



YOUR BOOK DONE RIGHT

Elite Coaching

Book Launch Tips

Up to One Month Out

Website:

Get a website url asap (usually for your name or book title .com) and design your website. Include the following (if applicable):

- Home Page
- About Author
- Books (and where they can be purchased)
- Blog/Newsletter
- News/Events (book signings, speaking engagements, etc.)
- Contact Page

You may want to include a link to a form where people fill out their email address so you build your database. If you need help designing/writing your website, let me know.

Email Campaign:

Develop and send emails announcing your upcoming release, paperback, e-book, and any related news (contest awards, book signings, speaking engagements, endorsements, book trailers, etc.) – If you need help with developing campaigns or book trailers let me know. Also, ask for reviews! (see below)

News/Events/Publicity:

Start lining up as many engagements as possible! This includes author interviews on TV, radio and podcasts, book signings, readings or talks at local libraries, whatever you can line up. Also try to get coverage (reviews or articles) in newspapers and magazines.

Send out a press release and if you have one, a media kit. (If you need help with this let me know).

Follow up by calling and asking to be featured as a guest or to do an author signing. Once you have events lined up, post about them on your website and social media and email the news!

Book Launch Team/Reviews

You will want to start building a support group/fan base for your book of people who want to read your upcoming book (friends and family, etc.) and are willing to write a review on Amazon.

Send them a pdf copy once it's available and ask them to please have their reviews ready to post once it's published.

If they forget, remind them via email.

Also ask them to please follow you on social media, like and comment on your posts about the book, and/or share on their own social media.

Social Media:

Start posting weekly or bi-weekly up until two weeks before your publishing date; then post weekly, and then daily is ok for the first week once it's published – mix up your posts (ie., don't just keep posting the Amazon link or book cover!)

Publish Date – and after...

Check your sales rankings often, you will see the number climb within the first few days of publication – if you make it into the Top 100, take a screen shot of the page when that happens and post the good news!

Check your reviews – thank your reviewers and launch team (you can offer to send them a small gift of some sort or even send them an autographed paperback)

Remind those who promised a review and forgot (that happens often) that they can still post a review and how much this will mean to you!

Other Helpful Tips:

Canva is a free site where you can design social media posts and other marketing (fliers, banners, etc.)

BookBub is a great site to advertise your book and/or try to become a “Featured Author” (very competitive and costs a lot but worth it).

Goodreads – Develop a profile, link your books

Call me if you need more help! I’m here for you! Good luck!!

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