

KINDLEPRENEUR'S BOOK LAUNCH STRATEGY



LAUNCH PREPARATIONS

While Writing

- Build an [ARC team](#)
- Contact [editorial reviewers](#)
- Start building relationships with other authors

As Soon as Writing is Complete

- Send ARC copies out to [ARC Team](#)
- Contact other authors and [send ARC for editorial review](#)

As Soon as Cover is Created

- Post on social media your cover reveal
- Update your social media header image: [BookBrush](#)
- Create inventory of promo images: [BookBrush](#)

PRE-LAUNCH ACTIONS

T-1 Month

- Prepare a list of [book promo sites](#)

T-1 Week

- Contact authors who got an [ARC to get Review](#)
- Contact your [ARC Team](#)
- Test your [book description blurb](#)

T-1 Day

- Contact ARC Team

LAUNCH DAY

- Set price to 0.99
- Send personalized emails to ARC Team to leave reviews: [Include special review link](#)
- Send email to ARC Authors thanking them: [Include special review link](#)
- Verify book categories: [Publisher Rocket](#)
- Verify book keywords: [Publisher Rocket](#)
- Update previously published books' back matter with new book's link

PRIOR TO MARKETING EFFORTS

- Create Amazon Ads to [keep sales momentum going](#)
- Promote the launch via BookBub Ads

EXTRA MARKETING TACTICS

- Stream Live on Facebook or YouTube
 - Q&A
 - Discuss motivation in writing or elements of writing
- Post images of celebrating with your new book

POST LAUNCH STRATEGY

T+3 Days

- Change price to normal price (usually \$2.99)
- Check that Amazon put you in the right categories [using this tool](#)
- Send email to your list announcing new book
- Post on social media about your book's launch

T+5 Days

- Initiate a book promotion using one of the [book promotion sites](#)
- Schedule another Author's email blast of your book
- Send email to unopened on your email list

T+7 Days

- Initiate a book promotion using one of the book promotion sites
- Send email to your email list

T+9 Days

- Initiate a book promotion using one of the book promotion sites
- Send email with request for a review to your list

T+11 Days

- Initiate a book promotion using one of the book promotion sites