



# BOOK LAUNCH CHECKLIST 2025

**Your Guide to a Successful Book Launch**

 [inspiredpresspublisher.com](https://inspiredpresspublisher.com)



## SECTION 1

# PRE-LAUNCH

(3–6 MONTHS BEFORE RELEASE)

- Define audience, positioning, and reader transformation statement.
- Build your email list (ConvertKit, FloDesk, or Beehiiv).
- Recruit beta readers / ARC team (BookFunnel, StoryOrigin, or Booksprout).
- Create or refresh your author website with a dedicated sales page.
- Prepare media kit (bio, headshot, talking points, sample Q&A).
- Begin audience engagement via social media (focus on 2–3 platforms).
- Start your launch spreadsheet or project tracker.

## SECTION 2

# LAUNCH PREP

(1–2 MONTHS BEFORE)



Set up your book on Amazon KDP / IngramSpark.



Optimize Amazon listing with keywords and A+ Content (Publisher Rocket).



Plan and schedule launch emails + social posts (Buffer, Metricool, Canva Scheduler).



Prepare outreach list: bloggers, podcasters, influencers, reviewers.



Record short videos / reels to promote your story and mission.



Design launch bonuses (downloadables, exclusive video, or training).

## SECTION 3

# LAUNCH WEEK

- Send announcement email sequence (3–5 emails).
- Host a virtual or in-person launch party (Eventbrite + Zoom).
- Go live on social platforms.
- Encourage ARC team + early readers to post reviews.
- Run small paid ad campaigns (Amazon Ads, Meta, BookBub).
- Engage with every comment, message, and review personally.

## SECTION 4

# POST-LAUNCH

(WEEKS 2–8)



Pitch guest appearances on podcasts (PodMatch, MatchMaker.fm).



Share behind-the-scenes posts, excerpts, and fan shout-outs.



Submit to award programs (Reader Views, Indie Book Awards, NFAA).



Promote free resources tied to your book (lead magnet → email funnel).



Gather testimonials and update Amazon editorial reviews section.



Continue ads and engagement to sustain sales momentum.

## SECTION 5

# EVERGREEN GROWTH



Repurpose book content into blog posts, reels, workshops.



Offer webinars or speaking engagements on your topic.



Launch a companion course, journal, or workbook.



Nurture email list year-round with value + updates.



Build community (Substack, Facebook Group, Discord).

## BONUS: RESOURCE LINKS

### Category

Email & Funnels  
ARC Distribution  
Ads & Analytics  
Scheduling  
Review Outreach  
Podcast Booking  
Design & Video  
SEO Tools  
Community Building

### Recommended Tools

ConvertKit, Pandarus, ActiveCampaign  
BookFunnel, StoryOrigin, Booksprout  
Amazon Ads, BookBub, Meta Ads  
Canva Scheduler, Metricool, Buffer, Pandarus  
Reedsy Discovery, BookSirens, OnlineBookClub  
PodMatch, MatchMaker.fm, Talks.co  
Canva, Descript, CapCut  
Publisher Rocket, Kindlepreneur  
Facebook Groups, Substack, Discord



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