



BOOK LAUNCH: THE AGONY AND THE ECSTASY

Joel Friedlander

YOUR PRESENTER

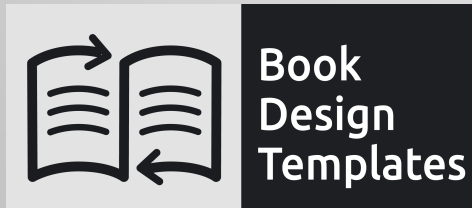
Direct response
Book publishing
Blogging
E-commerce
Writer/Columnist
Began publishing in
1986
Loves to cook &
bake!



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TODAY'S AGENDA

1. Marketing Plan
2. Publication Date
3. The Book Launch “Menu”
4. The Book Launch (Survival) “Menu”
5. Joel's 7-Step Save-Your Sanity Book Launch Plan

It's time to **launch your book!**
Does that make you **happy** and
expectant?
Or **worried** and anxiety-ridden?

Setting yourself up to have a successful **book launch** will promote you and your book during this all important time in your book's life, and will keep **paying dividends** for months and years to come.

Before we can get started with our
book launch plans, we have to drop
back for a minute and talk about your
book marketing plan

You have one of those, right?

Here's why:

When you create a marketing plan, you gather together your **assets** and start to develop the **relationships** you'll need as you go forward toward publication

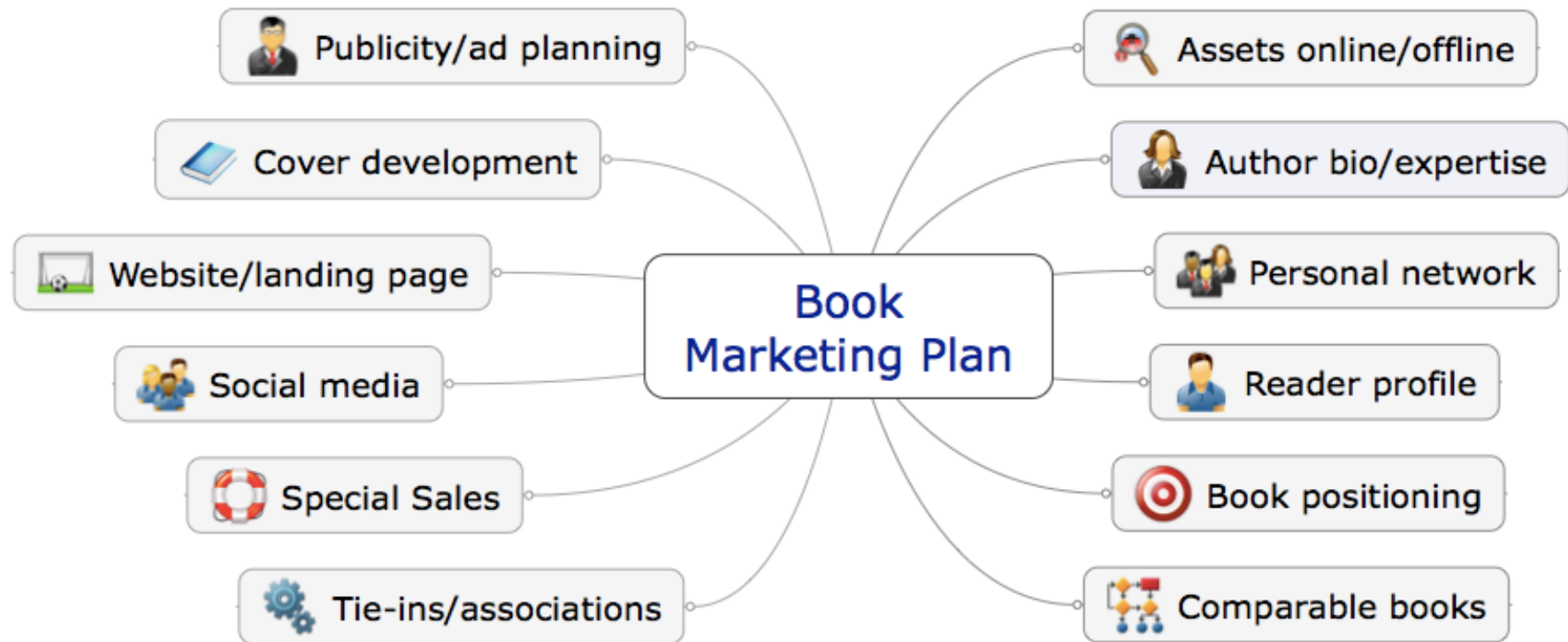
ASSETS

- Fan base, **readers** of previous work
- Blog **subscribers** and readers
- Social media **platform**
- **Email** list
- **Media** kit
- Network of **bloggers**
- Peer reviewers and **testimonial** prospects
- Book **trailer** plans
- **Press** releases

