



# Book Release Plan and Checklist

## Pre-Launch Phase

### 1. Start Early

- Begin promoting your book as soon as you start writing. Add your book to Goodreads with a tagline and placeholder cover, share updates with your newsletter subscribers, and post regular updates on social media. Ensure your website is updated to reflect the upcoming release to build anticipation.

### 2. Ensure Functionality

- Regularly check all links on your social media and website to ensure they are up-to-date and functional. This includes links to your book's sales page, author website, and social media profiles.

### 3. Create a Media Kit

- Prepare a comprehensive media kit that includes high-resolution graphics, PNG files, and all cover variations. Include important book details such as title, genre, tropes, and social media handles. Update the media kit with new information as it becomes available.

### 4. Plan and Schedule Promotional Events

- Schedule key promotional events such as cover reveals, teaser reveals, or chapter excerpts. Plan these events to maintain momentum and keep your audience engaged leading up to the release.

### 5. Engage with Influencers

- Identify key influencers in your genre and reach out to them early. Provide exclusive content and engage them to promote your book. Follow up and maintain a relationship with these influencers to maximize your book's exposure.

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## Launch Phase

### 6. Organize Information

- Maintain a detailed list of all service providers and their contact information. Document all deadlines and promotional activities. Create checklists for each promotional activity to ensure nothing is overlooked.

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## 7. Allocate a Marketing Budget

- Plan a budget for your marketing expenses. Allocate funds for ads, influencer promotions, and other marketing activities to ensure you have the necessary resources to promote your book effectively.

## 8. Track Newsletter Performance

- Monitor your newsletter statistics to track engagement. Resend newsletters to subscribers who haven't opened the initial email to maximize your reach and ensure your message gets through.

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### Post-Launch Phase

## 9. Continue Promotion

- Keep promoting your book post-release by posting regular updates on social media, sending follow-up newsletters, and maintaining engagement with influencers. Continuous promotion helps sustain interest and drive ongoing sales.

## 10. Offer Backlist for Review

- Provide reviewers with access to your backlist of previous books. Encourage them to review your new release and give feedback. This can help build credibility and attract new readers.

## 11. Adapt and Learn

- Analyze the effectiveness of different marketing strategies. Use feedback and results to adjust your approach. Continuously learning and adapting will help improve your future book launches.

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### Ongoing

## 12. Stay Active

- Continuously promote your book across all platforms. Engage with your audience regularly and respond to feedback. Update your media kit and promotional materials as needed to keep your marketing efforts fresh and relevant.

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By following these steps, you can create a comprehensive and effective launch plan for your book.



## Summary of Actions to Take for a Successful Book Launch

### 1. Start Promoting Early

- Add your book to Goodreads with a tagline and placeholder cover.
- Share updates with your newsletter subscribers and social media followers.
- Update your website to reflect the upcoming release.

### 2. Ensure All Links Work

- Regularly check and update links on your social media and website.

### 3. Create and Maintain a Media Kit

- Include all cover variations, PNG files, and high-resolution graphics.
- Add details like book title, genre, tropes, and all social media handles.
- Update the media kit with new information as it becomes available.

### 4. Plan and Schedule Cover Reveals and Promotional Events

- Book cover reveals and other promotional events like teaser reveals or chapter excerpts.
- Schedule these events to maintain momentum leading up to the release.

### 5. Engage with Influencers

- Offer exclusive content to key influencers.
- Reach out to influencers who have previously enjoyed similar books or have a significant following in your genre.

### 6. Organize and Document Everything

- Keep a detailed list of service providers, deadlines, and all promotional activities.
- Create checklists to ensure you don't miss any steps.

### 7. Allocate a Marketing Budget

- Plan a budget for marketing expenses, including ads and influencer promotions.

### 8. Track Newsletter Performance

- Resend newsletters to subscribers who haven't opened the initial email.

### 9. Post-Release Promotion

- Continue promoting the book post-release through social media, newsletters, and influencer engagement.
- Offer your backlist for review to gain more exposure.

### 10. Adapt and Learn

- Analyze the effectiveness of different marketing strategies and adjust accordingly.



# Book Launch Quick Checklist

## Pre-Launch Phase

### 1. Start Early

- Add your book to Goodreads with a tagline and placeholder cover.
- Share updates with your newsletter subscribers.
- Post updates on your social media platforms.
- Update your website to reflect the upcoming release.

### 2. Ensure Functionality

- Regularly check and update all links on your social media and website.

### 3. Create a Media Kit

- Include high-resolution graphics, PNG files, and all cover variations.
- Add book details: title, genre, tropes, and social media handles.
- Update the media kit with new information as it becomes available.

### 4. Plan and Schedule Promotional Events

- Schedule cover reveal events.
- Plan teaser reveals or chapter excerpts.
- Book promotional events leading up to the release.

### 5. Engage with Influencers

- Identify and reach out to key influencers.
- Provide exclusive content to selected influencers.
- Follow up and maintain engagement with influencers.

## Launch Phase

### 6. Organize Information

- Maintain a list of all service providers and their contact information.
- Document all deadlines and promotional activities.
- Create checklists for each promotional activity.

### 7. Allocate a Marketing Budget

- Plan a budget for marketing expenses.
- Allocate funds for ads and influencer promotions.



## 8. Track Newsletter Performance

- Monitor newsletter statistics.
- Resend newsletters to subscribers who haven't opened the initial email.

## Post-Launch Phase

### 9. Continue Promotion

- Post regular updates on social media.
- Send follow-up newsletters with updates and special offers.
- Engage with influencers for ongoing promotion.

### 10. Offer Backlist for Review

- Provide reviewers with access to your backlist.
- Encourage reviews and feedback from readers.

### 11. Adapt and Learn

- Analyze the effectiveness of different marketing strategies.
- Adjust your marketing approach based on feedback and results.

## Ongoing

### 12. Stay Active

- Continuously promote your book across all platforms.
- Engage with your audience and respond to feedback.
- Update your media kit and promotional materials as needed.