

*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)

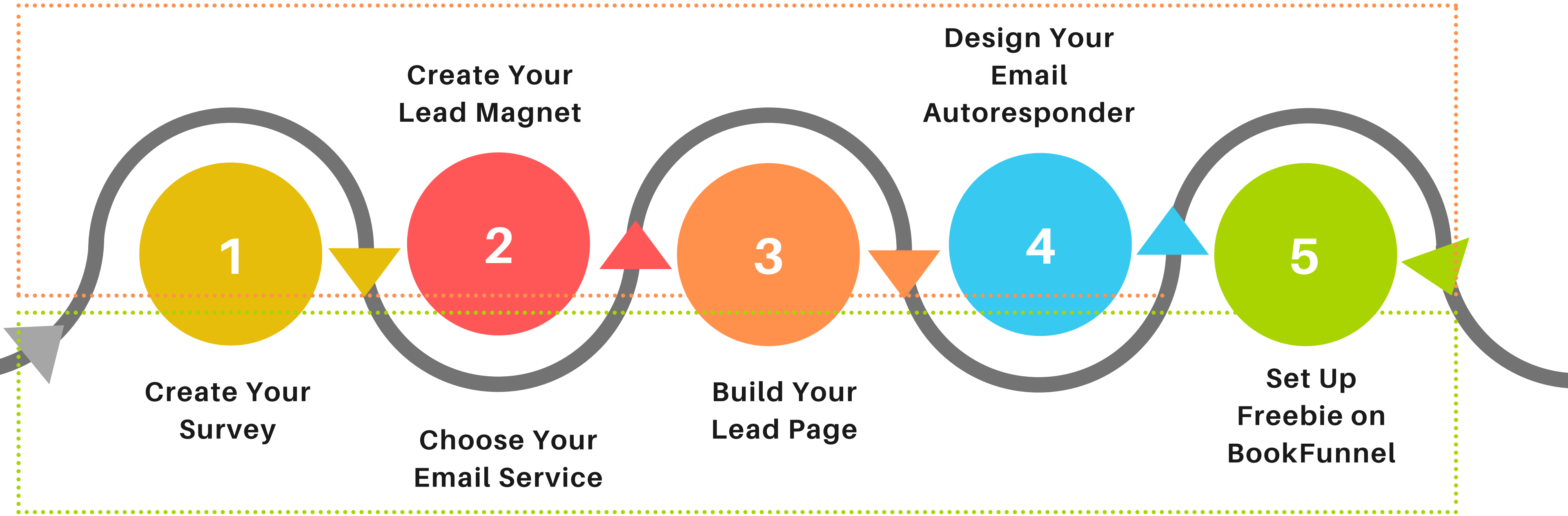
*Carla King*

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## Building the Tech



## Creating the Campaign

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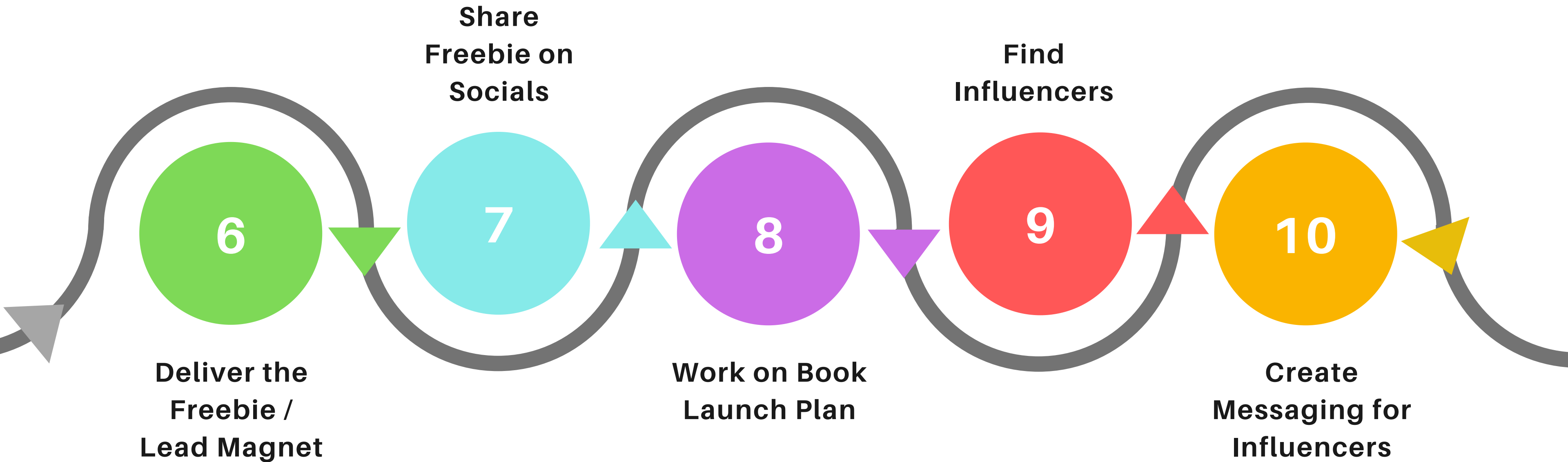
