



LAUNCH A BESTSELLER *Planner*

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Writing a book is a HUGE accomplishment and you should be proud of it. However, once the book is written, the whole point is for the book to sell. You can't just publish the book and expect it to take off without any effort on your part. There is too much competition and too many titles on the market.

With the right planning and actions, you can set your book up for success and create a bestselling title! Having a bestseller not only earns you money but it opens so many doors.

Here are a few benefits of having a bestselling book:

- Earn money through a consistent passive income
- Land speaking engagements
- Partner with local groups
- Build your own unique brand

Once your book becomes a bestseller, not only does it have all the benefits above, but it helps your later writing projects become successful. Think about it: each book you write will have "Bestselling author of..." on the cover which will automatically draw readers. However, you must put the work in now to be successful later on and that means planning your book launch.

Planning a successful book launch means you:

- Have a functional landing page for your book
- Generate interest before the book is for sale
- Capture the attention of your ideal client market
- Grow your following and increase traffic to your website and social media platforms
- Have reviews ready to go for online markets
- Create descriptions that are optimized for search engine functionality

STEP ONE: LAY THE FOUNDATION

If you do nothing else for your book launch, you need to make sure you have a great website that is functional and easy to navigate. You can create a professional website easily through WordPress in less than an hour! In order for your website to be optimized for potential readers, make sure it has these qualities:

- Current contact information
- About the Author page
- Press/Media page (for interviews, reviews, and more!)
- Make sure ALL links work

EXERCISE: BUILD YOUR WEBSITE

Basic Website Qualities To-Do List	X
Set up a home website	
Create an About the Author page	
Create a Press/Media Page	
Add graphics, including a professional looking author photo	

EXERCISE: BREAKING DOWN YOUR WEBSITE FOUNDATION PAGE BY PAGE

Do You Have All 6 Pages?	Qualities Needed
Home	Does this page have a strong, compelling welcome message targeting your ideal client?
About the Author	Does this page highlight your experience as well as your

	<p>education?</p> <p>Do you have photos of yourself on this page?</p>
Work with Me	<p>Are you hitting the message right to ensure your ideal clients know that you are offering a solution to their struggle or need?</p> <p>Are your packages clearly laid out with a compelling reason to hire you?</p> <p>Do you have a gateway option for them to book a free session with you?</p>
Press/Media	<p>Have you linked all your blog features or podcast interview links?</p> <p>Is your media bio present?</p>
Blog (Optional)	<p>Do you update or add blog posts regularly?</p>
Contact	<p>Do you have a one to two-line strong call to action to entice your visitor to contact you?</p> <p>Does this form function properly and send you an email once completed?</p>

Making your website look as professional as possible helps others take you seriously as a writer! While this to-do list is the basic criteria to get started, there is no reason for it to look sloppy or outdated. Look at bestselling author websites for general ideas.

Also, if you are a beginner in website creation, WordPress websites are easy to build and look both professional and functional.

STEP TWO: POLISH YOUR SOCIAL PRESENCE

Much of your publicity will come through social media, so it's important to make sure your social presence is ready to go. Well before you launch your book, get your profiles set up on these platforms:

- Facebook
- Twitter
- Instagram
- Google Plus
- Tumblr
- Pinterest

If you already have these profiles, that's awesome! But now you have to optimize them for your book. You're going to need to optimize them as an author, not for your personal social media.

People feel like they can get to know others through social media and this is also the voice your readers are most likely to hear before your book comes out. This doesn't mean take all of your personality out of your social media presence but it's a good idea to make sure offensive pictures or articles have been removed or anything that could turn away possible buyers when they see your pages.

EXERCISE: BRAND YOURSELF FOR VISIBILITY

Goal	Action
Are Your Graphics Up to Date on Your Social Media Platforms?	Facebook Twitter LinkedIn Instagram Google+ Other

Goal	Action
Are Your Social Media Bios Up to Date on Your Social Media Platforms?	Facebook Twitter LinkedIn Instagram Google+ Other

STEP THREE: CREATE A LANDING PAGE

One of the most important things you will need to market your book effectively is a landing page. So, what is a landing page? Simply put, it's a page a person "lands on" after clicking a link in marketing material.

Every link to your book needs to direct to this landing page. Not your homepage but your landing page. That can't be stressed enough. The book's landing page will have these details easily accessible:

- Compelling headline – could be an action-oriented product description
- Book title
- Book description
- A few positive reviews of the book
- Subscription button for email subscribers to get information about the book
- Where to buy the book and links to e-commerce pages, such as Amazon
- If your book is a non-fiction, add a bulleted list of benefits the reader will gain from the book

A landing page doesn't need to be jam-packed with graphics, information, and excess text, but you want it to be easy to read and appealing to potential buyers.

