

Self Publishing Launch Plan Checklist



A guide to marketing your self-published book.

6-12 Months Pre-Launch

It may seem early but now is the time to start thinking about selling your book!

• Create a reader profile	✓
• Create a lead magnet with data capture form	
• Use your lead magnet to grow you email list	
• Increase your social media following	

3-6 Months Pre-Launch

Take your audience on the writing journey with you...

• Email and post some images of you writing #authorlife	✓
• Poll of different ideas you have for your title	
• Post/email small snippets or quotes from your book	
• Workout your multi-buy bonus'	
• Research influences the cover your subject area	
• Research blogger that cover your subject area	

1-3 Months Pre-Launch

Start pitching yourself as an expert on the topics included in your book.

• Brainstorm keywords for your book	✓
• Run some ad's based on the keywords to see what works best*	
• Reach out to bloggers and get guest blog spots	
• Media and PR research and write press releases	
• Run a book cover poll	

2-4 Weeks Pre-Launch

Start talking about the book EVERYWHERE you can.

• Create a 'waitlist' or 'reminder' sign up page	✓
• Reach out to your network - get on podcasts and FB lives	
• Change all your social media banners to show the book and launch date	
• Email your list with info on the book and launch date	
• Do a reveal of your proof copy	
• Start leaking some snippets of content (social media and email)	
• Create your Amazon Author Profile	
• Use findings above* to create your Amazon keywords and book description	
• Work out your Amazon categories	
• Send press releases	

Launch Week

This is the time to create a real buzz around your book.

• Email your list with info on the book, launch date and multi-buy bonus'	✓
• Countdown to launch day on all social media platforms	
• Send books to advanced readers (ready for them to leave a review on launch day)	
• Amazon listing created and checked	
• Send copies of your book to bloggers, influencers, and journalists	

Launch Day

It's here, let see those sales!

• Email out to your list (now available to buy) and multi-buy bonus'	✓
• Email to all on the reminder list (now available to buy) and multi-buy bonus'	
• Update social media banners (now available to buy)	
• Advanced readers to leave reviewers on Amazon	

Post Launch (ongoing)

The marketing does not stop when your book is launched, you need to keep going.

• Post/email successes (now sold 500 copies etc...)	✓
• Social media giveaways	
• Create special bonus content	
• Run promotions around 'special' occasions	
• Find forums where you can pitch yourself as an expert 'Author of'	
• Continue with PR for press coverage	