

Make it a
Five-Star Book Launch



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25 STEPS TO BOOK LAUNCH

[www.https://bit.ly/5starbooklaunch](https://bit.ly/5starbooklaunch)

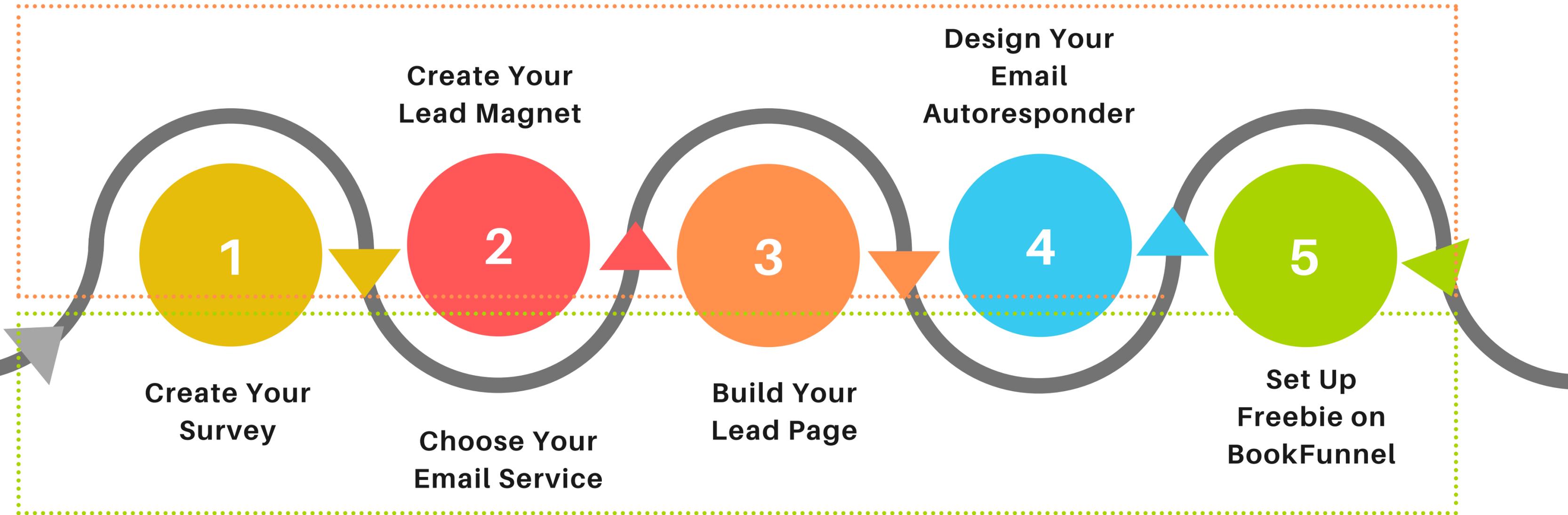
Carla King

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Building the Tech



Creating the Campaign

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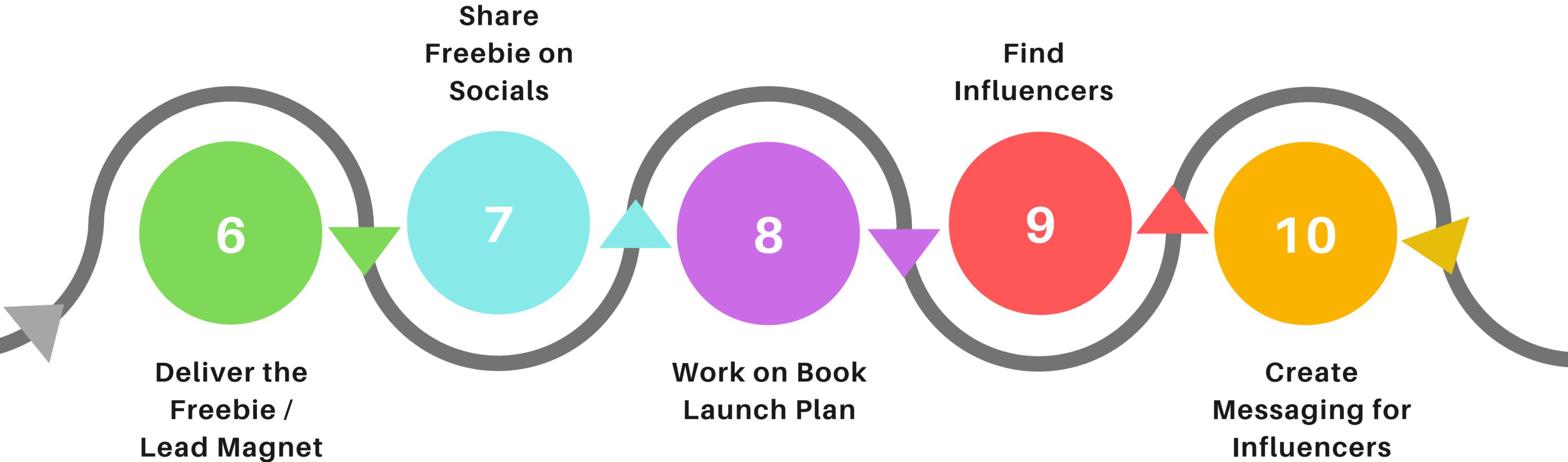
