

BESTSELLING BOOK LAUNCH

Here's a 3 month breakout of your to-do's.



3 MONTHS OUT

- Endorsements: cover – 4 to 6 diverse and industry specific; inside – 24 inside pages and website
- Line up Amazon page and reviewers (video and print reviews)
- Connect to social media links – Twitter, Facebook, LinkedIn and establish/reignite relationships
- Find other books to review so your name is out there
- Head shot and bio (current, professional headshot)
- Start collecting media list
- Mail out galleys to media and other influencers
- Send out to your list, invite them to be a part of launch
- Make vision board
- Request testimonials by sending cover, outline, and chapter or entire book

2 MONTHS OUT

- Press kit and targeted media list
- FAQ's and cliff notes about book
- Video clips or YouTube
- Logos for website
- Connect to bloggers
- Connect to affiliate partners to mail to promote book – call and follow up on mailings
- Write copy, cover artwork, affiliate links
- Call people to help promote book
- Invite people to book launch with a postcard, call, and invites
- Radio is huge – get on shows – buy a few slots or spend more if you want a tour
- Podcasts are good too
- Website updates

1 MONTH OUT

- Call people to buy books, email, blog, etc.
- Use social media
- List of facebook quotes and blog posts from book (pictures rock)
- Reach out and schedule PR – TV, print, etc.
- Gain footage
- Take pictures and post weekly
- Arrange book launch party
- Local PR and national outreach
- Think about giveaways or bonus – start email campaign
- Website updates

WEEK OF

- Reinforce all the hard work
- Call people and ask again for 48 hours before, during, and after, or longer

AFTERMARKET

- Keep selling book
- Post reviews and PR on website, email to network three to six times

PLEASE CALL 612-349-2744 TO SCHEDULE YOUR FREE 15-MINUTE INTRO CALL.

EXPIRES IN 30 DAYS FROM EVENT.