



Archangel Ink

Book Launch Checklist

Publishing Platform

- ✓ Make sure any links within the book are active
- ✓ Upload title to platform (KDP, IngramSpark, etc.) - allow at least 7 days
- ✓ Purchase digital copy and express ship print edition to confirm everything looks correct
- ✓ Ensure your book description looks right
- ✓ Populate editorial reviews
- ✓ Confirm your keywords, categories, pricing
- ✓ Build your author central page
- ✓ Claim your new title under author page
- ✓ Confirm all editions (digital print, hardcover, audio) are linked under same sales page
- ✓ Provide ARC reviewers link to sales page

Momentum

- ✓ Have author website and email capture in place
- ✓ Put a link to your book in your email signature
- ✓ Release guest posts/podcast/video appearances:
 1. [Intro to Guest Posting: "The Author's Guide to Guest Posting and Increasing Traffic"](#)
 2. [Guest Post Guidelines](#)
- ✓ [How to write a great guest post](#)
- ✓ Release book trailer (if applicable)
- ✓ Document your process on your blog/social media
- ✓ Add a sticky post (banner post on a website) to Twitter and Facebook with the launch date:

- If you have any early reviewers, you can also add a blurb here to provide some initial social proof. You can use the 3D book cover images or banners we created.
- ✓ Feature print edition in videos/images near or on launch day
- ✓ Send email newsletter on launch day
- ✓ Update social media header image
- ✓ Have book bloggers release reviews with a link to title
- ✓ Follow up with anyone that hasn't left a review of the book yet (follow ups are the bread and butter here)
- ✓ Have launch team post about the book with a link
- ✓ Run promotions

Social Media

- ✓ Facebook
 - Be active in groups, mention where appropriate
 - FB Live on launch day/to catalog author experience/launch experience
- ✓ YouTube
 - YouTube book trailer
 - Create a "How to" video related to your book, with link back to your title
- ✓ Twitter
 - Tweet regularly, use trending hashtags as appropriate
- ✓ Goodreads
 - Run paperback giveaway
 - Interact on platform regularly, become a part of that community
- ✓ Instagram
 - Post pictures, stories of your author copies
 - Post images of any in-person reading's/launch events
- ✓ LinkedIn
 - Add your book to "Accomplishments" field
 - Cross-link blog entries/video content hosted elsewhere as appropriate
 - Create LinkedIn specific video content (1-2 minutes) for your professional audience