Landing pages also help you track analytics – these are stats like where your traffic is coming from, how long people are spending on your page, and other information that will help you market your book.

For example, if you are looking at your landing page's analytics and you see that much of your traffic is coming from Twitter, you can continue to up your game on that platform, but you can also see what is working there, so you can bring it to other social media platforms. If you see that people are searching a specific term

in a search engine and your book's page comes up, you can start optimizing your website for more search engine terms that are similar.

Your landing page is also a great place to set up pre-release bonuses. Let's say you want to do a giveaway on your book. A giveaway is an excellent way to generate interest as people love free things. On social media, talk up the giveaway but link everything back to your landing page.

Your landing page should also connect to your homepage, your author bio, and your social media pages. While your landing page needs to be a free-standing page on its own, if someone comes upon your page organically, from a search engine result, you want them to be able to find more information out about you, the author, and have the chance to follow you on social media.

Setting up a Subscribe button on your landing page is easy and shouldn't be overlooked. This allows you to alert people via mass emails or newsletters information about your book, tease chapters, offer giveaways, and more!

EXERCISE: CREATE A HIGH-CONVERTING LANDING PAGE

Task	Information required
Do you need to hire a designer or will you be building the site yourself?	
If hiring a designer, which designer? List name and contact info	
Do you have the copy needed to put on the landing page?	
Will you hire a copywriter for this project? If yes, list the name and contact info.	
Do you have a launch date for your landing page? List your deadline.	

EXERCISE: LIST FIVE BONUSES YOU PLAN TO OFFER WITH YOUR NEW BOOK

Description of bonus offer
1.
2.
3.
4.
5.

STEP FOUR: WORK YOUR LIST

As your launch date gets closer, start teasing about your launch. This is the part where you generate tons of interest so people are ready to buy it when your title drops. Here are some excellent ways to generate interest in your book to people you know and also reaching out farther to new and potential readers:

- Start a “countdown to launch” where you can tease a bit from the book each day, introduce a character, or describe your inspiration for a situation from your own real-life experience
- Announce giveaway winners and send out titles of your book
- If friends and family are willing to give reviews, give them copies of your book before your release date
- Schedule more social media posts using a social media platform such as Hootsuite to create posts in advance so you aren’t having to update social media constantly

Also, before your launch date, you want to ensure search engine optimization, not just on your website, but on Amazon, and other seller websites. This simply means creating product descriptions that have words that connect to your book so your book will be in search engine results. For example, if your book is about marketing, you will want to make sure you have “marketing” in your product description and also in a few locations on your landing page, so when a reader puts “marketing” into an Amazon search or Google search, your book will be found as a result.

Don’t forget to write up a meta-description – that is a 160-character or less description of your landing page that shows in search engine results. This is also connected to optimization and gives people searching a good idea of what the site is about.

EXERCISE: TEASING YOUR LAUNCH

Goal	Action
Get Reviews for Your Website and Ecommerce Sites	<p>Ask friends and family to submit honest reviews</p> <p>Ask people who won your book in a giveaway to review your book</p>
Set up a Countdown to Generate Excitement	Each day release a different bit of information about your book leading up to the launch day. Examples include: Character bios, teaser chapters, real-life inspiration for something or someone in the book
Set up Metadata on Amazon	Create a compelling, 100-word or more description on your book that includes optimized key words
Set up Meta Information for Search Engine Optimization	Make sure your landing page has an optimized meta description and assigned metatags so your landing page is more likely to show up in search results.
Increase Social Media Frequency	Set up your social media platforms to Hootsuite or a similar platform, so you can easily schedule posts in advance and reach all of your individual social media sites at once time

EXERCISE: CREATE A NURTURE SEQUENCE THAT OFFERS A SOFT PROMOTION

Task	Action
Do you have five emails drafted for your book launch to tease out the launch to your list?	<ol style="list-style-type: none"> 1. 2. 3. 4. 5.
Name 5 subject lines for these emails	<ol style="list-style-type: none"> 1. 2. 3. 4. 5.
Name 5 topics to discuss within these emails	<ol style="list-style-type: none"> 1. 2. 3. 4. 5.
Create 5 calls to action for this book offer and add them here	<ol style="list-style-type: none"> 1. 2. 3. 4. 5.

