

| Completed | Item  | Timeline | Deadline | Notes |
|-----------|---|----------|----------|-------|
|           | Book marketing plan                                 |          |          |       |
|           | Website   |          |          |       |
|           | Blog  |          |          |       |
|           | Social Media  |          |          |       |
|           | Newsletter/email list                               |          |          |       |
|           | Research similar books                              |          |          |       |
|           | Author headshots                                    |          |          |       |
|           | Schedule your tour/ book launch                     |          |          |       |
|           | Contact key reviewers                               |          |          |       |
|           | Send out ARCs if ready                              |          |          |       |
|           | Write guest posts                                   |          |          |       |
|           | Video trailer                                       |          |          |       |
|           | Promotion   |          |          |       |
|           | Website - book page and teasers                     |          |          |       |
|           | Media kit   |          |          |       |
|           | Write launch day press release & social media posts |          |          |       |
|           | Prepare launch day/events pitches/elevator pitch    |          |          |       |
|           | Send ARCs   |          |          |       |
|           | Contact more reviewers                              |          |          |       |
|           | Print physical marketing materials and get swag     |          |          |       |
|           | Release your book trailer                           |          |          |       |
|           | Start the next book                                 |          |          |       |
|           | Pre-Order set up                                    |          |          |       |
|           | Schedule pre-written social media posts             |          |          |       |
|           | Confirm blog tour, physical tour, reviews, etc.     |          |          |       |
|           | Contact additional reviewers                        |          |          |       |
|           | Post teasers and vamp up interest                   |          |          |       |
|           | Ensure all book info and URLs are correct           |          |          |       |
|           | Send out launch day press release & Newsletter      |          |          |       |
|           | Add buy now links to your website                   |          |          |       |
|           | Update book/author pages                            |          |          |       |
|           | Book launch party                                   |          |          |       |
|           | Post-launch promotion and reviews                   |          |          |       |
|           | Spread appreciation and thanks                      |          |          |       |