Time to Party! (Planning an Effective Book Launch Party)

1. Purpose

2. Budget

3. Schedule

4. Invitations

5. Local publicity

6. Social Media

7. Books

8. Location

9. Theme & Decorations

10. Refreshments

11. Activities
12. Photography

13. Signing table

14. Guest book/Newsletter sign-up

15. Volunteers

16. Follow-up

17. Online Book Launch

18. Build Social Media
   Social Media Content
   Principle of Multiplication

19. Virtual Launch Party