



Checklists: Pre-release phases

Announce new title

I tentatively allow about 5 months from beta reading to publication:

- Finalize book title
- Write blurb
- Begin cover design process
- Update website with minimal title information
- Blog about forthcoming title
- Choose a universal book link at [booklinker](#) or similar

ARC phase

I allow about 1 month after proofread version comes back to make ARCs

- Backup files
- Make ARC copies: pdf, epub, mobi
 - Use Calibre to convert format
 - Then use Sigil to edit the epub if necessary
- Check the ARC copies on my devices
- Pick launch date, 2-3 months away
- (Optional: Google for other release dates at that time if you need to avoid them.)
- Identify bloggers who liked previous book(s)

- Create review request PDF
- Send review request to bloggers
- Book a blog tour / launch blitz
- Create LibraryThing early review giveaway
- Send LibraryThing copies
- Identify excerpts, useful for blogging /guest blogging
- Keep an eye open for quotes, useful for social media sharing

Cover Reveal

- Finalize cover with designer (ebook version)
- Cover reveal blog post
- Update book page on website – cover, more info, release date
- Feature cover on social media
- Update social media headers if needed

Pre-order Phase

- Set up pre-order on Amazon
 - Make shortened affiliate links and store these
- Create & send email newsletter with pre-order information
- Blog post about pre-order/launch date
- Announce pre-order on social media
- Create book on Goodreads
- Update website with buy links
- Update email footer
- Order swag (postcards, bookmarks, etc.), if using
- Update media kit
- Create & schedule some shareable quote images for social media