

Book Launch Checklist

A Marketing Timeline for Traditionally Published Authors

Bestselling author Debbie Macomber launches six books a year through a traditional publisher. After years of testing various marketing strategies, she's developed an easily replicable book launch checklist with tried-and-true tactics that best build buzz and sales. Read about each tactic: insights.bookbub.com/checklist

6 MONTHS PRE-LAUNCH

- Post a cover reveal
- Add a synopsis to your website
- Email your mailing list
- Update your author profiles

3 MONTHS PRE-LAUNCH

- Create an inventory of stylized photography
- Design quote cards
- Run giveaways of ARCs
- Create engaging bonus content
- Share early reviews in your marketing material
- Send ARCs to major publications

1 MONTH PRE-LAUNCH

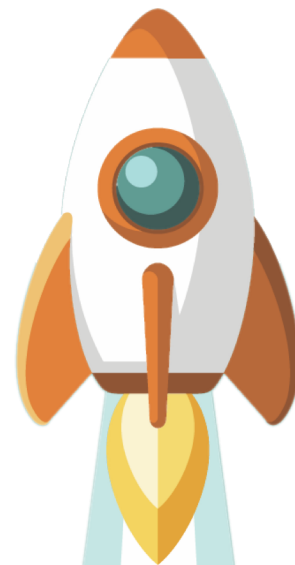
- Create countdown social posts
- Promote a Pinterest board
- Share a book trailer video
- Show readers glimpses of your author life

BOOK LAUNCH DAY

- Send a launch day newsletter
- Update social media headers
- Post celebratory social media updates

POST LAUNCH DAY

- Run multi-author promotions
- Participate in Q&A sessions
- Do book tours and signings
- Regularly run giveaways
- Create seasonal buzz
- Celebrate success with readers
- Recommend books to readers



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