

Book Launch Best Practices for Published Authors

Why Plan for a Book Launch?

Because readers need to know your book exists. As they read many books in a month, yours may not be top of mind. Nudges and notifications are key.

Pre-Launch (60 to 180 days out)

- Assess your author platform
 - Your website
 - Book listed
 - Excerpt or tease listed
 - Buy links listed and working
 - Your Mailing List
 - Your Social Media
 - Which ones do you interact with and comfortable
- Your launch team
 - Reviewers
 - Street Team / Avid Fans
 - Bloggers / Influencers (Instagram, TikTok, YouTube, Facebook)
 - Facebook Group
 - Booksellers and Librarians
 - Fresh Fiction
- Pre-order pages
 - On your site
 - On major retailers
- Create and test your Book email automation sequence.
 - Thank you for buying.
 - About you story / why or what the book means to you
 - What to read next

Publication Month (30 Days prior to publication day)

- Create buzz
 - Newsletter mailings
 - 30 days prior to PD
 - CONTENT: basic information
 - CTA: preorder
 - 27 days prior to PD
 - CONTENT: buy links with tease excerpt or image
 - CTA: preorder
 - 1 week prior to PD
 - CONTENT: teaser 2

- CTA: pre-order
 - Day Prior
 - CONTENT: review blurbs
 - CTA: purchase
- Facebook group or community
 - Countdown posts
 - Publication Party invites
- Social Media teases
 - Countdown
 - Book Cover with teases
- Set up paid advertising
 - Facebook
 - Amazon
 - E-retailers
 - Newsletter exchanges (some may be free)

Publication Day

- Newsletter
 - Simple information with CTA TO PURCHASE
- Hosting a launch party
 - Facebook group
 - Instagram stories
 - iRL
- Reviews – remind your review team to post reviews

Post-Publication

- Thank you emails to any personal responses
- If you self publish or have your newsletter subscription in the back of your ebook, send out the book automation to those who signed up within the publication month
- FOMO newsletter one to two weeks after publication day
- Promotion
 - Thank reviewers who posted by using quotes in social media and your emails
 - Paid Advertising continues
 - Social media promotion

Q&A Session