

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