

Book Marketing Checklist

The first step to any marketing plan is your goals. What do you want to achieve immediately after launching your book? What about in the year following?

This checklist will help you plan your marketing efforts for your next book launch.

Pre-Launch Marketing

Pick Your Book Launch Date

Tap Your Author Network - reach out to peers for endorsements and reviews

Prime Your Email Subscribers - tease the release and engage your audience

Do A Social Media Audit - update your profile and bio

Optimize Your Author Website - create and test product links

Put Together a Press Kit - include the following

- Book Description

- Elevator Pitch

- Book Metadata

- Comp Titles

- Author Photo

- Author Bio

- Front Cover Art

- A Comprehensive List of Blurbs, Reviews, and Testimonials

- Links to Author Website, Book Sales Outlets, and Social Profiles

Book a Launch Day Event - work with local bookstores or libraries

At-Launch Marketing

Celebrate Your Book! - tell (literally) everyone about your new book

Mobilize Your Street Team - let your network know about the book

Follow Up With Earned Media Opportunities - foster media relationships for more attention

Post-Launch Marketing

Follow Up With Readers for Reviews - ask followers and fans for reviews

Plan to Repackage or Repurpose Your Book - create exclusive or limited edition versions

Add Supplemental Products to Your Store - consider journals, stickers, and t-shirts

Use Your Book to Unlock New Opportunities - like teaching or speaking events

Stay Active and Engaged With Your Audience