

How to Plan Your Book Launch

Joel Friedlander

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Writer's Conference 2013

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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 or 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**



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 Galley” 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”

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



Your Book Launch “Menu” (cont.)

- 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...)

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

It just goes on and on...



Your Book Launch (Survival) “Menu”

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



Your Book Launch (Survival) “Menu”

1. Website

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



Ape

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Erika Dreifus

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Erika Dreifus



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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.

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July 30, 2012

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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.

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Your Book Launch (Survival) “Menu”

2. Media Kit

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





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(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](#)

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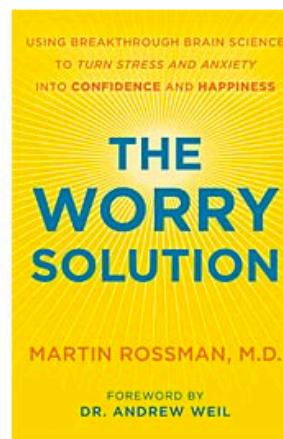
Dr. Rossman, a pioneer in mind-body medicine, is the founder of The Healing Mind, the co-founder of the Academy for Guided Imagery, a Clinical Faculty member at the University of California San Francisco Medical School, and an advisory board member of Dr. Andrew Weil's Integrative Medicine Program at 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, Inc. 2012) is Dr. Rossman's latest book, which is available for purchase on Amazon.com.

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Here is a link to the entire Media Kit in one jumbo ZIP file. Right-click the link and select "Save as..." to download it, then double-click the file to open it.

[A Self-Publisher's Companion – Media Kit](#)

Book Information



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A Self-Publisher's Companion

Expert Advice for Authors Who Want to Publish

from TheBookDesigner.com

by Joel Friedlander

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"This book is evergreen, it will outlive the latest tools and techniques in the online world. It resonates with Joel's many years of experience within the publishing world, his love of content creation and beauty as well as his amazing skills as a popular blogger. **Highly recommended** for anyone considering the self-publishing route or if you want to know more about aspects of publishing in a digital age. I have self-published four books now and still found myself jotting down notes from the useful information."



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Your Book Launch (Survival) “Menu”

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



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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”

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”

6. Media Contact

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



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-Dan Poynter, [The Self-Publishing Manual](#)

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7-Step Rational Book Launch Plan

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 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



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Plan your launch calendar backwards:

6 months: peer review and testimonials

4 months: pre-publication reviewer mail

2 months: early and pub-date reviewer mail

2 months: plan launch party or event

Etc.



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>



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