

Your First Successful Book Launch

Six Months Before Your Launch

- Validate book idea
- Set daily writing goals
- Plan when you'll have the first draft completed
- Tell everyone you know

Three Months Before Your Launch

- Add bonuses page (with link to email opt-in on your site)
- Complete edits
- Complete formatting (for paperback and/or ebook)
- Build your launch team
 - Email
 - Social media messaging
 - Facebook groups & private forums
- Share your progress daily to build hype
- Plan your launch timeline & share with your list
- Email your list weekly updates to keep them engaged

One Month Before Your Launch

- Send pdf copies of your finished book to your team
- Submit your book to your publisher

One Week Before Your Launch

- Click to publish your book (but don't tell anyone yet)
- Set the price high
- Schedule free promo to start on book launch day
- Ask your team to write their reviews (individual communication works best)

Launch Day

- ❑ Three-day free promo begins
- ❑ Email your list 2 - 3 times, reminding them to share the link
- ❑ Post on all of your social media accounts 3+ times
- ❑ Share link to free book in FB groups
- ❑ Continue to post on your personal accounts 3+ times/day throughout the three day launch
- ❑ Post in FB groups once each day of the free promo
- ❑ On the last day of the free promo, drop the ebook price to \$0.99 so you don't kill the momentum you've gained

After the Launch

- ❑ Gradually raise price each week
- ❑ Create great bonus material for your readers
- ❑ Publish blog content regularly to attract visitors organically
- ❑ Continue to communicate with your email list on a weekly basis
- ❑ Schedule activities to share your message (podcast interviews, guest blog posts, speaking engagements)

Want More?

Visit www.gillianperkins.com for more information on writing and publishing your first book! New articles are published weekly.

And, if you're interested in finding out more about my international best-seller, SORTED, and learning how to create a more organized life, head over to www.sortedbook.com.