All of this is done with the information
you gathered as you prepared your
Marketing Plan

For example, you researched:

- Discussion forums** and communities
- Comparable books** in your field
- Possible corporate association **tie-ins**
- Thought leaders** who might help out



Obviously, developing these assets can take time, and that's one of the best reasons to start thinking about marketing your book as **early in the process** as possible.

Actually, you could start (for nonfiction authors) even **before** you write the book.

This way, the marketing of the book is “**baked in**” not something you run around trying to solve when you’re ready to go to press!

So for the rest of this presentation,
we'll assume you've done all that,
that your assets are ready to go,
and now you're ready to plan that
all important **book launch**



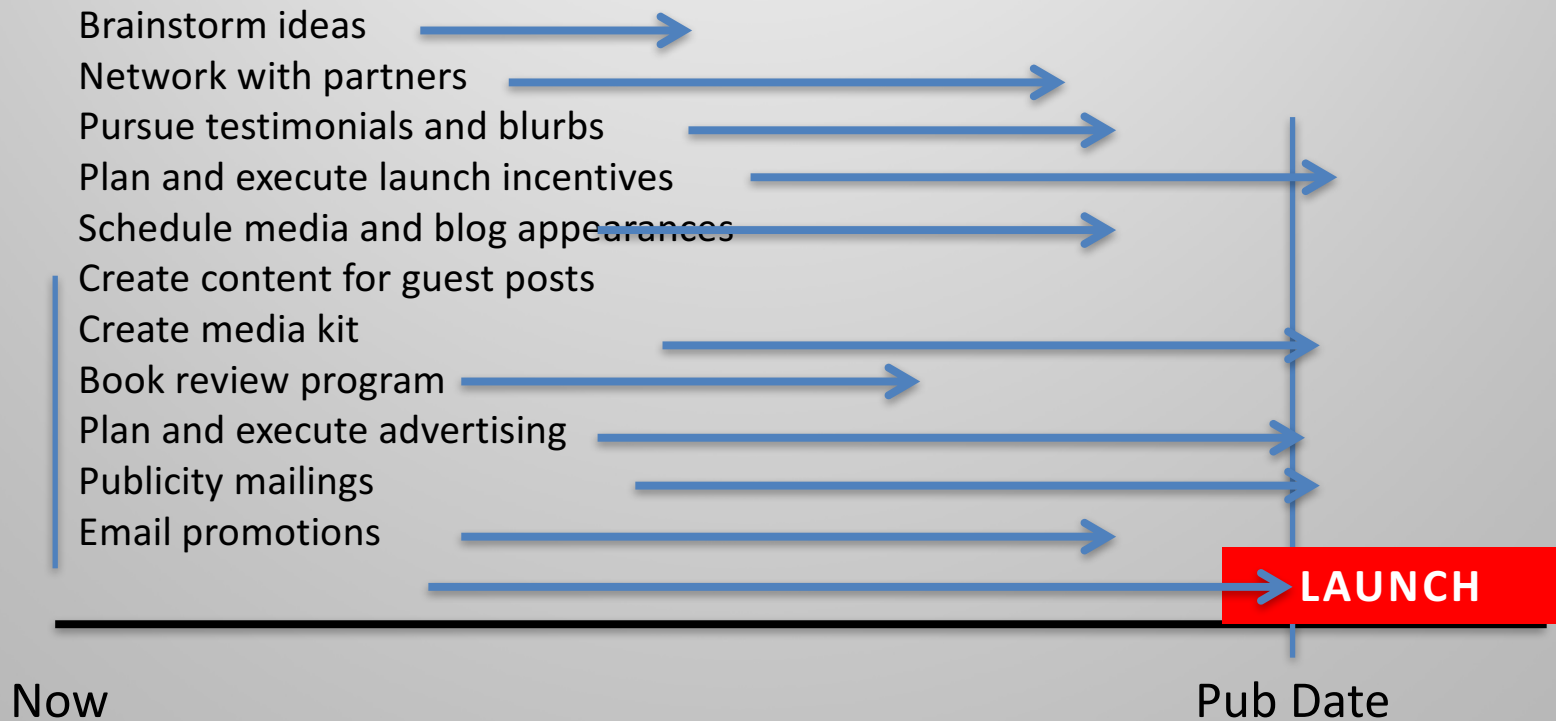
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PUBLICATION DATE

