other blogs
- Create a media kit

One Week before launch:

- Send reminder to Beta Readers
- Social Karma – Comment and share
- Upload media kit
- Create draft of announcement email
- Post beta reader reviews to website
- Create Amazon Associate account

Day of launch (Tuesday):

Holy posting, Batman!

- Update Website
- Post on all social accounts
- Post in all groups
- Post on Pinterest
- Post on K Boards
- Message Beta Readers
- Message friends and family with pre-written posts
- Send announcement email to list
- Update Author Central
- Update Goodreads
- Update Shelfari

Week of launch:

- Book launch event
- Reminder to Beta
- Social postings

Month of launch

- Post a steady flow of content and promos (3 to 1)
- Blog tour
- Interviews
- Guest posts on blogs
- Send a reminder email with event and launch info
- ASK friends and family for reviews
- Promos
 - Goodreads Giveaway
 - Bookbub
 - Free KDP days
 - Rafflecopter / Instafreebie

And keep on going!

More book promotion tool sand ideas at www.Kelsye.com.