



## Book Launch Planning Tool

**Book Title:** \_\_\_\_\_

General notes:

- Establish a budget for each key cost item.
- Determine if self-publishing or traditionally publishing your work. Most of this worksheet applies to do it yourself strategies however, the process is similar for either method of publishing chosen.

Month	WRITING	SUPPORT/PUBLISHING	PROMOTING
<b>-9 to 12</b> <i>Date/year</i>	<input type="checkbox"/> <b>Write, Write, Write</b>		
<b>-7to 8</b>	<input type="checkbox"/> Draft Completed	<input type="checkbox"/> Traditional or Self-publish? <input type="checkbox"/> Find an editor Determine what you can afford. Cost: ~\$1-6K <input type="checkbox"/> Join/participate in author society and writing/critique group	
<b>-6</b>	<input type="checkbox"/> Review/Edit x2		
<b>-5</b>	<input type="checkbox"/> Select & send to Beta Readers	<input type="checkbox"/> Create <b>Cover Design</b> and promotional graphics Costs vary - \$300-500 or approximately \$75/hr <input type="checkbox"/> Obtain professional author photo	<input type="checkbox"/> <b>Create:</b> - website - blog - social media - memes
<b>-4</b>	<b>Edit, Edit, Edit,</b>	<input type="checkbox"/> Obtain <b>ISBN &amp;</b> <input type="checkbox"/> Pre-pub <b>Copyright #s</b>	<input type="checkbox"/> Solicit Quotes/Blurbs <input type="checkbox"/> Print arc “advanced reader copies” or use LULU <input type="checkbox"/> Solicit editorial reviews
<b>-2</b>	Final Version sent for Interior Design	<b>Interior Design:</b> <input type="checkbox"/> Decide print or eBook or both <input type="checkbox"/> Decide between doing it yourself or hiring someone Costs vary: \$300-\$500 Print or e-book version: separate cost for each based-on word count. <input type="checkbox"/> Determine book dimensions, paper, style, quality, and etc.	<input type="checkbox"/> Finalize a publishing date <input type="checkbox"/> Pre-Release BUZZ: Facebook, Instagram, Twitter, YouTube, etc <input type="checkbox"/> Create book trailers (check Google to find people who can do this with you)
<b>-1</b>		<b>Printer:</b> <input type="checkbox"/> Costs: a. Print on demand: ~\$4-10 b. Print Run: Decide order size first: 1. 250 books ~\$1200 2. Will printer maintain inventory? At what cost?	<input type="checkbox"/> Choose a platform/host: Amazon, Book Nook, Barnes and Noble, KOBO <input type="checkbox"/> Create author profile: Maintain copy and edit for future books. <input type="checkbox"/> Add blurbs and reviews to the cover <input type="checkbox"/> SEO / <i>BookBub</i> group



Month	WRITING	SUPPORT/PUBLISHING	PROMOTING
<b>0</b>	<b>LAUNCH DATE:</b>	<input type="checkbox"/> Establish any additional Industry Relationships tied to your genre	Blog/Vlog log tours <input type="checkbox"/> Instagram tours <input type="checkbox"/> Awards contests <input type="checkbox"/> Interview/Podcasts versus Magazines (ezines) and newspapers <input type="checkbox"/> Editorial reviews <input type="checkbox"/> Publicity and Packages <input type="checkbox"/> Launch party/ <b>Books Birthday</b>
<b>+2</b>		<input type="checkbox"/> <b>Audible or not?</b> <input type="checkbox"/> Own voice vs hired voice actor <ul style="list-style-type: none"> <li>• <i>Studios</i> for the trailers and/or for audiobooks creation Cost: ~\$45+ per hour.</li> <li>• <i>Trailers</i>: maximum length 14 minutes Cost: \$1,500 to \$2,000</li> </ul>	
<b>+3-7</b>			<input type="checkbox"/> Book signings <input type="checkbox"/> Public appearances <input type="checkbox"/> Self-promotion ALWAYS <input type="checkbox"/> Giveaways monthly <input type="checkbox"/> Seek reviews (BEG) <input type="checkbox"/> Consider Scholastic book fair's