A convenient “fiction” that allows publishers and their **partners** to target a **specific date** or time span for the initial publicity and promotion for the book



PARTNERS

- Retailers
- Wholesalers
- Distributors
- Book Reviewers
- Publicity and PR Staff
- Media Contacts

PLANNING & TIMING

From the time your manuscript is finished:

Editing, 2 – 8 weeks

Design & Layout, 2 – 4 weeks

ARC printing, 1 – 2 weeks

Shipping, 1 week

= 4 months

PUBLICATION DATE

Mostly of use for **prepublication**,
early, and “pub-date” reviewers

(Watch out for end-of-year pub
dates)

PREPUBLICATION REVIEWERS

Publishers Weekly

Library Journal

School Library Journal

New York Times Book Review

Kirkus Reviews

ALA Booklist

Foreword Reviews

PREPUBLICATION REVIEWERS

Need to have your ARC or “Bound Gallery”
in hand with promotional material:

4 months before Pub Date

Important: no barcode on these books, include marketing plan info on back cover, clearly mark book as “Advance Review Copy: Uncorrected Page Proofs” and DON’T put up for sale

EARLY AND PUB-DATE REVIEWERS

Need to have your ARC or “Bound Galley” in hand with promotional material:

2 months before Pub Date

PLANNING & TIMING

That's why you need to start planning your book launch at least:

- **6 months** in advance if you plan to submit to Pre-publication reviewers
- **4 months** in advance for all others

PLANNING & TIMING

IMPORTANT!

Don't let **production issues** leak into launch!

- Have **books** loaded, approved, or in hand
- Make sure your **retailer pages** are complete well **before** you plan to start your launch

YOUR BOOK LAUNCH “MENU”

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YOUR BOOK LAUNCH “MENU”

- Guest posts
- Book trailers
 - Blog tour
- Review campaign
- Contests & Giveaways
 - Press Releases
 - Launch Party
- Bundled promotions
- “Bestseller” campaigns

YOUR BOOK LAUNCH “MENU” (CONT.)

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- Facebook fan page
- Book title website
 - Email campaign
- Freebies like bookmarks, badges, T-shirts
 - Wallpapers
 - Infographic
- PowerPoint Presentation
 - Handouts
- Media Appearances/Interviews/Readings

YOUR BOOK LAUNCH “MENU” (CONT.)

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- Beach flyovers
- Celebrity events
- Themed “swag bags” for reviewers and media

It just goes on and on...

YOUR BOOK LAUNCH (SURVIVAL) “MENU”

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YOUR BOOK LAUNCH (SURVIVAL) “MENU”

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1. Website
2. Media kit
3. Review campaign
4. Email campaign
5. Blog tour
6. Media contact

YOUR BOOK LAUNCH (SURVIVAL) “MENU”

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1. Website

- Maintain your branding
- Create a “reason why”
- Make press access simple
- Update reviews & notices
- Blog tour/book tour schedule

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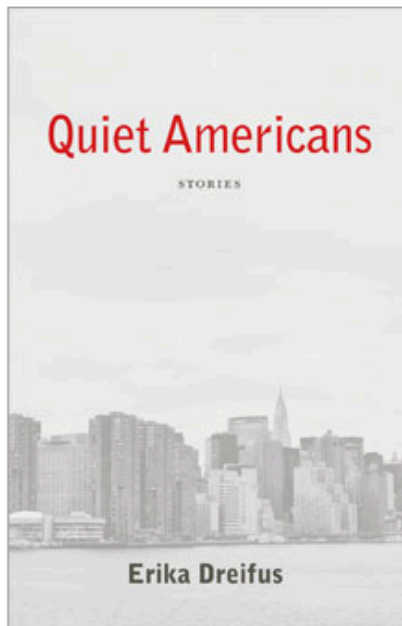
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Erika Dreifus

WRITER. READER. REVIEWER. RESOURCE MAVEN.

