# Launch Template

This is the checklist I created for myself. Feel free to this for your own launch.

## Goal

Genre:

Goal:

## Current State

Portfolio

* What do you currently have published? What have you learned so far?

Audience:

* Mailing list subscribers
* Average open and click rate
* Social media followers
* The goal here is to establish a baseline

## The Plan

1. Create a plan
	* Goals
	* Timeline
	* Detailed steps of what needs to be done
2. Read wide and deep and become a student of the genre
	* 10 books by tradpub legends of the genre
	* 10 books by indie legends of the genre
	* Take detailed notes for each book that includes:
		+ Title
		+ Author
		+ Release Date
		+ Publisher
		+ Impressions
		+ Plot (high-level outline of each chapter)
		+ 2-3 sections that kept you interested, with a basic analysis of why
		+ Front Matter structure & contents
		+ Back Matter structure & contents
		+ Price
		+ Book Description
		+ Amazon Sales Rank
		+ Amazon Categories
		+ Print Length (x225 to get approx word count)
		+ 5-Star Review Highlights
		+ 3-Star Review Highlights
		+ 1-Star Review Highlights
3. Map out of the subgenres of urban fantasy
	* Is there a logical way of visualizing the different subgenres so that I can understand the history of the genre, the current state of the market, and potentially where it’s going?
	* Do readers of certain sub-subgenres crossover to others? If yes, what genres enjoy crossover and which genres do not?
	* Who are the top 10 writers in your subgenre and top 10 books on Amazon right now?
	* What categories exist on Amazon for your genre?
	* Wha categories are the bestselling books in? What sales ranks do I need to beat to get visibility?
4. Gather analytics
	* Review K-Lytics report(s) for your genre
5. Determine pen name
	* Buy domain and set up website
	* Develop an author tagline
6. Determine what to write and design the series
	* Create a series idea that could go on for a long time, at least 15-20 books
		+ Sketch the hero and his “team” briefly
			- Who is the potential hero?
			- What kind of team does he need around him?
			- Potential villain(s)
			- Very, very high-level series outline just to make sure that I have something that can go on for a while (2-3 sentences per book)
7. Network with other authors in the genre
8. Write a “reader magnet”
	* Initial short story exploring the world and history of the hero
9. Launch pen name publicly
	* Build website
	* Create tracking links for front and back matter list signups
	* Set up mailing list & autoresponders with a placeholder freebie
	* Create/update Patreon page
	* Create a Facebook Group for readers/betas to provide feedback
	* Announce series idea to readers
10. Set deadlines
	* Cover
	* Editing
	* Publication dates
	* Potential cross promos
11. Begin writing
	* Share first chapter with betas
		+ Does this make you want to keep reading?
		+ Get feedback throughout the entire novel
	* Develop Title
	* Keywords
	* Book Description
	* AMS and FB Ad copy
	* Categories
	* Release schedule?
	* Develop series bible
	* Develop outline
	* Share progress as you go
	* Share public snippets on social media and blog
	* Share works of other authors in genre
		+ Brainstorm on ideas—newsletter, sharing on social, YouTube, etc.
12. Cover Design
	* Get cover designed and share with inner circle of writers in your genre
	* Get other artwork designed, such as for website and other places for video and audio promotion
13. Editing
	* Self-Editing
	* Copyediting
	* Proofreading
14. Ebook & Paperback Formatting
15. Launch