Book Launch Checklist and Timeline

http://www.flickr.com/photos/tantek/5540906502/

The purpose of this checklist is to assemble in one place a list of many of the most common tasks authors take on when they run a book launch. No one will do all of these tasks, but having them in order and in a chronological sequence can be a powerful help in getting yourself organized.

Keep in mind that some of the best book launches are fairly simple and, depending on your book and your marketing plans, you may use only a few of these tools in your own launch.

√	TASK	NOTES
	12-6 MONTHS PRE-PUB	
	Create Marketing Plan	
	Establish Website/Blog	
	Set up social media accounts	
	Research similar books	
	Start list of media contacts	
	Start list of potential partners	
	Write back cover copy	
	Contact venues for launch event	
	Ask fans about influencers	
	6-4 MONTHS PRE-PUB	
	Create reviewer lists	
	Have professional photo taken	
	Research potential tie-ins	
	Update your author bio	
	Write initial press release	
	Research distributors	
	Brainstorm video trailer	
	Create book flyer or one-sheet	
	Mail to prepublication reviewers	
	Reach out to potential partners	
	Query for testimonials	
	3 MONTHS PRE-PUB	
	Contact bloggers for tour dates	
	Decide about hiring publicist	
	Write magazine articles	
	Price out giveaways	
	Start planning contests	

THE SELF-PUBLISHING ROADMAP

√	TASK	NOTES
	2 MONTHS PRE-PUB	
	Plan email campaign	
	Put out a call for reviewers	
	Start posting to social media	
	Design & order giveaways	
	Set up Google alerts	
	Start writing guest posts	
	Write launch press release	
	Post to calendars and local media	
	Begin booking media interviews	
	1 MONTH PRE-PUB	
	Start submitting guest posts	
	Post schedule where appropriate	
	Send out launch event invitations	
	Decide on Kindle Select program	
	Make sure books are signed off	
	2-3 WEEKS PRE-PUB	
	Make sure you look your best	
	Confirm blog/book tour details	
	Continue email sequence	
	Post blog/book tour links to site	
	Connect with all media contacts	
	Confirm book "Buy" buttons	
	LAUNCH DAY	
	Activate social media	
	Start blog tour	
	Good luck!	

Cover Design Checklist

The purpose of this checklist is to give you a handy way to make sure you haven't missed anything when you get to finishing your book cover.

Keep in mind not every book will have all the elements mentioned in the checklist, so just use what works for your book.

Cover Design Checklist

√	FRONT COVER	NOTES
	title	
	subtitle	
	tagline	
	author	
	blurb / testimonial	
	awards	
	image license	
	series identification	
	SPINE	
	check spine width	
	title	
	author	
	publisher logo / name	
	BACK COVER	
	category	
	price	
	blurbs / testimonials	
	summary paragraph / pitch	
	borcode	
	upc code	
	author photo	
	photo credit / rights	
	author bio	
	publisher name / website / logo	
	readable ISBN	

Cover Design Checklist (2)

√	OVERALL	NOTES
	check document size	
	printer-specified bleed	
	fonts can be exported	
	images as CMYK (print)	
	JPG sized to retailer requirements	
	keep "safe" areas near trim clear	
	5 MAIN TASKS	
	1. Announce its genre	
	2. Telegraph the tone	
	3. Explain its scope	
	4. Generate excitement	
	5. Establish a market position	
	3 TOOLS	
	1. Contrast	
	2. Focus	
	3. Positioning	
	OTHER	

Joel Friedlander's **Self-Publishing Roadmap** is the top online coaching course for writers who want to get serious about self-publishing. It's a comprehensive course delivered in a series of modules that lead participants through the entire publishing process, from beginning to end.

Through video instruction accompanied by downloadable tutorials, checklists, action tasks and supporting material, participants earn what amounts to a "degree" in self-publishing, ready to take their books straight to market.

Whether you want to do print publishing, use print on demand distribution, or plan to go straight to e-books, this course will explain your options and help you work your way through the sometimes confusing maze that is book publishing today.

There's nothing else like it. If you would like to take your own publishing to the next level, or if you want to finally understand how all the pieces of the publishing puzzle fit together to create great books that people really want to buy, click this link now to make certain you're notified the next time the course is offered.

[Yes, let me know when the Self-Publishing Roadmap will be offered again](#).

"Joel does a spectacular job of creating an overall perspective, combined with the best practices, details, examples, steps, techniques. I appreciated his ability to effectively teach to different experience levels, without overwhelming newcomers or boring experienced types."
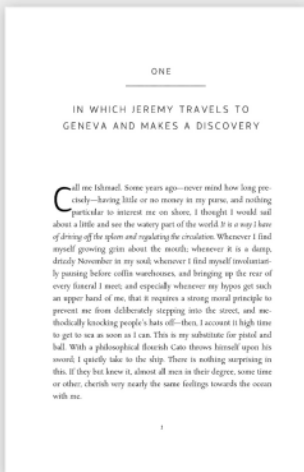
—Roger C. Parker