

## ✅ 3 Months Before Launch – Planning & Pre-Launch

**Launch Date Example: August 8, 2025**

**Start Date: May 15, 2025**

Week of May 15–21

- Finalize cover design PR
- Update Goodreads/Social Media/Website
- Draft launch team email invite
- Write 1-page press release draft (not sent yet)

Week of May 22–28

- Research podcasts, bloggers, and media outlets
- Prepare podcast pitch template
- Draft bonus content or preorder incentive (checklist, PDF, video)

## ✅ 2 Months Before Launch – Build Buzz

Week of June 1–7

- 🚀 Book Cover Reveal Day: June 4
  - Post across all platforms
  - Email your list with teaser and shareable graphics
- Open ARC reader signups
- Finalize and test lead magnet or preorder bonus page

Week of June 8–14

- 🔔 Send Podcast Pitch Emails: June 10
  - Target 15–20 podcasts in your niche
- Start early social teasers (quotes, excerpts, behind-the-scenes)
- Finalize preorder setup on Amazon (if applicable)

Week of June 15–21

- 📢 Send Press Release #1: June 18
  - Focus: “Upcoming Book by [Your Name] Tackles [Topic]”
- Continue engaging on social and email
- Activate launch team (private FB group or email thread)

#### Week of June 22–30

- Confirm at least 3 guest blog posts/interviews
- Schedule promotional social media (Reels, Stories, carousels)

### ✅ **1 Month Before Launch – Amplify Exposure**

#### Week of July 1–7

- Share ARC reader testimonials
- Begin countdown campaign: “30 Days to Go”
- Finalize virtual launch event details

#### Week of July 8–14

- 🎙️ Record Podcast Interviews
  - Push to air them starting end of July / launch week
- Run giveaway or contest to build email list or awareness
- Draft launch day email and posts

#### Week of July 15–21

- 🔔 Send Press Release #2: July 17
  - Focus: “New Release to Launch on August 8 – Preorder Now!”
- Schedule final preorder emails

#### Week of July 22–31

- Record and edit short promo videos for launch week
- Schedule all launch week content
- Confirm influencer/social partners ready to post

✅ Launch Week – August 4–10

August 7

- Send final “Book Launch is Tomorrow!” email
- Ensure Amazon listing, bonuses, and media links are live
- Prepare to respond to DMs, comments, etc.

August 8 – 🎉 **Launch Day**

- Send “Book is Live!” announcement email & social
- Go live on Instagram/Facebook or host virtual party
- Ask readers for reviews

August 9–10

- Share any big wins (rankings, reviews, feedback)
- Thank launch team publicly
- Share behind-the-scenes “launch day wrap-up”