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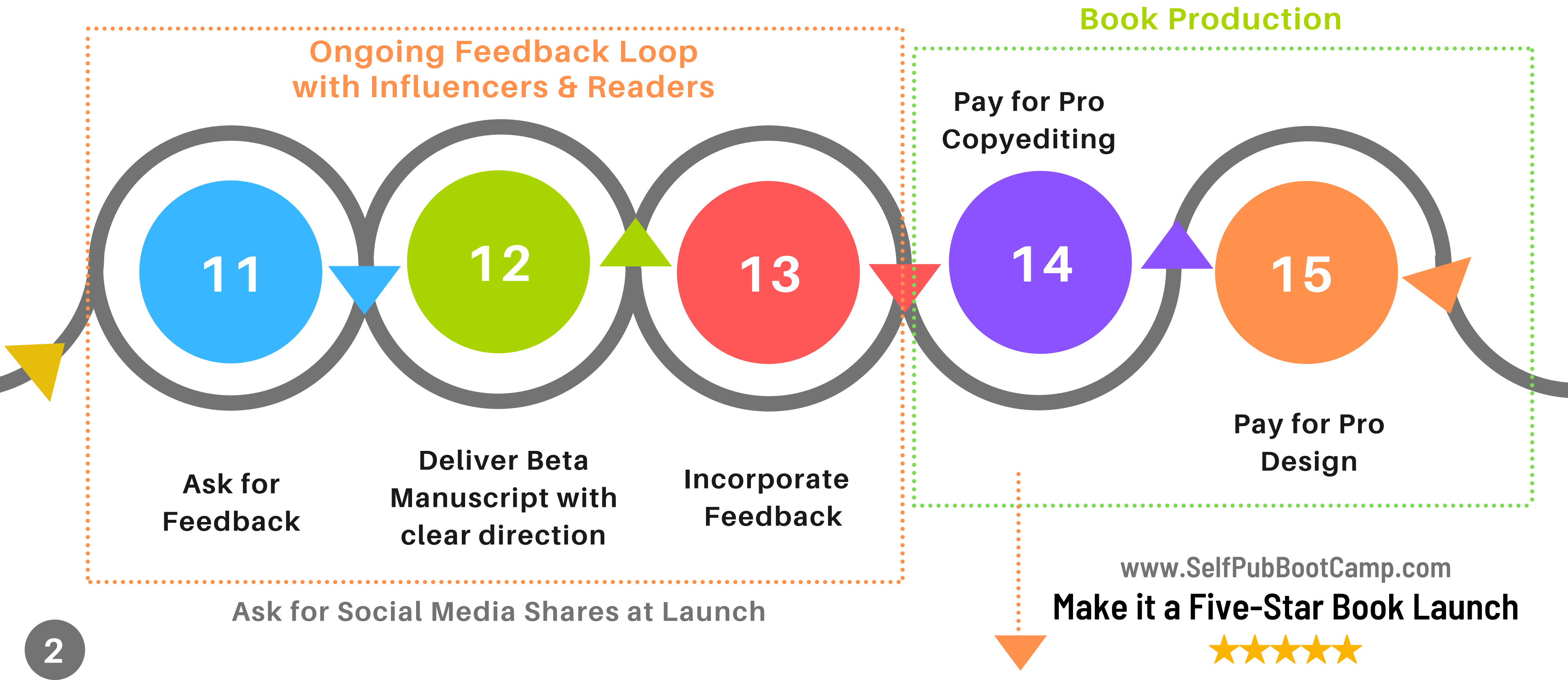
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Book Production



Proofreading

16

17

18

19

20

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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