

Author launch checklist

Every step from 60 days before your book comes out to 30 days after. Tick them off on paper, or have them set up once so they run on their own.

60 DAYS BEFORE

Get found

- ☐ Search your name and the book title on Google. Write down what comes first.
- ☐ Give the book its own page on your site: cover, description, series, buy links.
- ☐ Check the page title and description say the book title and your name.
- ☐ Set up Google Search Console and submit your sitemap.
- ☐ Set the share image to your cover, so links show the book everywhere.

45 DAYS BEFORE

Build the list

- ☐ Pick a reader magnet: chapter one, a bonus story or a short guide.
- ☐ Put a signup form on the home page and on the book page.
- ☐ Write 3 welcome emails: the free chapter, the story behind the book, the buy link.
- ☐ Set them to send on their own, on day 0, day 3 and day 7.

30 DAYS BEFORE

Pre-orders and early readers

- ☐ Open pre-orders and add every store link to the book page.
- ☐ Open signups for advance readers and send copies automatically.
- ☐ Schedule reminders asking advance readers to post a review on launch day.
- ☐ Plan launch week social posts in one place and schedule them.

7 DAYS BEFORE

Warm up

- ☐ Send the pre-order reminder to your list: cover, date, link.
- ☐ Check every buy link, form and email one more time.
- ☐ Line up any events, podcasts or interviews on your events page.

LAUNCH DAY

It is out

- ☐ Launch email to the whole list.
- ☐ Social posts go out on schedule.
- ☐ Advance readers get the review nudge with direct links.

7 DAYS AFTER

Reviews

- ☐ Readers who bought or downloaded get a short review request.
- ☐ Reply to every reader email. It is the best marketing you will do.

30 DAYS AFTER

Keep them

- ☐ Send a next book teaser so the list stays warm.
- ☐ Look at Search Console: which searches found you, and which page should you write next?
- ☐ Note what worked, so the next launch starts from here, not from zero.