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Quiet Americans

STORIES BY ERIKA DREIFUS

A high-ranking Nazi's wife and a Jewish doctor in prewar Berlin. A Jewish immigrant soldier and the German POWs he is assigned to supervise. A refugee returning to Europe for the first time just as terrorists massacre Israeli athletes at the 1972 Munich Olympics. A son of survivors and the family secrets modern technology may reveal. These are some of the characters and conflicts that emerge in *Quiet Americans*, in stories that reframe familiar questions about what is right and wrong, remembered and repressed, resolved and unending. Portions of the proceeds from sales of *Quiet Americans* are being donated to [The Blue Card](#), which supports survivors of Nazi persecution and their families in the United States. *Quiet Americans* has been named a Sophie Brody Medal Honor Title (American Library Association) and recognized as a "Notable Book" (*The Jewish Journal*) and "Top Book" (*Shelf Unbound*).

About Erika Dreifus



Erika Dreifus is the author of *Quiet Americans: Stories* (Last Light Studio), which is an [ALA Sophie Brody Medal](#) Honor Title for outstanding Jewish literature. *Quiet Americans* was also named a [Notable Book](#) (*The Jewish Journal*) and a [Top Small-Press Book](#) (*Shelf Unbound*). Erika is a contributing editor for [Fiction Writers Review](#) and an advisory board member for [J Journal: New Writing on Justice](#), and she wrote the section on "Choosing a Low-Residency MFA Program in Creative Writing" for the second edition of Tom Kealey's *Creative Writing MFA Handbook* (Continuum, 2008). Erika is also the editor/publisher of [The Practicing Writer](#), a free (and popular) e-newsletter featuring advice, opportunities, and resources on the craft and business of writing for fictionists, poets, and writers of creative nonfiction.

Learn More 

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July 30, 2012

64 Comments



My Book Tour Schedule. Please Come to an Event!



I'm in shock that August is almost here—and that the publication date for **Happiness at Home** is so soon. It has been so far in the future, for so long, that it's hard for me to wrap my mind around the fact that it's about a month away.

I hope I'll be able to meet many book and blog readers in person during my book tour. I'm still adding a few places, but here's the current list.

September 5: New York City, NY

Barnes & Noble
150 E. 86th St.
7:00 pm

September 13: Boston, MA

Brookline Booksmith
Coolidge Corner Theater, 290 Harvard St., Brookline
6:00 pm

September 19: Winnetka, IL

The Bookstall at Chestnut Court

Gretchen Rubin



Gretchen Rubin is one of the most thought-provoking and influential writers on happiness. Her books **Happier at Home** and

The Happiness Project were both instant New York Times bestsellers, and **The Happiness Project** has spent more than two years on the bestseller list. Here, she writes about her adventures as she test-drives the studies and theories about how to be happier.

I love to hear from readers.

Connect with me:

Email me at grubin@gretchenrubin.com

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100K 80K 36K 180K 1.4M



Why You Need a Platform to Succeed

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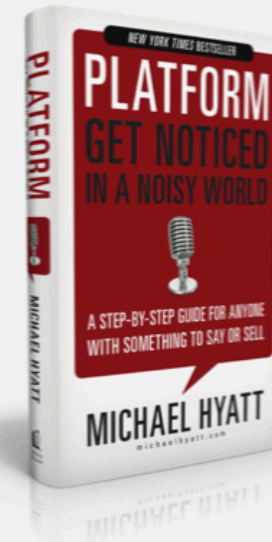


MH MICHAEL HYATT

Dear Platform Builder,

Have you ever felt that trying to get your message out was hopeless? Like trying to get noticed in a packed stadium? Or trying to get heard at a crowded, loud party with music blaring in the background?

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- BARNES & NOBLE
- BAMMCOM BOOKSAMILLION.COM
- Christian Book Distributors
- FAMILY Christian Stores
- LifeWay

YOUR BOOK LAUNCH (SURVIVAL) “MENU”

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2. Media Kit

- Press release*
- Author bio* and photo*
- Book photo*
- Sample chapter
- Interview questions
- Additional photos or graphics
- Book one-sheet, specs & blurbs



Home

About the Author

Testimonials

Online Media Kit

Buy the Book Now!

