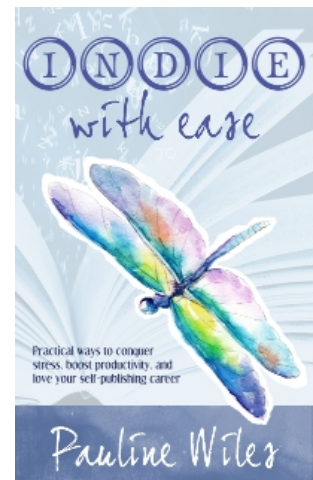


INDIE with ease



Checklists: Pre-launch & launch phases

Pre-launch

- Review any launch tips you've saved and/or notes from previous launches.
- Ask online friends and beta readers for a publication day mention.
- Keep a running list of supportive/helpful people to thank (these are not your book acknowledgments, but smaller thank-yous for social media support and so on).
- Blog post announcing/reminding launch date.
- Optional:
 - Write and send press release.
 - Plan online launch party, including any giveaways.
 - Invite guest bloggers for launch week.
- Set up any price promotions for existing books.
- Update social media headers with new book.
- Start sharing quote images from the book.
- Check website is up to date and reflects new book.
- Draft a blog post for launch day.
- Draft an email newsletter for launch day.
- Add book to BookBub to trigger a new release alert to your followers.
- Purchase a Kindle copy of the book.

Launch day

I strongly recommend taking the entire day off from your day job:

- Wake up early to involve other time zones.
- Quick check of Kindle copy to catch any major problems.
- Publish blog post.
- Send email newsletter.
- Post on social media, including your personal accounts.
- Ask early readers to review.
- Visit and comment on any websites featuring you.
- Share, re-tweet and re-pin any book mentions.
- Update your list of people to thank.
- Optional:
 - Host your online launch party.
- Remember to celebrate!

Post-launch

- Celebrate some more!
- Update your bio on website, Amazon, Goodreads, and social media.
- Amazon central: go to author profile & add the new book.
- Amazon: if necessary, ask them to link the paperback & ebook editions.
- Thank people who shared or supported your launch.
- Send real thank you cards and/or books to special helpers.
- Share early reviews (blog and social media).
- Revisit scheduled social media queues and update if necessary.
- Check website and make any necessary updates.
 - Add Amazon preview widget to book page.
 - Add a few early reviews to book page.
- Take down any out of date launch party/giveaway links.
- Update method notes and checklists for next time.
- Organize backup files.
- Organize main book files, rename versions.
- Update back matter of previous books to mention new release.
- Optional:
 - Announce and promote blog tour.

- If running a giveaway, submit it to promotional sites.
- Create a Goodreads giveaway.
- Announce giveaway winner(s).
- Mail:
 - Prizes to winners.
 - Book copies to beta readers.
 - Send books to Goodreads winners.
- File copyright.
- Put Facebook header back the way it was (if changed for launch day only).