STEP FIVE: LEVERAGING YOUR CONNECTIONS

Now that you've put all the work into setting up social media profiles, gaining followers, sending out promotional copies of your books for giveaways, and started a countdown, it's time to use your connections to help sell the book.

First, you want to make connections with influencers. Those can be other authors, people who have large social media followings, and people in the industry of the topic of your book.

Let's go back to the example of the book about marketing. You would want to reach out to people who would influence people who are most likely to read your book. In this case, you could reach out to:

- Marketing authors
- Leaders in the marketing industry
- Podcasters and bloggers who discuss marketing and similar topics
- Social media influencers

Now that you have a list of people to reach out to, determine how best to "leverage the connection." For example, podcasts are an amazing way to reach a large quantity of people quickly and generate a lot of interest in your book. A 30-minute discussion with a popular podcaster can generate thousands of sales. Plus, links to the podcast don't go away, so there is the opportunity for new listeners to the podcast to discover your work.

Reviews are an important part of a book launch. Having the right recommendation from a popular author can be the difference between your book being a bestseller and fading quickly into obscurity.

This is where reaching out to people in the field – authors or well-known leaders in the field, could be helpful. In order to get a review before your book launches, you will want to send the book out pretty early in advance.

One new way to get your book out there is to have social media influencers post selfies or tweet about your book. Do you know how much sales of a product spike when a Kardashian posts a picture on Instagram with the product? A lot. So, while your book may not be the right fit for someone in fashion, your book may be a great fit for a social media influencer who is known for talking up marketing. If your book is about health topics, reach out to influencers who are known for posting about health and wellness topics.

Don't overlook the importance of the Everyman (or Everywoman), and by that, I mean, any positive review is going to help your case, especially on e-commerce sites. For example, books with dozens of reviews are more likely to show up in search results, get clicks, and get purchased than books with zero reviews.

This means, just like in Step 4, keep working to get reviews published. Remember, you can't push for good reviews or offer something in exchange for a good review, but you can simply ask people who have read your book to give feedback online.

EXERCISE: LIST 5 INFLUENTIAL PODCASTS TO LEVERAGE

Podcast

EXERCISE: LIST 5 INFLUENTIAL BLOGGERS TO LEVERAGE

Blogs

EXERCISE: LIST 5 INFLUENTIAL REFERRAL PARTNERS TO LEVERAGE

Influential Referral Partners

STEP SIX: BUILD A BUZZ

Okay, launch date is getting close, and I'm sure you're excited! There's still a lot to do to ensure success, but all of this hard work will definitely pay off!

Now it's time to generate more widespread buzz about your book, but before you do that, let's take a step back and review the groundwork that you need in order to generate the buzz:

- Your author webpage is optimized with up to date information, media pages, logos, and pictures
- Social media profiles are set up, optimized with recent photos, biographical information, and all of your posts are in alignment with your new book
- Your book's landing page is set up, and nearly every mention from social media to your own site links back to it. There is a subscriber button so you can have potential readers get email notifications and newsletters.
- Also, the landing page is optimized to be found in search engine results with appropriate meta tags and meta-descriptions, and analytics are set up
- You've set up giveaways, are collecting reviews, and having reviews added to your website
- You've reached out to influencers and leaders in the field for reviews, interviews, and mentions

Okay, now that you've checked all those boxes, it's time to generate the buzz for your book. Keep drawing people to your landing page through social media posts, publicity, and your author homepage's links.

Readers LOVE receiving special information and an insight into upcoming books without getting spoilers. You want to draw more people to your email list, that

way you can interact a bit more directly. The easiest way to do that is to tease special information that is only available for subscribers.

For example, you can release the first chapter of your book, but it's only available to people on your email list. Send that information out across social media and on your home page, but be sure to include a link to the "subscribe" button on your landing page. Then, send out a teaser chapter. You can send the teaser chapter in the form of a "welcome" newsletter that all new subscribers get.

EXERCISE: PLAN YOUR BUZZ FUNNEL

Action	Action Needed?
Have you written the copy needed for this landing page?	
Will you hire a copywriter to complete the task?	
List the name of the copywriter.	
Do you have a designer for this landing page or will you do it yourself?	
List the name of the designer.	
Do you have an email sequence in place to deliver the following emails? -Thank you -5 emails selling subscribers to the book	
List the launch date.	

STEP SEVEN: PLAN YOUR BOOK TOUR

Getting out and selling your book in person is an amazing way to turn your book into a bestseller. Doing interviews, readings, and signings are excellent ways to make a connection with readers and help them gain a better understanding of your book and feel a connection with you as an author, which will create more interest in your book.

