# 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