# The Author Kickstarter Launch Checklist

From Writer MBA

*(click links to get redirected to relevant videos)*

*BEFORE YOU DO ANYTHING, WATCH THE ESSENTIAL BUILD VIDEOS. They form the basis for the course.*

VIDEO 1, VIDEO 2, VIDEO 3, VIDEO 4, VIDEO 5, VIDEO 6, VIDEO 7

*If you still have questions, watch the VOID CALLS US HOME campaign build.*

VIDEO 1, VIDEO 2, VIDEO 3, VIDEO 4, VIDEO 5

*Then, if you still have questions, reference the below videos, post in the Circle community, and/or post in the Facebook group.*

- Build your budget
- Fill out your simple "perfect sales page worksheet"
- Record your video
- Choose your imagery and place it in your campaign
- Set up the basics section
- Create your rewards tiers
- Come up with your early bird perks
- Design your weekly, daily, and stretch goals
- Write your prelaunch and launch emails
- Write your sideways sales letter
- Reach out to other creators to arrange backer update swaps
- Write out a list of "emergency rewards" in case your campaign dies
- Design your marketing by week to change the messaging and make a case for your book
- Send out prelaunch page to gather followers
- Send out preview page to your most ardent fans
- Final check of your campaign before launch
- Launch your campaign
- Share to social media
- Send launch email
- Message backers as they pledge
- Send out thank you update to backers once campaign is over
- Collect any necessary information needed to order books (like thank you page names)
- Send out message to "failed pledges" the morning after the campaign
- Create surveys (either on Kickstarter, Backerkit, or other pledge manager)
- Order merchandise and books
- Order packing materials
- Order postage from Pirateship, Backerkit, or other
- Deliver digital early bird, weekly, and daily perks, along with digital rewards
- Ship books and other physical rewards
- Debrief your campaign
- Add project to Indiegogo Indemand
- After 90 days, add projects to retailers