These locations make great spots for signings, readings, or meetings so people can make a connection:

- Libraries
- Indie book stores
- Local, regional, and state magazine or newspaper interviews
- Radio stations, especially public radio

In addition to in-person interviews, signings, and readings, you can do virtual appearances. Again, podcasts are a great option, website interviews, and you can get in touch with people about writing guest posts on blogs.

EXERCISE: PLAN YOUR BOOK TOUR

Type of location	Specific location
List 10 locations for your book tour (cities/states)	1. 2. 3. 4. 5. 6. 7. 8. 9. 10.
List two locations within each area where you can plan a visit (book store, coffee shop)	1. 2. 3. 4. 5. 6. 7. 8. 9. 10.
List 10 virtual tour options (summits, guest interviews, appearances)	1. 2.

	3.
	4.
	5.
	6.
	7.
	8.
	9.
	10.

STEP EIGHT: ADVERTISE

Advertising is absolutely crucial for having a successful book launch. Fortunately, you've been laying the groundwork so advertising will be easy! Use your social media platforms to keep talking up your topic.

You can use paid advertising on Facebook to reach a wider audience, often for less than \$20 a post. These target people in specific demographics so it's a good way to sell to your market. Instagram also does paid advertising and you can also pay influencers to help market your book.

EXERCISE: PLAN YOUR SOCIAL MEDIA MARKETING STRATEGY

Action	Action Need
List 5 social media platforms you'd like to leverage	<ol style="list-style-type: none"> 1. 2. 3. 4. 5.
Which days will you post to these platforms?	<ol style="list-style-type: none"> 1. 2. 3. 4. 5.
Will you use an automated platform to leverage your posts? Which one? Hootsuite? MeetEdgar?	

Will you pay for Facebook or Instagram Ads?	
Do you have a marketing manager to assist you? List name and contact information	
Will you invest in an ad specialist?	
<p>Craft 5 promotional posts to use on all platforms except Twitter (due to character limit)</p> <p>You can also use the notes section at the end of this planner for space.</p>	<ol style="list-style-type: none"> 1. 2. 3. 4. 5.
Craft 5 tweets to promote your book (140 characters or less!)	<ol style="list-style-type: none"> 1. 2. 3. 4. 5.

STEP NINE: LAUNCH DAY

You've made it to launch day! Give yourself a high-five for successfully launching your book! The work isn't done, though. You want to keep the buzz going but because you've laid the foundation, you can do this. Today is the day your hard work is going to pay off. Fortunately, the items on your list for today should be exciting and a lot of fun.

Utilize Facebook Live, Instagram Live, and other platforms for the most effective, to-the-moment buzz. Live is becoming increasingly popular and this is a great way to generate excitement for your new book.

Other ways to generate excitement include:

- Set a special “introductory price” for the launch day
- Go on your friends' and colleagues' Live accounts for interviews and to increase your social circles
- Set up giveaways to create excitement and interest

EXERCISE: PLAN YOUR “LIVE” BUZZ

Actions	Action Needed
Plan your Live dates and times	1. 2. 3. 4. 5. 6.
Where will you go on Facebook? Instagram? Where else?	
How many book copies are you giving away?	
Do you want to launch at a special price? How much?	
List 5 third party platforms to assist your launch efforts	1. 2. 3. 4. 5.

STEP TEN: KEEP THE MOMENTUM GOING – PLAN YOUR NEXT BESTSELLER!

Okay, NOW you can take a deep breath. And then back to work! Now that you have a successful book launch behind you, you can market and build on that success! Just think, on every book, in every interview, on your website will be “Your Name, bestselling author of _____”.

Fortunately, now that you have been through this process once, every other book launch will be easier. You already have a base to market to and, of course, you know some best practices to grow your followers and fans. You’ve learned what works and what doesn’t work, and you know where your opportunities for improvement are.

So, let’s start planning your next bestseller!

EXERCISE: KEEP THE MOMENTUM GOING

Action	Response/Action Needed
Brainstorm 5 bestselling ideas for your new book	1. 2. 3. 4. 5.
What have you learned during the launch process?	
What will you do differently during your next book launch?	

NOTES:

This image shows a blank sheet of white paper with horizontal blue or black ruling lines. A wide, light gray diagonal band runs from the top-left corner towards the bottom-right corner, partially obscuring the lines. The band has a slightly textured appearance. There are no markings, text, or illustrations on the page.