

BOOK MARKETING CHECKLIST

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Your
Step-by-Step
Book Marketing
Timeline





BOOK MARKETING CHECKLIST



Some authors believe that marketing starts *after* a book is launched, but marketing initiatives actually should start at least six months *before* launch.

Why? By prioritizing marketing leading up to launch, you can:

- Drive awareness of your book
- Improve sales opportunities, including bulk buy purchases
- Secure media wins and coverage
- Expand business opportunities around the book
- Create long-term connections for ongoing networking and engagement with your audience

Use the checklist below to help organize your book marketing efforts!

**6
MONTHS**

PRE-LAUNCH: 6 MONTHS BEFORE

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- Clarify your available time, energy, and budget for book marketing efforts
 - Clarify desired audience, clarify goals for your launch, and create a strategic plan for your book marketing efforts
 - Work on email list growth, including creating a downloadable resource (e.g., a how-to guide) to gain new subscribers
 - Make a list of all the people you want to involve in your book launch. Identify how you'll mobilize these contacts to support your launch
 - Start mapping out your pre-order and bulk-buy strategies
 - Begin crafting and scheduling consistent content on your social channels, ensuring book content only accounts for 20% of your posts
 - Prioritize your efforts to connect with and build your network and following on social channels
 - Set up an Author Central Account at authorcentral.amazon.com (use your buyer account) as soon as the book is on Amazon
 - Ramp up content marketing efforts, focusing on long-form content that offers value and guidance to your audience
 - Interview possible partners for marketing support
 - Seek endorsements and a foreword

5 MONTHS

PRE-LAUNCH: 5 MONTHS BEFORE

- Create social headers and social share graphics to promote the book, which can include your endorsements
- Create any book marketing collateral, including postcards and bookplates
- Start monthly emails to your permission-based list, balancing informative content with promotion of the book
- Continue email list growth efforts, encouraging people to sign up for your newsletter or form-gating certain content assets
- Continue sharing on social media
- Continue creating content, including blogs and videos, to build up a library of thought leadership resources to align with your book



2-4 MONTHS

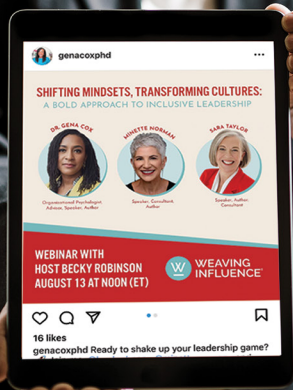
PRE-LAUNCH: 2-4 MONTHS BEFORE

- Develop your public relations strategy and press kit
- Media outreach and pitching begin
- Continue sharing consistent content with your email list, nurturing these valuable contacts
- Continue sharing to social media and look for opportunities to share your author journey moments (cover reveal, book unboxing, events)
- Continue creating content, including blogs and videos
- Launch team outreach begins, including sending advance books to launch team members, when available
- Finalize the book page on your website or set up a book-specific website
- Plan and finalize details for your virtual or in-person launch events
- Submit your book for a Kirkus or other paid review

1 MONTH

PRE-LAUNCH: 1 MONTH BEFORE

- Prioritize engaging your network and ramp up communications to encourage their promotion of your book, as well as launch day reviews
- Continue sharing consistent content with your email list, focusing more heavily on the book
- Promote your webinar and virtual launch party, encouraging sign-ups
- Media outreach continues
- Continue sharing to social media, remembering to keep book content to 20% of your total content



GO TIME

LAUNCH WEEK!

- Share your launch on all of your social media channels
- Send an email to your permission-based list and your personal networks
- Create and share a launch day video announcement on your social media channels
- Follow up with your launch team and encourage leaving Amazon reviews
- Host your virtual or in-person event
- Take photos at all relevant events and share them with your network
- Continue media outreach, including a wire-based press release (if desired)
- Complete outreach to your bulk sales offer purchasers
- Take time to celebrate this special accomplishment

AFTER

POST-LAUNCH: LONG-TERM MOMENTUM

Once your book has launched, you may be unsure of how to continue marketing over time. Continue prioritizing ongoing initiatives to keep your brand and book top-of-mind:

- Social media, email marketing, and content creation
- Outreach to your network (newsletter, quick emails, social media messages)
- Media wins and coverage
- Apply for book awards to expand the reach of your book
- Consider creating an audiobook version, if you have not already done so, as a means of reaching different audiences
- Look for in-person opportunities to present your book and its content
- Incorporate a book giveaway as part of your business development approaches, as relevant
- Do a price reduction on your ebook as a promotion to drive new awareness of your book
- Promote your book at the 6-month and 12-month anniversaries after release and on other relevant holidays

If you're unsure where to start with your book marketing, Weaving Influence is here to help. We're a one-stop shop for marketing and public relations, specializing in launching books with momentum.



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I loved working with Weaving Influence from start to finish! These professionals offer outstanding service and are so friendly and easy to work with. **THEY ADDRESSED EVERY DETAIL PROMPTLY AND THOROUGHLY WITH OUTSTANDING RESULTS.** I couldn't be more pleased!

—Mary Henderson,
co-author of *Beyond: Create a Life You Love After 50, 60, 70, and More*

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