

Book Title _____

Expected Launch Date _____

9 Months Prior to Launch

- Complete a social media self-audit
- Join SPAN and/or IBPA
- Join local readers groups (meetup, etc.)
- Segment your target markets
- Begin implementation of social media marketing plan
- _____
- _____
- _____

8 Months Prior to Launch

- Develop a business plan (separate from marketing plan)
- Calculate a budget
- Create your blog
- Contact book clubs
- Contact catalogs
- Purchase your domain name
- _____
- _____

7 Months Prior to Launch

- Prepare a positioning statement
- Create a book trailer for web site and Youtube
- Join toastmasters
- Contact syndicated columnists
- Contact magazines with log lead-times
- Complete your web site
- _____
- _____

6 Months Prior to Launch

- Plan exhibits (www.biztradeshows.com)
- Prepare sales promotional items (pre-order)
- Find special marketing periods during the year
- Develop a list of publications/reviewers
- Develop a list of award competitions
- Contact magazines about providing excerpts
- _____
- _____

5 Months Prior to Launch

- Develop your brochure and literature
- Prepare and place pre-publication ads
- Investigate sale of subsidiary rights
- Create or purchase an opt-in mailing list
- Find potential buyers in non-bookstore markets
- _____
- _____
- _____

4 Months Prior to Launch

- Prioritize your projects
- Send announcements to key buyers
- Develop affiliate-marketing relationships
- Prepare business cards, bookmarks, letterhead
- Establish links to/from your web site
- _____
- _____
- _____

3 Months Prior to Launch

- Contact major television and radio stations
- Send press kit to interested shows
- Contact Associations
- Create a 30-second elevator pitch
- Phone call follow-up with media
- Get celebrity endorsements
- _____
- _____

2 Months Prior to Launch

- Plan an author tour, store events
- Create an e-book version of your book
- Mail brochures/flyers to prospective customers
- Create a fan group on Facebook or other sites
- Plan a mobile marketing campaign
- Prepare and send media releases
- _____
- _____

1 Month Prior to Launch

- Plan and conduct virtual tours
- Plan a launch party
- Contact bloggers about providing excerpts
- Contact magazines about serial rights
- Market on www.shelfari.com (goodreads.com)
- _____
- _____
- _____