



Launch Day

Launch Preparations

- While Writing
 - Build an ARC team: [Steps](#)
 - Contact editorial reviewers: [Steps](#)
 - Start building relationships with other authors: [Steps](#)
- As Soon as Writing Complete
 - Send ARC copies out to ARC Team: [Steps](#)
 - Contact other authors and send ARC for editorial review: [Steps](#)
- As Soon as Cover Created
 - Post on social media your cover reveal
 - Update your social media header image: BookBrush
 - Create inventory of promo images: BookBrush

Pre Launch Actions

- T-1 Month
 - Prepare which list of book promotion sites: [List](#)
 - [Some sites require early notice](#)
- T-1 Week
 - Contact authors who got an ARC to get Review: [Steps](#)
 - Contact your ARC Team: [Steps](#)
 - Test your book description blurb: [PickFu](#)
- T-1 Day
 - Contact ARC Team

Launch Day

- Set price to 0.99
- Send personalized emails to ARC Team to leave reviews
 - [Include special review link](#)
- Send email to ARC Authors thanking them
 - Include special review link
- Contact Amazon to [switch to preferred categories](#)
- Update previously published books' back matter with new book's link

Prior to Marketing Efforts

- Create Amazon Ads to keep sales momentum going ([Learn how here](#))
- Promote the launch via BookBub Ads (BookBub Ads)

Extra Marketing Tactics

- Stream Live on Facebook or YouTube
 - Q&A
 - Discuss motivation in writing or elements of writing
- Post images of celebrating with your new book

Post Launch Strategy

- T+3
 - Change price to normal price (usually \$2.99)
 - Check that Amazon put you in the right categories using [this tool](#)
 - Send email to your list announcing new book
 - Post on social media about your book's launch
- T+5
 - Initiate a book promotion using one of the [book promotion sites](#)
 - Schedule another Author's email blast of your book
 - Send email to unopened on your email list
- T+7
 - Initiate a book promotion using one of the book promotion sites
 - Send email to your email list
- T+9
 - Initiate a book promotion using one of the book promotion sites
 - Send email with request for a review to your list
- T+11
 - Initiate a book promotion using one of the book promotion sites