Podcast

Publishing Tips

Logical Expressions
Web Site

Online Media Kit

Press Releases, Photos, and More

Press Releases

(links open in new window)

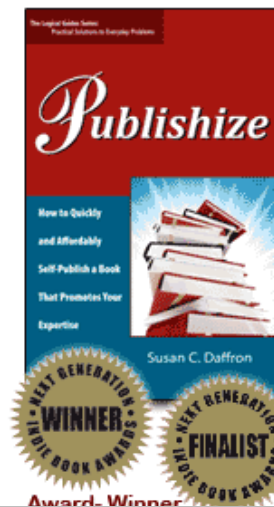
July 2009 - [Publishize, by Susan C. Daffron, Wins APEX 2009 Award of Excellence](#)

May 2009 - [Publishize, by Susan C. Daffron, Recognized as One of the Top Independently Published Books of 2009](#)

December 2008 - [New Self-Publishing Book Selected as 2009 Member Benefit by National Association of Women Writers](#)

About Publishize

- *[Publishize: How to Quickly and Affordably Self-Publish a Book That Promotes Your Expertise](#)*
(ISBN: 978-0-9749245-8-8; LCCN-2008910208)
Available from the [publisher, Logical Expressions, Inc.](#) and [Amazon.com](#)
276 pages. Retail price - \$24.95
- **Awards:** 2009 Next Generation Indie Book Awards - Finalist in the How To category and Winner in the Writing and Publishing category. 2009 Apex Award for Publication Excellence - Winner, Books & Ebooks Category.
- About the Author (bios and links to online



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Most Recent Book:

Full Title of Book: Deep Work: Rules for Focused Success in a Distracted World

Short Title of Book: Deep Work

Cover Image: [download](#)

Author: Cal Newport

Website URL: calnewport.com

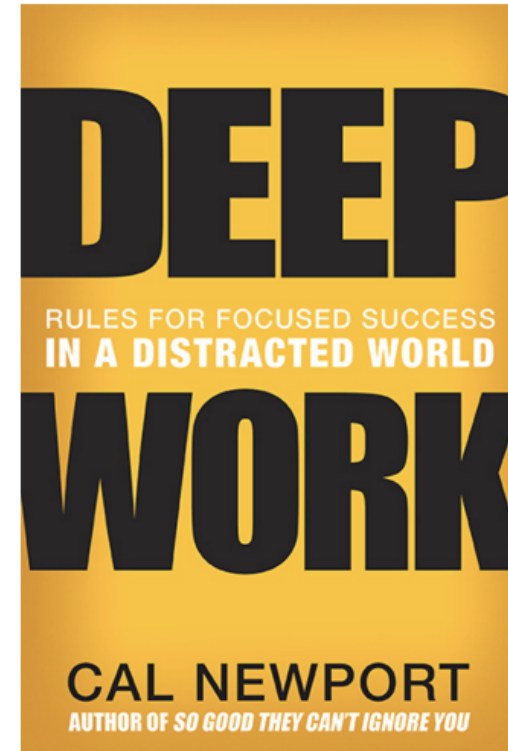
Publisher: Grand Central Publishing ([Hachette Book Group](#))

Publication Date: January 5, 2016

Press Contact: Jimmy Franco, jimmy.franco@hbgusa.com

OVERVIEW OF THE BOOK:


In *Deep Work*, author and professor Cal Newport flips the narrative on impact in a connected age. Instead of arguing distraction is bad, he celebrates the power of its opposite: the ability to focus intensely on



THE

WORRY SOLUTION

USING BREAKTHROUGH BRAIN SCIENCE TO TURN STRESS AND ANXIETY INTO CONFIDENCE AND HAPPINESS





Featuring

Dr. Marty Rossman

Physician, award-winning author, speaker, researcher, and consultant

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Press Contact:
 Caroline Sill, Random House PR
 P: 212-782-8943 | F: 212-572-8053
 csill@randomhouse.com

Bio:

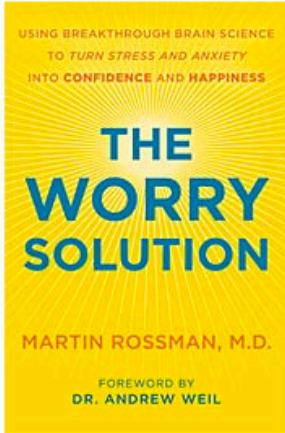


Dr. Rossman, a pioneer in mind-body medicine, is the founder of The Healing Mind, the co-founder of the Academy for Guided Imagery, a Clinical Faculty member at the University of California San Francisco Medical School, and an advisory board member of Dr. Andrew Weil's Integrative Medicine Program at the University of Arizona. Dr. Rossman's cutting-edge research in guided imagery has contributed to the current paradigm of holistic health and has influenced the work of many of its prominent leaders, including Drs. Weil, Dean Ornish, and Rachel Remen.

Dr. Rossman has authored numerous books and CDs, including *Guided Imagery for Self-Healing* and *Fighting Cancer from Within*, and his work has been featured in academic, trade, and popular national media outlets including *O, Self, Body & Soul*, and CNN. *The Worry Solution* (Crown Archetype Books, 2010) is Dr. Rossman's latest contribution to the field.

