

Book Launch Checklist

A practical timeline to help you organise the essential tasks before, during and after your book launch.

How to use this checklist

Start with the section that matches where you are now. You do not need to do every possible marketing activity. Choose the actions that fit your book, your audience and your available time, then execute them consistently.

6-8 WEEKS BEFORE LAUNCH

Build the Foundations

Get the book, product page and core launch assets ready before promotional activity increases.

- ☐ Confirm your launch date and create a simple launch timeline.
- ☐ Complete final editing, proofreading and formatting.
- ☐ Finalise the cover for every format you plan to publish.
- ☐ Prepare your book description, keywords and categories.
- ☐ Upload files early enough to allow time for proofing and corrections.
- ☐ Order and review a physical proof for print editions where possible.
- ☐ Create or update the book page on your author website.
- ☐ Prepare a short author bio and book summary for promotional use.
- ☐ Decide what success means for this launch: sales, reviews, email subscribers, visibility or another goal.
- ☐ Create one document containing your important book links, copy, metadata and launch information.

Launch tip: Build in more time than you think you need. Publishing-platform reviews, proof copies and last-minute corrections can create unexpected delays.

4-6 WEEKS BEFORE LAUNCH

Prepare Your Audience

Begin warming up existing readers and preparing the people who may help your book gain early momentum.

- ☐ Tell your email subscribers that the book is coming.
- ☐ Begin sharing useful content related to the book's topic, theme or genre.
- ☐ Prepare an advance reader copy (ARC) if you plan to use one.
- ☐ Invite suitable advance readers while following retailer review policies.
- ☐ Create a simple system for tracking ARC recipients and follow-ups.

- ☐ Reach out to relevant reviewers, bloggers, podcasters or communities where appropriate.
- ☐ Prepare a small collection of book graphics and mockups.
- ☐ Draft your launch announcement email.
- ☐ Draft several social posts so you are not creating everything during launch week.
- ☐ Identify partners, peers or supporters who may be willing to share the book.

Launch tip: Focus on relevance rather than volume. A small group of genuinely interested readers is more valuable than a large list of people who are unlikely to engage.

2-4 WEEKS BEFORE LAUNCH

Make the Launch Easy to Execute

Move from planning into preparation. Your goal is to have most launch-day materials finished before launch week begins.

- ☐ Confirm that the live or preorder book page displays correctly.
- ☐ Check that ebook, paperback and hardcover editions are linked where applicable.
- ☐ Test every purchase and website link you plan to share.
- ☐ Prepare your launch-week email sequence.
- ☐ Prepare social posts for announcement, launch day and follow-up.
- ☐ Create quote graphics, excerpts or educational posts that relate naturally to the book.
- ☐ Prepare a short FAQ covering common questions about the book.
- ☐ Schedule promotional content where useful, while leaving room for genuine interaction.
- ☐ Confirm any newsletter swaps, interviews, guest posts or promotions.
- ☐ Remind advance readers of the launch date without pressuring them to leave a positive review.

Launch tip: Do not make every post 'buy my book'. Mix direct promotion with useful, interesting or entertaining content that gives readers a reason to pay attention.

1 WEEK BEFORE LAUNCH

Complete the Final Checks

Reduce last-minute stress by checking the customer journey from discovery through purchase.

- ☐ Re-read the live product page for errors.
- ☐ Check the cover thumbnail, description, author name, categories and pricing.
- ☐ Check your website on desktop and mobile.
- ☐ Test your email signup form and automated welcome emails if you use them.
- ☐ Confirm the book link in your social profiles or link page.
- ☐ Schedule or prepare your launch-day email.
- ☐ Prepare a short list of people or communities you genuinely want to notify.
- ☐ Check any advertising campaigns before they go live.
- ☐ Make sure you have easy access to all graphics, links and copy.
- ☐ Give yourself a lighter workload around launch day where possible.

Launch tip: Launch week should be execution, not frantic creation. If a task can be finished beforehand, finish it beforehand.

LAUNCH DAY

Publish, Share and Engage

Launch day is about making the book easy to find and giving your existing audience a clear invitation to support it.

- ☐ Confirm the book is live and purchasable in the intended marketplaces.
- ☐ Send your launch email.
- ☐ Publish your primary launch announcement.
- ☐ Update your website with the live purchase link.
- ☐ Update relevant social profiles and pinned posts.
- ☐ Share with appropriate communities only where promotion is permitted.
- ☐ Thank readers, advance readers and supporters who share the launch.
- ☐ Respond to genuine questions and comments.
- ☐ Keep a record of any technical or listing issues that need attention.
- ☐ Take a moment to acknowledge the achievement of publishing your book.

Launch tip: You do not need to spend the entire day refreshing sales dashboards. Focus on the actions you can control: visibility, communication and reader experience.

THE FIRST 7 DAYS

Build on Early Momentum

Continue the conversation after launch day rather than treating the launch as a single event.

- ☐ Send a follow-up email to subscribers who may have missed the announcement.
- ☐ Share different angles from the book rather than repeating the same launch post.
- ☐ Highlight early reader feedback where you have permission to do so.
- ☐ Check the product listing for unexpected issues.
- ☐ Monitor sales, clicks or advertising results at sensible intervals.
- ☐ Thank reviewers without asking them to change or improve their reviews.
- ☐ Continue outreach to relevant podcasts, blogs, newsletters or communities.
- ☐ Review which launch activities are generating meaningful engagement.
- ☐ Keep directing interested readers toward your email list or other long-term audience channel.
- ☐ Record questions readers are asking - they can become future content.

Launch tip: Early data is noisy. Avoid making major changes based on a single day of results unless there is an obvious problem.

WEEKS 2-4

Move From Launch to Long-Term Marketing

A successful book does not need to disappear once launch week ends. Turn the best launch activities into sustainable marketing.

- ☐ Review your launch goals and results.
- ☐ Identify the channels that produced the strongest response.
- ☐ Continue the promotional activities that are working.
- ☐ Stop or adjust activities that are consuming time without meaningful results.
- ☐ Review your book description, categories and keywords if discoverability is weak.
- ☐ Create evergreen articles, emails or social content connected to the book.
- ☐ Look for additional podcast, newsletter, media or collaboration opportunities.
- ☐ Consider appropriate paid advertising only when your product page and positioning are strong.
- ☐ Continue building your reader email list.
- ☐ Document what you would repeat or change for your next launch.

Launch tip: The best launch plan creates assets and relationships that continue working after launch month: an email list, useful content, reader reviews and a stronger understanding of your market.

Launch-Day Quick Check

- ☐ Book is live and purchasable
- ☐ Product page looks correct
- ☐ Website links work
- ☐ Launch email sent
- ☐ Primary social announcement published
- ☐ Author profiles updated
- ☐ Supporters thanked
- ☐ Any urgent listing issues recorded

BOOK LAUNCH NOTES

Your Launch Snapshot

Keep the most important launch details in one place so you can review what worked and improve the next launch.

Book title

Launch date

Launch price

Primary marketplace

Primary launch goal

Email list size at launch

What worked best?

What did not work as expected?

What did readers respond to?

What will I do differently next time?

Launch tip: Your next launch starts here. Save this completed checklist with your publishing files. The notes you make now can save hours of planning when your next book is ready.

Created by Aspire2Publish - practical guidance and resources for aspiring authors.