

READ THE PLAN & ACCESS ADDITIONAL RESOURCES AT authorkacummins.com/2023/03/10/booklaunchplan



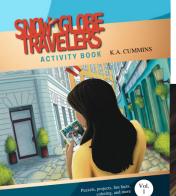
SETUP	
Schedule release date	
Book blurb	
Book one-liner	
Book cover	
ISBN assignment	
Library of Congress Number	
☐ Ebook file creation	
Print file creation	
Copyright registration	
Metadata for distributors	
Amazon A+ content (if applicable)	
Created Advance Reader Copy (ARC)	
Set up digital preorder	
Set up print preorder	
Set up universal link	
Schedule book tour	
Order printed proof	
Create/hire book trailer (optional)	
Create free resource (optional)	
Create book information sheet	
Create marketing schedule	

REVIEWERS	Add endorsers, bloggers, street team, and
	any other industry and advance reviewers you find. Consider services like Netgalley,
Publisher's Weekly (via Booklife)	BookSirens, and BookSprout.
Booklist	
Library Journal	
School Library Journal —	
Readers' Favorite —	
Foreward Reviews	
Lorehaven	
_	

PROMOTIONS Check with organizations you belong to and with publications who have previously featured your work. They may offer promotional opportunities. Talk to other Newsletter anouncement authors who may be interested in doing a cross promotion or newsletter swap. Also, Cover reveal send mailers or reach out via email to any Goodreads setup contacts you've made at schools, libraries, and local stores. BookBub setup If you have social media, plan a few posts to Author website share the good news and any milestones. Giveaways

RETAILERS	Create a list of brick-and-morter stores,
	libraries, book boxes, and schools to reach
	out to about including your book.
\Box	
Ш	
_	
_	
_	
_	
Ш —	

CONTESTS		
	_	
ALA Contests		
Realm Awards	_	
	-	
	_	
	_	
	-	
	_	
	-	
	_	
	_	
	_	
	_	
	_	
	_	
	_	



Also By

