

BOOK MARKETING 101

1 year out:

- Join at least 3 book launches from other authors to experience and see how a book launch group functions and works.
- Start making a list of potential influencers/authors you would love to connect with (make a list of probable or possible but have about three to four major influencers that are unlikely to respond but you would LOVE it if they did).
- Set aside a budget for marketing expenses (whatever you feel you can afford to market the book but consider having at least \$500-1,000 set aside for marketing expenses no matter if you are self-publishing or traditional publishing).
- Start brainstorming potential marketing ideas (giveaways, speaking at churches/events, etc).
- Continue growing your email list!
- Create a media kit.

6-9 months in advance:

- Connect with other influencers/authors that have a similar heart/message as your book idea and ask if they might endorse or support your book.
- Start writing out 3-5 custom blog posts somewhat related to your book to pitch to other mainstream websites (Huffington Post, Christianity Today, Relevant Magazine, Charisma, Washington Posts Acts of Faith, Crosswalk, etc.)
- Create a list of 10 other bloggers you would love to guest post at on their blogs about your book or topic. (This can also be an endorser as well.)

2-6 months in advance:

- Start connecting with podcasts and ask if you can be a guest on their show.
- Organize for your book launch team.
- Create email marketing campaigns for your book so you can have them on auto pilot.
- Connect with others for giveaways of your book!

0-2 months advance:

- Try to auto-schedule as many posts as you can to free you up on book launch week.
- Connect with local radio or news and ask to share about your book.
- Launch your book launch team (6 weeks in advance)
- Consider FB/Instagram ads for your book.
- Follow-up with influencers/bloggers who will be sharing about book and create sample pics they can use and wording.

Launch Day:

- Celebrate with friends and family! Do a FB live with your online peeps!
- Go to a book store (if applicable) and sign some books! Have fun with today!

Post Launch (0-12 months):

- First two weeks after launch will be super busy! You may have press releases, or simply need to follow-up with each influencer who is supposed to share about your book and remind them to do so.
- You will be requesting your book launch team members to write a review (keep asking them to write one if they haven't and create a link that makes it super easy to have them do so). Goal is over 100 reviews on Amazon!
- You may be doing many speaking events or even have a book launch tour. Be aware though that although this sounds fun and exciting, it is typically best for those that have a decent following already for it to be beneficial and profitable.
- Continue sharing about your book for the next 12 months by doing giveaways, being a guest on podcasts, speaking at events (if applicable), writing posts of your own with a link for your book, going live and sharing excerpts about your book, etc.
- Be aware that this will all feel incredibly exhausting. Create a pace you feel is sustainable for you. Try to have fun with it and not get too caught up in book sales. You've launched a book! Celebrate!