

THE **ULTIMATE CHECKLIST** FOR **Successful Book Launches**



PRE-LAUNCH - AWARENESS CAMPAIGN *2 weeks prior to release*

Goal: Let people know both you & your book exists

- 1. Blog Posts of Teasers, Trailers, Cover Reveals, Inspirational Pinterest Boards, Character Profiles
- 2. Email Campaign linking to blog posts, videos, book highlights, top scenes
- 3. Create Pre-Order Availability with countdown timers
- 4. Tease Out Content - Release 1 chapter/day until release day



BRAND YOUR BOOK RELEASE *2 weeks prior to release*

Bright and sassy romantic comedy or dark & noir suspense? Set the tone with engaging colors, mood-inducing typography and images that build excitement for the tone of your novel.

- 5. Create a #hashtag for your book
- 6. Give your characters a Signature Cocktail, Starbucks Order or Favorite Dessert
- 7. Brand Your Social Media Promo Graphics with your logo, website & signature style so they're instantly recognizable as yours. [FREE Mini-Course: Beautiful Branding for Authors](https://rebrand.ly/beautifulbranding) <https://rebrand.ly/beautifulbranding>



PROMOTE ON OTHER SITES & MEDIUMS *during release*

The more the merrier - collaborate, partner up, share and give away as much as possible

- 8. Guest Blogs & Blog Tours [DIY Your Own Virtual Book Tour](https://rebrand.ly/booktour) <https://rebrand.ly/booktour>
- 9. Press Release & Media Kits to newspapers, TV, bookstores, magazines, gazettes, aggregator sites
- 10. Paid Promotions: Book Promos, Facebook Ads, YouTube Ads
- 11. Social Media Takeovers, Author Group Parties, Book Tours, & Library & School Talks



PARTY AT YOUR PLACE *during release*

Cupcakes and hot cocoa or champagne and caviar? Plan what your fans will get when they arrive

- 12. LiveStreams - Engage in real-time face-to-face
- 13. Prompts - Give your readers something to talk about
- 14. Contests & Giveaways - Everyone loves free stuff



CRASH COURSE Launch Like A Pro <https://rebrand.ly/earlylaunchlist>

Create the Ultimate Book Launch >> Keep new readers flooding in w/industry Best Practices



