

Book Launch CHECKLIST

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

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Add endorsers, bloggers, street team, and any other industry and advance reviewers you find. Consider services like Netgalley, BookSirens, and BookSprout.

PROMOTIONS

- ☐ Newsletter announcement
- ☐ Cover reveal
- ☐ Goodreads setup
- ☐ BookBub setup
- ☐ Author website
- ☐ Giveaways
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Check with organizations you belong to and with publications who have previously featured your work. They may offer promotional opportunities. Talk to other authors who may be interested in doing a cross promotion or newsletter swap. Also, send mailers or reach out via email to any contacts you've made at schools, libraries, and local stores.

If you have social media, plan a few posts to share the good news and any milestones.

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CONTESTS

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Also By