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BIOGRAPHY

- **Bio for Steena Holmes**
- **High-resolution photo** (preview below)



QUICK FACTS

- Sold over 1 million copies of my books
- Reached #3 on Bestseller list on Amazon
- Winner of the 2012 Indie Excellence Award
- Frequent guest speaker on the subject of **indie publishing**
- *USA Today* Bestselling Author
- *New York Times* Bestselling Author
- Recently expanded into the German market with my novels

BOOK SUMMARIES & PRAISE

- **Finding Emma**
- **Emma's Secret**
- **Memory Child**
- **Stillwater Rising**

BOOK COVERS (HIGH-RES)

- **Finding Emma**
- **Emma's Secret**
- **Memory Child**
- **Stillwater Rising**

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It's hard not to fall in love with Venice — Venice, Italy

YOUR BOOK LAUNCH (SURVIVAL) “MENU”

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3. Review Campaign

- Query reviewers first
- Develop both “A” and “B” lists
- Offer ebook, PDF, and print
- Vet reviewers for content and form

GETTING YOUR ARCS

Use a **digital** printer:

- Alexanders.com
- 48hrbooks.com
- 360digitalbooks.com
- Snowfallpress.com
- Thomson-Shore*

YOUR BOOK LAUNCH (SURVIVAL) “MENU”

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4. Email Campaign

- This is how to activate your fans
- Progress reports build anticipation
- “Insider” info gets people on your side
- Principal way to control the timing

YOUR BOOK LAUNCH (SURVIVAL) “MENU”

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5. Blog Tour

- You control the intensity
- Get dates well in advance
- Interviews are easier than posts!
- Give away books at every stop
- Contests are a natural

YOUR BOOK LAUNCH (SURVIVAL) “MENU”

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6. Media Contact

- Start building your list now
- Think features, not just reviews
- Specialized audiences are easier
- What makes your book newsworthy?

7-STEP SAVE-YOUR SANITY BOOK LAUNCH PLAN

49

1. Set a **goal**
2. Create **great work**
3. Engage your **network** early
4. Get **testimonials**
5. Recruit your **fans** to help
6. **Target** your efforts
7. Create a unique launch **offer**

1.

WHAT'S YOUR GOAL?

A launch can be **short** or **long**, which is right for you?

With **realistic** goals (Get 10 reviews before each pub date)
you will incentivize yourself each time you reach one

With **unrealistic** goals (Hit Amazon #1 for all books) drains
your incentive as you fail to reach them

2.

CREATE GREAT WORK

There's no replacement for a good/**great** book

Is there something that would **differentiate** your book?

What is the one thing people **don't realize** they'll get from your book?

3.

ENGAGE YOUR NETWORK

Create a sequence of updates or posts that **builds interest** in your book

Contact **peers** beforehand to get on their schedule

If you have a giveaway, **spread it** throughout your network and encourage sharing

4.

GET TESTIMONIALS

Look for other authors in your category, niche, or genre who make **good partners**

Who are the **influencers** or top sellers?

Aim **high**

Reciprocation can be key

5.

RECRUIT YOUR FANS

Fans can give **feedback**

Ask for suggested **promo sites** and partners

Request **reviews** pre-launch

Activate all social media **networks**

6.

TARGET YOUR EFFORTS

Decide whether you're going for "**bestseller**"

Make sure media and reviewers know the **date**

Consider **Kindle Select** program for 90 days

Keep in **touch** with your fans and partners

7.

CREATE A UNIQUE LAUNCH OFFER

Add time-sensitive **bonuses**

Get creative and **theme** it to book

Try to come up with a “**no-brainer**”

Stick to your **deadline**

START NOW

Poke the Box: The Workbook



RESOURCES

Guy Kawasaki's *Enchantment* book launch blog post

<http://mashable.com/2011/03/30/product-launch-social-media/>

Dana Lynn Smith's *Virtual Book Tour Magic*

http://bookmarketingmaven.typepad.com/virtual_book_tour_magic

BubbleCow list of book tour companies

<http://bubblecow.net/7-blog-book-tour-companies-that-will-arrange-blog-book-tours-just-for-you/>

Michael Hyatt on How to Launch a Best Seller

<http://michaelhyatt.com/bestseller-launch-formula.html>

Tim Grahl on Launching a Best Seller

<https://booklaunch.com/>

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