the **NaNo Planner**
FINISH A NOVEL EVERY MONTH

<http://bit.ly/nanoplanner>

success doesn't just happen
it's planned for



BEAUTIFUL *BRANDING*

for authors

FREE Mini-Course

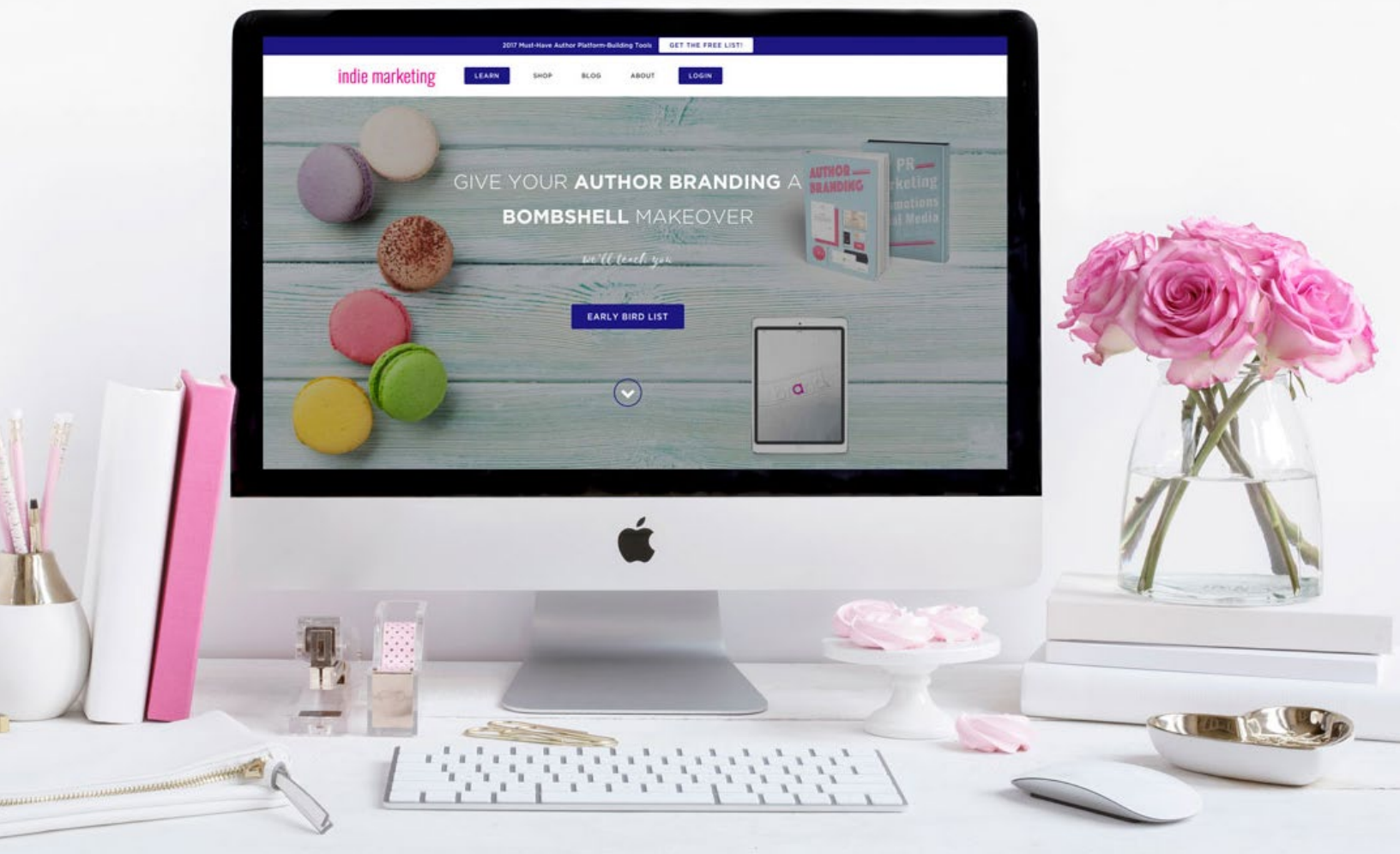
<https://rebrand.ly/beautifulbranding>



50 BLOG POST *IDEAS* for authors

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<https://rebrand.ly/50ideas>



2017 MUST-HAVE TOOLS FOR Author Platform-Building

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ULTIMATE BOOK LAUNCH Checklist

FREE CHECKLIST

<https://rebrand.ly/launchlist>

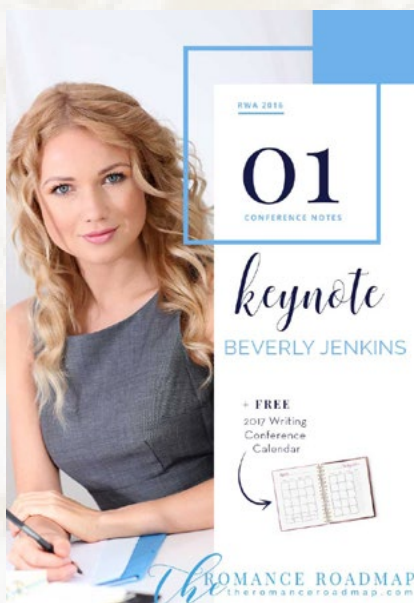
Marketing Books for Authors

<http://bit.ly/lisalondonbooks>



Conference Summaries

blog.TheRomanceRoadmap.com



FREE Calendar

Conferences & Conventions for Romance Writers & Readers



<http://bit.ly/rrcalendar2017>

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