Book Launch Checklist

To get the most benefits from this Checklist, you should view the successful publication of your book as a project.

Depending on your current skillsets (and to some extent how much of a perfectionist that you are), some of the activities below may need more or less time.

This checklist is designed to provide a comprehensive overview of the activities required for a successful book launch. Start with the end in mind, before you even write a word of your book.

The steps are laid out in a logical order for the publishing process but it is suggested that you read the whole list before you start to plan out your launch.

If you complete some tasks out of order, it's not an issue. Be happy that you have completed any task.

It might seem a bit daunting when you look at all of the activities here, but that is why you have the checklist. If you find it easier to schedule with a spreadsheet or other software, feel free to copy and paste the contents of these tables.

Step	Element	Activities	Est Comp Date	Comp Date
1	Budget	Confirmed time available for this publishing project.		
		Confirmed time allocated for this publishing project.		
		Confirmed finances available for this publishing project.		
		Confirmed finances allocated for this publishing project.		
		Reviewed the opportunity costs of this project (Balancing time & financial budgets).		

The key elements for Independent (Indie) author success

Step	Element	Activities	Est Comp Date	Comp Date
2	Niche / Genre	Confirmed the subject of book (fiction / non-fiction). Are you solving a problem (if non-fiction)?		
		Confirmed niche or genre (using google searches).		
		Confirmed Amazon categories.		
		Confirmed working title for the book.		

Step	Element	Activities	Est Comp Date	Comp Date
3	Email Lists	Confirmed (and created) content for opt-ins.		
		Subscribed to an email marketing platform.		
		Setup Landing Page.		

Step	Element	Activities	Est Comp Date	Comp Date
4	Social Media	Chosen three social media platforms to focus on.		
		Setup three social media profiles.		
		Scheduled a social media content posting schedule.		
		Built some social currency.		
		Scheduled the build of an Author website.		

Step	Element	Activities	Est Comp Date	Comp Date
5	Book Content	Confirmed current subject knowledge.		
		Confirmed info required.		
		Scheduled research.		
		Scheduled content production.		

Step	Element	Activities	Est Comp Date	Comp Date
6	Publication Schedule	Launch date chosen.		
		Publication date chosen.		
		Manuscript upload date chosen.		
		Pre-order start date chosen.		
		Launch, the point of no return date chosen (can be between the publication and the launch date).		
		Updated manuscript (with a link to its Amazon review page) uploaded.		
		KDP Giveaway or Countdown deal scheduled.		

The key elements for Independent (Indie) author success

Step	Element	Activities	Est Comp Date	Comp Date
7	Book Editing	Scheduled development edit.		
		Schedule substantive edit.		
		Schedule copy edit.		
		Schedule proofreading.		
		Schedule KDP upload.		
		Arc distribution dates chosen.		

Step	Element	Activities	Est Comp Date	Comp Date
8	Launch Team	Sourced launch team.		
		Built Facebook page for the book launch.		
		Scheduled contact frequency for launch team.		

Step	Element	Activities	Est Comp Date	Comp Date
9	Book Synopsis	Compiled twenty initial hooks for the book listing.		
		Chosen the hook for the book listing.		
		Compiled the rest of the book listing.		
		Sent synopsis to launch team.		
		Edited synopsis for 100, 200 & 300 word options.		

Step	Element	Activities	Est Comp Date	Comp Date
10	KDP Account	Set up KDP account (including tax interview).		

Step	Element	Activities	Est Comp Date	Comp Date
11	Book Title / Subtitle	Created three options for the book title (Using amazon keyword searches for subtitles).		
		Split-tested titles with launch team.		
		Final book title confirmed (ensuring the text is readable in thumbnail).		

Step	Element	Activities	Est Comp Date	Comp Date
12	Book Cover	Reviewed competitor's book covers (focus on design, font & colour).		
		Compiled draft brief for cover designer.		
		Tasked designer with three cover options.		
		Split-tested cover options with launch team.		
		Tasked designer with any modifications.		
		Book cover uploaded to KDP.		

Step	Element	Activities	Est Comp Date	Comp Date
13	Book Listing	Reviewed the book descriptions (on Amazon) of the top ten books in the same category.		
		Created a compelling book listing (using book synopsis & formatting with HTML).		
		Chosen the initial seven keywords for the book listing.		
		Confirmed 1st book category.		
		Confirmed 2nd book category.		
		Updated all info for book listing on KDP.		

Step	Element	Activities	Est Comp Date	Comp Date
14	Amazon Book Reviews	Scheduled pre-launch review activities (with launch team).		
		Scheduled post-launch review activities.		
		Universal book link created for book marketing.		
		Scheduled ongoing review activities.		
		Listed promotion details on book promotion sites.		

Step	Element	Activities	Est Comp Date	Comp Date
15	Book Pricing	Reviewed the price of competitor's books on Amazon.		
		Determined book pre-order price.		
		Determined book launch price.		
		Determined post-launch book price.		

Step	Element	Activities	Est Comp Date	Comp Date
16	Author Media Pack	Author website build complete.		
		Scheduled book video recording.		
		Recorded book promo video.		
		Uploaded video to social media profiles.		
		Uploaded video to Amazon author central page.		
		Author biography (Bio) completed and reviewed.		
		Uploaded author bio to your website & other social media accounts.		
		Uploaded bio to author central page.		

Step	Element	Activities	Est Comp Date	Comp Date
17	Amazon Display Ads	Determined ideal reader (using niche/genre choice).		
		Chosen text for Amazon Ad.		
		Scheduled Ad start & end dates (No Ads started until 15-20 reviews).		

Step	Element	Activities	Est Comp Date	Comp Date
18	Amazon Sponsored Ads	Compiled a list of 100-300 keywords (including other authors and book titles).		
		Chosen text for Ad.		
		Scheduled Ad start & end dates (No Ads started until 15-20 reviews).		

Remarks

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