



Checklist 10 - Launching Your Book

Project Name: _____

Date: _____

Yes No

Launching your book is the last step of your self-publishing process. The purpose of a book launch is to attract a higher number of prospective readers, optimize downloads, increase the rate of conversion and obtain readers' email addresses to build on your email list. The book launch follows a series of pre-launch activities that mostly aim at notifying your prospective buyers through extensive promotions and marketing. Here is a workable checklist for launching your book.

Part 1 – Pre-launch Checklist

Writing

- 1
Ensure you have your book description.

- 2
Check that you have selected categories for your book.

- 3
Design and upload your cover.

Notes



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4 Include your selected keywords.

5 Proofread your manuscript to check for errors.

Publishing

6 Check that you have an Amazon KDP account.

7 Check that your manuscript and cover are finalized for publishing.

8 Include pricing for your book.

9 Consider promotions such as providing a preview of some of your chapters.

10 Set up your pre-order in KDP.

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Part 2 – Marketing

11 Reach out to Amazon reviewers.

12 Consider sending email blasts about the launch to your list.

13 Consider a content calendar for social media integration.

14 Launch email campaigns for pre-orders.

Part 3 – Launch Strategy

15 Optimize Amazon's algorithm for your book launch.

16 Use promotional sites to get your book in front of readers.

Notes



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Part 4 - Soft And Official Launch

- 17 Create an Amazon author account and upload your photo.
- 18 Request Amazon for placement in more categories.
- 19 Post your book across social media platforms for promotion.
- 20 Use both free and paid advertising options for your book.
- 21 Send email campaigns for your official launch.
- 22 Send follow-up emails after the launch.
- 23 Continue promoting your book post-launching.

Notes



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