

Checklists for

# Planning Your Book Launch

## #1 – PRE-LAUNCH CHECKLIST with TIMETABLE

### *6-8 months out*

#### **PLAN**

- Know yourself; decide on your launch goals
- Develop your sales, marketing, and distribution strategy
- Consider a promotional partner

#### **CREATE**

- Media kit
- Videos
- Flyers/postcards/posters/banners/pins/swag
- Launch week give-aways

#### **PROMOTE**

- Send advance review copies (ARCs)
- Implement strategy for blurbs and reviews
- Initiate long-lead PR
- Drive audience engagement

### *3-5 months out*

#### **PLAN**

- Book your venues
- Set up pre-launch communications

#### **PROMOTE**

- Take advantage of short-lead press opportunities
- Ramp up social media presence
- Send press kits/review kits
- Set up your author accounts
- Consider a Goodreads giveaway
- Update your website
- Initiate pre-launch sales strategy
- Apply for contests and awards (some require pre-publication applications)

Note: This timing is for a short-lead campaign (such as POD with CreateSpace and Ingram Spark). If you're planning to print and distribute the books yourself, allow several months longer.

## ***1-2 months out***

- Plan your big launch event; recruit a team to help
- Announce and invite (6 weeks out)
- Order extra books
- Distribute flyers/postcards/posters
- Social media updates
- Prepare your presentation (and practice, practice, practice)

## 2 – WHAT TO BRING TO YOUR LAUNCH PARTY

### **MUST HAVE**

- Your speaking notes
- The book you read from (with passages marked)
- Bottle of water
- Extra books (in case the store runs out)
- Signup sheet for your newsletter (on a clipboard, with a pen attached)
- Pen for signing
- Business cards
- If you aren't at a bookstore: Sales materials (cash, cash box, receipts, phone or ipad, square for online sales)

### **ALSO NICE**

- Poster or banner
- Food and beverages (plates, napkins, glasses, serving bowls/utensils, pitcher, corkscrew, tablecloth, trash bag)
- AV equipment (for background music or video, slideshow)
- Swag (bookmarks, pins, give-away prizes, etc.)
- Raffle tickets and a hat or bowl
- Post-its

## 3 – RECRUIT FRIENDS TO ...

- Video your presentation
- Take pictures, post live on social media
- Introduce you (ideally, someone famous who can help pull in a crowd)
- Greet people, sit at the signing table with you
- Help with set-up, serve food, pour beverages
- Sell books (if you're not at a bookstore)