



Happy Self Publishing

Book Launch Checklist



Publishing & Distribution

- Make sure the reader magnet landing page is up and the correct link is inside the book
- Ensure the kindle, paperback, hardcover covers are ready as per KDP guidelines
- Check if the interior files don't have any formatting issues
- Get the book description formatted using HTML generator
- Choose the initial categories and keywords
- Order paperback / hardcover proof copies to make sure they look right
- Link all the formats of the book to the same listing if it hasn't happened automatically
- Create author central page with your photo, video and bio
- Link your book to your author central page
- Decide on the pricing
- Decide on the publishing date (when the book is to be uploaded to Amazon). This allows you to check if the book looks fine, let your launch team members know and gather the initial reviews.
- Decide the book launch date (when you announce to the world). This is when you make the big announcement that your book is available.

Social media

- Decide one primary and one secondary platform to focus on (unless you have a team to post on multiple platforms)
- Update your social media bio, email signature, LinkedIn accomplishment etc. by mentioning that you are the author of the upcoming book
- Create a hashtag specific to your book for use in social media messages
- Reveal the book's cover and later release a video book trailer (live action or animated) to promote your book
- Decide a content posting schedule starting at least 3 months before the book launch
- Make a content calendar that includes the following: asking for opinion on titles/ cover design etc., update on key milestones/ behind-the-scenes, learnings from the publishing process, ask to join your launch team
- Schedule exclusive content / updates for the launch team
- Plan an online book launch party for the launch team: teach, share, acknowledge and celebrate!
- Write a series of emails for your newsletter and posts for your social media to be used during the launch week

Author Branding

- Design your personal brand logo if you don't have one already
- Get a photoshoot done that reflects your unique personality and author brand
- Set up an author website with the following pages: About, Book, Services, Blog/Podcast, Contact, Social Media links
- If you already have a website, update it with a book landing page
- Create a Media Kit which can be used while reaching out to podcasters/ event organisers



Publicity

- Make a list of influencers in your circle or your friends' circle whom you can reach out to promote your book
- Explore the options of doing a collaboration webinar, a social media live, featuring your book in their newsletter, writing a blurb for your book, etc. with the influencers
- Make a list of potential podcasts, Instagram pages, Youtube shows and blogs that are relevant to your topic and start reaching out to them to interview you or feature your book
- Connect with local media like TV, newspapers, magazines and radio who can potentially feature you
- Find Facebook groups, LinkedIn groups, networking groups, trade organizations, local events that are relevant to your book topic where you can promote the book

Bestseller Campaign

- Send ARC (Advanced Reader Copies) of your book to launch team members and influencers to get reviews
- Get at least 10 reviews before planning the promotions
- Decide the dates to run a free promotion of your ebook for 3 days followed by a \$0.99 promotion for the next 5 days
- Reach out to promotional websites and submit your book for promotions
- Choose the best categories (neither too competitive, nor irrelevant) from the 100s of categories and write to Amazon KDP to add your book to those categories before the promotion begins
- Enrol your book in KDP Select and ensure you turn on the free promotion for the decided dates
- Remember to change the price of your ebook to \$0.99 on the decided dates
- Closely monitor the sales and sales rank and take screenshots when the book hits #1 inside the bestseller lists

Happy Self Publishing is a **global full-service publishing agency** that **empowers authors** to write, **publish and market** their books without compromising their **rights and royalties.**

500+ Authors | 35 Countries | 10+ Genres



After the launch

- Put the book's price back to full price
- Stay in touch with your audience through weekly newsletters
- Launch your own podcast or Youtube show to share regular content, if you don't have one already
- Run Amazon ads to maintain your book sales
- Send thank-you notes to collaborators, bloggers, podcasters, and reviewers
- A couple of months after the launch, publish the audiobook version of the book to promote it again
- Make the book available on platforms other than Amazon like Kobo, Barnes & Noble Nook, Apple iBooks, Google Play, etc.
- Schedule book readings or signings at local bookstores or libraries (if possible)
- Submit your book for awards to gain extra credibility
- Participate in book fairs and conventions for extra visibility
- Analyze which promotional efforts were most effective by tracking the sales numbers
- Explore the possibility of translating your book to other languages
- Look for speaking opportunities regularly at in-person events, online summits, mastermind groups and podcasts to continuously add value and promote your book
- If you have the budget, you may want to outsource some of these tasks to a PR agency, podcast booking agency, book launch strategists, web designers, etc. so that you can focus on your zone of genius.

To get more clarity on how to plan your book launch, schedule a **FREE 30-minute book strategy call** with us: www.happyselfpublishing.com/call

