

Product Launch Promotion Checklist

A lot of effort should go into the process of preparing and launching your book. It's an exciting time of celebration, and when you invite others to join you, it will not only be more satisfying, it will lead to book sales! Here's a list of some of the tasks involved in your launch. Feel free to modify this to suit your needs.

PRE-LAUNCH TASKS

- Write sales copy for website
- Write sales copy for email
- Write sales copy for affiliates (if applicable)
- Write tweets and social media posts
- Set up shopping cart buttons with "thank you" text
- Set up discount codes (if applicable)
- Create a landing page on website
- Test landing page and purchase process, including product download link and email responders
- Write related blog posts to promote the book, which can include excerpts and related content
- Schedule blog posts to publish
- Schedule social media promotions
- Schedule email announcement(s) to mailing list
- Reach out to affiliates/JV partners

LAUNCH DAY TASKS

- Schedule the full day at your desk
- Double-check landing page and purchase process
- Announce to social media networks if not already scheduled
- Announce to online groups and forums
- Send a press release (if applicable)
- Send reminder emails to JV partners
- Report progress on social media networks throughout the day to build momentum
- Monitor email for questions/issues throughout the day

POST-LAUNCH DAY TASKS

- If campaign has a special offer or expiration date, send reminders via email
- Post expiration reminders to your social media networks
- Be responsive to your audience—respond to emails quickly
- Make a list of what worked and what didn't work so you can make adjustments for next time