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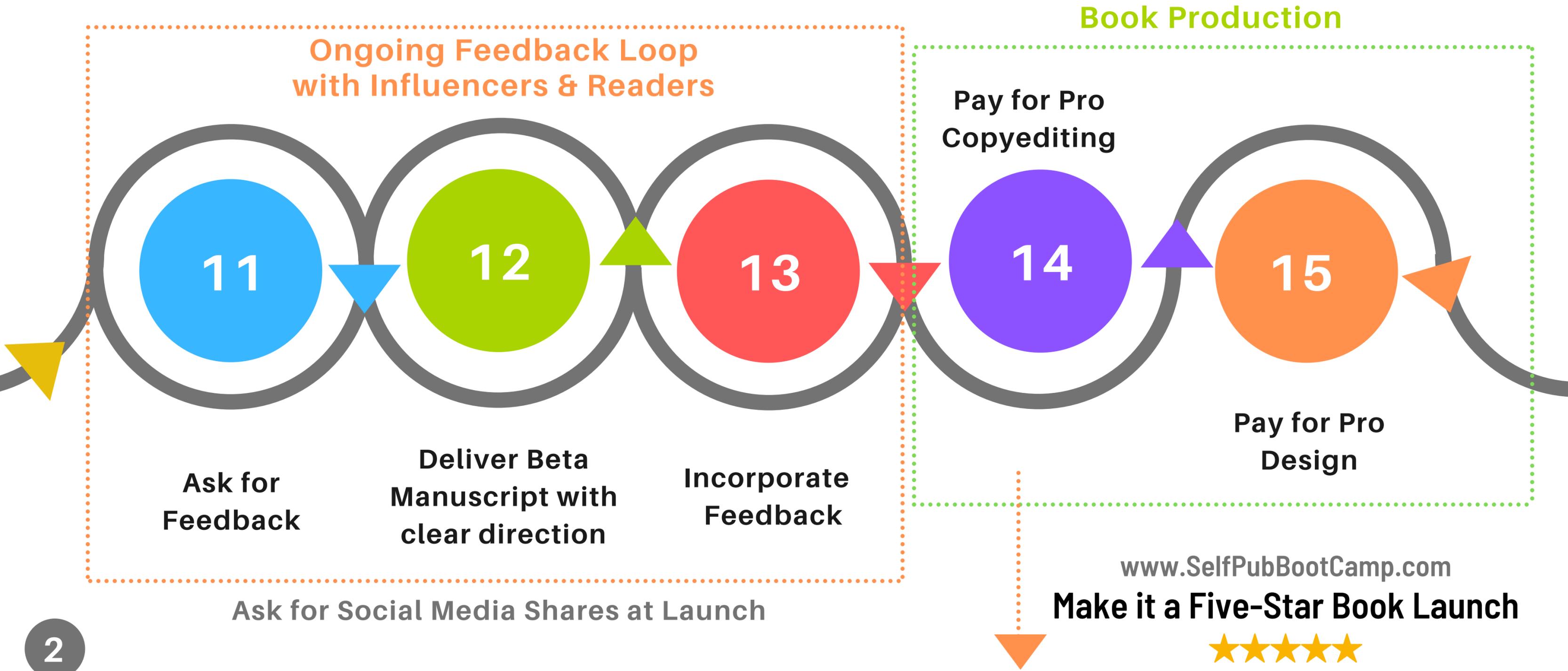
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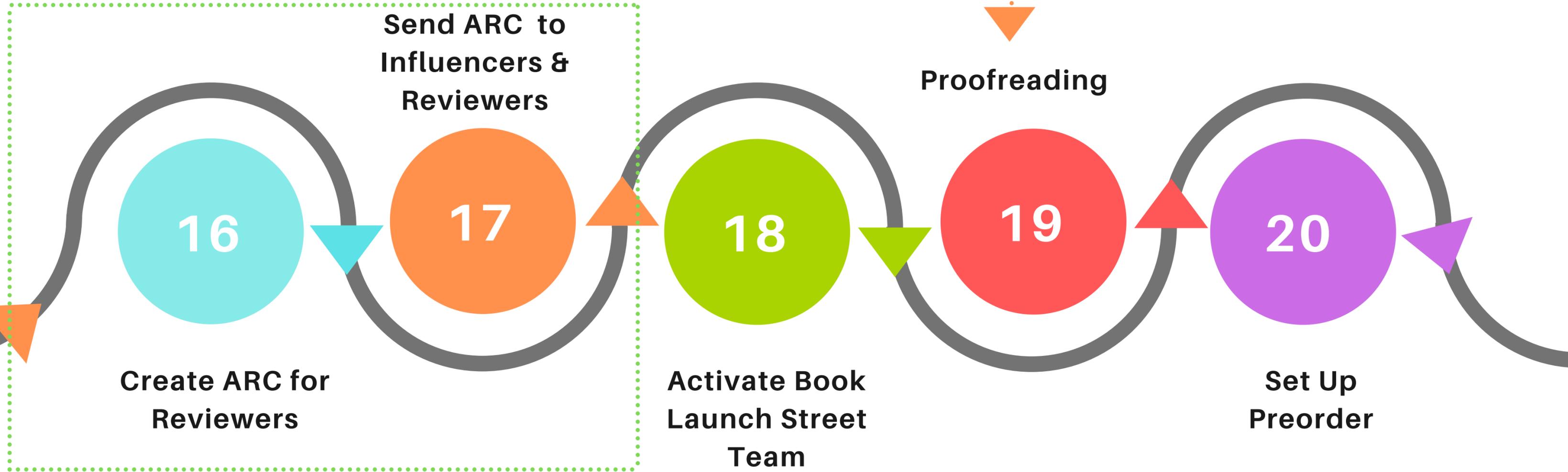
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Book Production

Proofreading



Create ARC for Reviewers

Send ARC to Influencers & Reviewers

Activate Book Launch Street Team

Set Up Preorder

Trade Review

5 mo in advance

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★★★★★

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YOUR QUESTIONS?

- What steps are easy?
- What steps are the most challenging?
- What do you need the most help with?
- Tech systems?
- Process?
- Mindset?
- Writing copy for emails?
- The tech for the autoresponder series?
- Knowing what lead magnet to offer?
- Approaching influencers?
- Approaching readers/authors I don't know (yet)?

THANK YOU!

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