



**Inspired**  
PRESS PUBLISHER  
**BOOK LAUNCH CHECKLIST**

- Plan Your launch announcements to go out a week after your book is published and available online. This gives you some space to make certain all channels are working properly.
- Build up anticipation for your launch. Put your book cover on your website with “coming soon” banner. You can do this months in advance. You could leverage your social media following by asking them to vote on their favorite cover or title.
- Setup a landing page where your audience can enter their email address to download your first chapter. Setup a series of autoresponders to begin to build the relationship.
- Join Goodreads and set up an author profile. Also, get involved with reading groups on Goodreads, contribute to reading lists, compile your own lists, and get involved in the Goodreads community.
- Build a list of associations that your target market belongs to <https://www.directoryofassociations.com> offer to write a guest blog post or contribute to their newsletter. If they have speaking opportunities available apply to be a speaker. A Google search for call for speakers in (state or city) can give you some great options for speaking.
- Find bloggers in your niche that you can offer a copy of your book in exchange for a review.
- Beta readers before publication can be very helpful. Ask family, business associates and friends to read and give you a review.
- Compile a list of podcasts and internet radio shows that you could be a guest on.
- Write copy for all aspects of your launch: blog posts, social media posts, emails, pitches for bloggers, guest blog posts and podcasters.
- Add author to your social media profiles. Write a new author bio with details about your book.
- Set up an Author Central account with Amazon and claim your book as soon as it is available. Visit <http://AuthorCentral.Amazon.com>
- Do Live video on launch day on Facebook and Youtube.
- Offer your Kindle version of your book for free the day after launch for 2 days. Announce everywhere. Then on day 3 change the price to 99 cents. On Day four put it back to the original price. Ask beta readers to post reviews on your live book page on Amazon.
- Prepare a press release and send to local media first.
- Conduct direct outreach to your target market on LinkedIn and offer them the first chapter or announce the Kindle give away.

