



# Book Launch Guide & Template

## Steps for Launching A Book (Hard Launch)

1. Choose a launch date.
2. Choose marketing tactics you plan to use.
3. Build out a schedule.
4. Develop your content
5. Schedule everything as far ahead as you can.
6. Launch the book!
7. Review your process and choices.

## Tips & Tricks For Launching A Book

- Your plan can be as comprehensive as you want it to be. You can do 1 of these things (launch the book!) or all of them or somewhere in between.
- Content should be mostly unique (though feel free to repost across platforms) and should be specific to your world, work, or brand.
- If you have a street team, feel free to share your calendar and ask them to share/comment on/like any and all SM posts, etc.
- Have more content, posts, and activities the closer it gets to launch, fewer farther away.
- How much you choose to do should depend on the purpose of the launch, the book & genre, the series, your marketing plan, and your own personality and preferences.

## Possible Marketing Tactics for Launch

### **Social Media Posts**

- Reviews from ARCs or of other books in the series on image background
- Quotes from the book
- Art (done by you or that you paid someone to do)
- Book cover reveal with link to preorder (you can do this slowly to by covering up parts of the book cover and revealing a little bit more each week)
- Fun facts about the book or the process of writing it
- Blog post links (yours or if you planned a blog tour)
- Video of you talking about the book/reading from it
- Video of getting paperbacks in the mail
- FB/Insta/YouTube Live
- Links to any podcast, radio, TV, blog, etc. interviews you've done
- Literally anything related to the book that could engage readers and give them a taste of your universe and brand

website: [www.arielesieling.com](http://www.arielesieling.com)

email: [ariele@arielesieling.com](mailto:ariele@arielesieling.com)

social: [instagram.com/arielesieling](https://www.instagram.com/arielesieling) | [facebook.com/arielesieling](https://www.facebook.com/arielesieling) | [@arielesieling](https://www.tiktok.com/@arielesieling)



### **Paid Newsletter Blasts**

There are a lot of these, so this is just a small sampling:

- Bookbub (it's not likely—they don't really do new books—but it doesn't hurt to try)
- ENT if possible
- Fussy Librarian
- Freebooksy (possibly a series promotion with first book in the series free, if this is a second, third, or fourth book)
- Bargainbooksy
- BookGorilla
- RobinReads

### **CPC Ads**

Don't do these unless you're confident you know what you're doing, otherwise it's a waste of money.

- Facebook
- Amazon
- Bookbub
- Google (if landing page is ready)

### **Newsletters To Your Own List**

- 1. Announce the launch date and the book itself, cover reveal
- (2. – 8.) Reminder about the launch with some info about the book, fun facts, reuse some of the social media content, blog posts
- (9.) Announce book launch
- (10.) Announce promotions
- (11. – 13.) Reminder, with more fun facts, etc.
- (Follow-up to all subscribers that didn't open first email)

### **Website Pages/Updates**

- Create landing page for book/series
- Set up ecommerce signed copy if you offer this as an option
- Blog posts about the book/process/art/videos if you have a blog

### **Reviews**

- Reach out to ARC team early
- Set up BookSiren
- Set up Booksprout

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## Other Options

- Weekly Wattpad release of previous book in the series
- Pin any original art/images from your blog to Pinterest boards
- Update homepage of website
- Post on Patreon all this content, but before you post it publicly
- Set up blog tour, blog reviews
- Work with a publicist
- Audio book
- Podcast episodes around themes in the book
- Throw in-person launch party for social media fodder and to make yourself feel good (should be a different day than the launch, as in, launch on Thursday, party on Saturday)
- Periodic promotions of other books in the series in the weeks leading up to the launch
- Contest for likes/shares – either a giveaway, or the get to pick a character name, etc.
- Do polls for content, i.e. which do you like better or who do you think would win (make sure it's someone they might actually know about—doesn't have to be someone in your books)
- Daily quiz (have them try to guess stuff about your work)
- Invites to signup for newsletter, or join FB group
- Callouts to cover designer
- Text convos between your characters (good for meme-like social media content)
- BuzzFeed quiz “which of my characters are you?” or similar content about other popular work that is related to yours (Marvel, Twilight, etc.)

## Tracking Your Success

Sometime after the launch, pick a day and sift through all the posts you made, the blogs you wrote, the newsletters you sent. Make a spreadsheet or jot down a list, and ask the following:

- How many people liked my posts?
- How many people commented?
- How many people shared?
- How many people opened the newsletters?
- How many new subscribers/unsubscribers?
- How did my website traffic change?
- Did any one thing go over particularly well?
- Sales on each day?
- How did each paid ad do?
- How much money did I make over the course of the launch? Per book?
- Do I feel this launch was successful? Why/why not? What could I do differently?

website: [www.ariesieling.com](http://www.ariesieling.com)

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## Example Calendar (Filled Out )

Week 1	Announce pub date; send out Newsletter 1; book available for preorder	Cover reveal part 1; reach out to ARC team	Post a Review	Set up BookSiren; Booksprout	Blog Tour link	Resend Newsletter 1 to those that didn't open	Any SM content
Week 2	Send out Newsletter 2	Any SM content	Post a quote	Any SM content	Blog content on my own site	Resend Newsletter 2 to those that didn't open	Any SM content
Week 3	Send out Newsletter 3	Cover reveal part 2; Any SM content	Review	Any SM content	Blog content on my own site	Resend Newsletter 3 to those that didn't open	Any SM content
Week 4	Send out Newsletter 4	Any SM content	Quote	Any SM content	Blog content on my own site	Resend Newsletter 4 to those that didn't open	Any SM content
Week 5	Send out Newsletter 5	Video content	Podcast Interview + Review	Any SM content	Blog tour link	Resend Newsletter 5 to those that didn't open	Any SM content
Week 6	Send out Newsletter 6	Cover reveal part 3	Quote	Any SM content	Blog content on my own site	Resend Newsletter 6 to those that didn't open	Any SM content

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Week 7	Send out Newsletter 7	Any SM content	Review + preorder link & Book2Read link set up	Any SM content	Blog content on my own site	Resend Newsletter 7 to those that didn't open	Any SM content
Week 8	Send out Newsletter 8	Video content	Quote	Video of getting paperbacks	Blog content on my own site	Resend Newsletter 8 to those that didn't open	<b>LAUNCH DAY</b> Send out Newsletter 9; FB/Insta Live; All stacked ads go live; any promotional prices go live
Week 9	Send out Newsletter 10	Cover reveal part 4 + preorder link	Podcast Interview	Resend Newsletter 9 to those that didn't open	Blog content on my own site	Resend Newsletter 10 to those that didn't open	Any SM content
Week 10	Send out Newsletter 11	Any SM content	Review + Preorders files fully uploaded	Any SM content	Blog content on my own site	Resend Newsletter 11 to those that didn't open	Any SM content
Week 11	Send out Newsletter 12	Any SM content	Review	Any SM content	Blog content on my own site	Resend Newsletter 12 to those that didn't open	Any SM content
Week 12	Send out Newsletter 13	Any SM content	Review	Any SM content	Blog content on my own site	Resend Newsletter 13 to those that didn't open	Any SM content

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## Blank Calendar

Week 1							
Week 2							
Week 3							
Week 4							
Week 5							
Week 6							

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Week 7							
Week 8							LAUNCH DAY
Week 9							
Week 10							
Week 11							
Week 12							

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