

All at the Wall Launch Checklist

Pre-launch:

- Test your cover and blurb using facebook ads
- Run tester ads to a landing page with a mailing list sign up in return for a free chapter (I use Bookfunnel)

Publish:

- Format the manuscript (recommended formatting program to make epub and mobi files: Vellum)
- File for US copyright: <https://www.copyright.gov/registration/>
- Upload to ebook retailers
 - KDP: <http://kdp.amazon.com>
 - Create new book, fill out form
 - Title, subtitle, series, author, contributors (optional), keywords, bestseller categories
 - Enter book description: use <https://kindlepreneur.com/amazon-book-description-generator/> for fancy html.
 - Upload cover and manuscript - view preview to double check the file
 - Check box to enter into Kindle Unlimited program (if you're not publishing wide)
 - Set price
 - Publish!
 - If publishing wide, upload direct to Amazon, Kobo and Itunes (and Google Play, if you have an account). Upload to other sites using Draft to Digital. Make sure the file you upload to Itunes has no Amazon links
 - Claim on Bookbub, Amazon Author Central and Goodreads

Resource from the Seven Figure Author Course:

<https://millionaire-author-coaching.teachable.com/p/seven-figure-author>

Pre-launch Marketing

- ❑ Have a pre-launch Facebook ads budget of \$10-20/day. Start running ads to a mailing list sign up, a pre-order page, or a Goodreads link (choose one)
- ❑ Post tons of teasers/excerpts on social media. Send to your mailing list fans also. Include the link to the mailing list sign up, a pre-order page, or a Goodreads link (choose one)
- ❑ Arrange 20+ author swaps
- ❑ Try to get a Bookbub on a similar backlist book. Invest in a Ram's promo stacker to really push the sale book. **MAKE SURE YOU HAVE THE NEW RELEASE BOOK'S LINK IN THE BACKMATTER OF THE SALE BOOK.** The sale book will push pre-orders of the new release. If the new book isn't live yet, make sure it's on pre-order.
(<https://form.jotformpro.com/70127434561956>)
- ❑ Consider a blog tour. They are not very effective in certain subgenres but useful for some (like mainstream contemporary romance)
- ❑ Make 50+ Tiktoks about the new release and release one a day to build buzz before and after the launch. Make sure the book link and title is in your bio.
- ❑ Reach out to 10-20 Booktok vloggers on Tiktok. Search for readers who love authors similar to you.
- ❑ Use Goodreads to generate buzz. Post blog posts with a cover reveal, excerpts. Add the book to your Currently Reading list and update progress. Consider doing a General Update and include pictures
- ❑ Do a cover reveal on Facebook biz page with \$25 Amazon gift card contest (tell your mailing list about the contest!)

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Potential launch calendar (with pre-order)

- ❑ T-30 days
 - ❑ Cover reveal to mailing list with blurb
 - ❑ Cover reveal on facebook with \$25 Amazon gift card contest (tell newsletter about contest!)
 - ❑ Post on Goodreads and invite people to add to their TBR list
 - ❑ Send book to review team via Book Funnel or Instafreebie/Upload ARC to Booksprout
 - ❑ Arrange newsletter swaps with other authors
 - ❑ Book promo
 - ❑ Plan ads
 - ❑ Create several Tiktoks a day and release them. When you find a style that works, do a long series of 20+ videos in the same style. Release a few a week.
 - ❑ Reach out to 10-20 Booktok vloggers, offering a limited number of ARCs.

- ❑ T-7
 - ❑ Email the main list an excerpt - with Goodreads/pre-order link
 - ❑ Put teasers up on Facebook - with Goodreads/pre-order link
 - ❑ Upload to sales site(s)
 - ❑ Make a series of 30 Tiktoks in your most popular style. Plan to release one a day from now until three weeks after launch.

- ❑ Day 1
 - ❑ Close out cover reveal Facebook giveaway, post a New Release giveaway and ask people to share it (send it out to your newsletter, too!)
 - ❑ Send live link to authors for newsletter swaps and promo sites
 - ❑ Claim book on Bookbub and Amazon Author Central
 - ❑ Add to your website

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- ❑ Send link to review team, thanking them in advance for their review
 - ❑ Post on Facebook and social media of your choice
 - ❑ Send to the special mailing list for your launch, if you have one
 - ❑ Facebook parties
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- ❑ Day 2-7
 - ❑ Send to your newsletter! If possible, send in stages over a few days: least engaged to most engaged
 - ❑ Hold ad budget steady until you send out your own mailing list (or whatever gives you the most boost). Then, increase to hold Amazon rank. Make more ads to support a higher budget. (\$20-50/day, increasing to \$100+/day)
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- ❑ Day 7
 - ❑ "Mop Up email" with Social Proof: A bunch of great reviews or "Best Launch Ever" or a screenshot of your book ahead of Stephen King's, etc.
 - ❑ Send a plain text email to unopens - just to see if they're getting your emails. Include great reviews and a link to the book
 - ❑ Increase ad spend to HIGHEST level. \$100-\$1000/day. Add Amazon ads to target a narrow selection of good authors you want in your also boughts

Potential Posts:

Cover reveal or New Release Giveaway: Post on your Facebook business page, send the link to your newsletter, post the link in Facebook groups, etc.

Pro Tip 1: Always include a picture and a link to something, even if it's just to a goodreads book page.

Pro Tip 2: If you plan on running facebook ads, consider boosting a giveaway post so you can get a nice engagement audience to run your New Release ads to.



(,.' (,.` \$25 AMAZON GC ★★GIVEAWAY! ★★NEW RELEASE! ★★

Insert book excerpt AND/OR book blurb here



Coming August 31st! Add to your Goodreads TBR, love on this post and tag a friend for a chance to win some book money!

Insert link to the book on Goodreads here

Insert book cover along with the a picture of the giveaway prize



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.~.~.~`★COMING SOON!!!★~.~.~*~★

Insert hook-y excerpt here

Add to your Goodreads TBR pile for a chance to win an ARC!

Insert Goodreads book link. (or just give them the Amazon link if you're doing a preorder, and invite them to add it to their Amazon wishlist instead)

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