

Self-Publish Your Book in 30 Days

WEEK FOUR | Book launch strategies & marketing best practices

Homework Checklist #4

Gather a community of pre-publication review readers

- ❑ Create an opt-in page with an explicit review reader agreement

The easiest way:

- Create a form on Google Drive. Use this as a sample: <http://ow.ly/lqDYb>
- Post a link to the form on your social networks. Consider emailing to a list of friends, family and close community.
- Upload PDF, .mobi and .ePub versions of your book to Google Drive
- Create a public document on Google drive that includes information about the book, a place for people to add their name to the reviewer list, and links to download the book in various formats from Google Drive.
- Send an email to all people who “opted-in” with a link to the public document.
- Send friendly email reminders every 10 days or so coming up to the launch.
- One day of launch, send an email with the direct link to review the book Amazon. Include social media shares your review readers can easily copy and paste on their networks.
- Send **friendly** reminders 1 week about. 1 month out.

Fancier way:

- Use LeadPages.net to create a custom landing page with automated file delivery. Sample: <https://kelsye.leadpages.net/isthmus/>

Gather a post-publication review readers

- Offer your book on Story Cartel
- Offer your book on Library Thing

- Book a blog review tour
- Consider placing your book on NetGalley
- Consider adding a page to the back of your eBook requesting reviews

Review and follow the Book Launch Checklist

- ❑ Start as early as you possibly can. Download here: <http://ow.ly/lqG2U>

BEFORE planning a launch event, watch this!

- ❑ How to throw an amazing DIY book release party. Watch here: <http://kelsye.com/video-throw-amazing-diy-book-release-party/>

Read Author, Publisher, Entrepreneur: How to Publish a Book

- ❑ Chapters 22 - 29. Download here: <http://kelsye.com/wp-content/uploads/2015/01/APE-Author-Publisher-Entrepreneur.pdf>

To build up your social media ahead of the launch, watch these free tutorials

- ❑ Build your tribe on Twitter: <http://ow.ly/lqHTR>
- ❑ Engage with your tribe on Twitter: <http://ow.ly/lqI0R>
- ❑ How to sell books on social media: <http://kelsye.com/video-sell-your-books-on-social-media/>

AND DON'T FORGET – Email me your launch news when available so I can share with my big platform of voracious readers!

- ❑ Send a link and a tweet I can copy and paste to contact@kelsye.com
- ❑ If you would like to post a guest blog relating back to your book, please let me know as well!