

BOOK LAUNCH & MARKETING PROMOTION CHECKLIST

Your visibility creates book sales, credibility, leads, speaking opportunities, clients, and long-term authority. Some of this your publisher (or we) will do for you or show you how to do but ultimately this is your master checklist for all things book publishing.

Author Name: _____

Book Title: _____

Launch Date: _____

PRE-LAUNCH PREP

Branding, Positioning & Assets

☐ Finalize author bio
☐ Finalize professional headshot
☐ Create/update website author page or book sales page
☐ Add book cover image to website
☐ Create branded social media graphics
☐ Create 3D mockup images of the book
☐ Create Amazon-friendly book description
☐ Create short and long versions of your book summary
☐ Gather testimonials/endorsements if available
☐ Prepare author signature line with book link
☐ Create multiple launch graphics and banner images
☐ Create “launch coming soon” graphics

☐ Create “launch day today” graphics with links/URLs
☐ Swap out your profile cover images for launch graphics
☐ Add book images into Zoom background, speaker materials, signage, and photo shoots
☐ Create a “Book Me to Speak” page
☐ Create a free gift or lead magnet related to the book
☐ Add a free resource or lead magnet URL inside the book
☐ Add backend sales pages inside the book (free gift, speaker page, membership, consultation, bulk orders, etc.)
☐ Create a bulk order page for organizations/events
☐ Add book image and description into all social media “About” sections
☐ Create ongoing branded graphics for future promotions after launch

---

AMAZON, PUBLISHING & DISTRIBUTION SETUP

☐ Create or update Amazon Author Central profile
☐ Claim your book on Amazon Author Central
☐ Decide launch pricing strategy: Free vs $0.99 launch campaign
☐ Create a pre-sale campaign for ebook and/or print book
☐ Confirm Amazon categories and keywords are correct
☐ Verify all Amazon country links work properly
☐ Share direct Amazon purchase links for all countries
☐ Purchase ISBN numbers if needed
☐ Obtain Library of Congress Control Number if applicable
☐ Register copyright if applicable
☐ Research competing titles and pricing
☐ Set up paperback, Kindle, and hardcover if applicable
☐ Explore Amazon A+ Content enhancements after launch
☐ Set up Goodreads author profile if applicable
☐ Encourage Goodreads reviews in addition to Amazon reviews
☐ Research getting the book into libraries using WorldCat and library outreach strategies
☐ Submit for editorial reviews (Kirkus, Booklist, etc.)
☐ Explore library distribution opportunities
☐ Confirm all files uploaded correctly into KDP
☐ Order author copies before launch if timing allows

SUPPORTER TEAM & REVIEW STRATEGY

☐ Build an official supporter/promoter spreadsheet with names, emails, phone numbers, and international contacts
☐ Recruit supporters outside the U.S. for international bestseller rankings
☐ Build a dedicated review team
☐ Leverage beta readers for early feedback and reviews
☐ Send supporter “favor request” email before launch week
☐ Send review-team email BEFORE official launch day
☐ Ask readers to skim/read immediately before reviewing to help show as “verified purchaser” faster
☐ Prepare supporter marketing copy and graphics
☐ Personally message supporters before launch week
☐ Ask affiliates, JV partners, colleagues, and clients to support launch
☐ Follow up with supporters who committed to sharing
☐ Prepare reminder emails/texts for launch day supporters
☐ Create a giveaway or incentive for supporters/reviewers if desired

---

SOCIAL MEDIA & CONTENT PREP

☐ Announce your upcoming book launch
☐ Post cover reveal
☐ Share behind-the-scenes writing journey
☐ Share why you wrote the book
☐ Share who the book is for
☐ Share stories about what you overcame while writing it
☐ Create at least 10 promotional social posts
☐ Create multiple styles of launch posts:

- with links
- without links
- links in comments
- reels
- stories
- live videos

☐ Create 5 quote graphics from the book
☐ Create 3 short video/reel promos
☐ Create a short video for each chapter/topic/concept in the book
☐ Pull quotes, blurbs, and tips from the book for ongoing blogs and social content
☐ Create teaser posts without links before launch week
☐ Update all social media bios with book mention
☐ Change Facebook and LinkedIn cover images to “launch coming soon” graphics one week prior
☐ Swap cover images again the day before launch to “launch day today” graphics with URL/link
☐ Ask Facebook/LinkedIn group admins for permission to share launch posts ahead of time
☐ Create a Facebook or LinkedIn group around your book topic/community

☐ Schedule launch posts ahead of time where possible
☐ Plan multiple launch day posts throughout the day
☐ Create urgency around launch pricing/promotions

EMAIL MARKETING

☐ Email your list announcing the book
☐ Send “coming soon” email
☐ Send “1 week away” email
☐ Send “2 days until launch” reminder email
☐ Send “launch starts now” early morning email
☐ Send launch day email
☐ Schedule reminder emails during launch week
☐ Add book link to email signature
☐ Prepare follow-up/review request emails
☐ Send reminder emails to supporters/promoters
☐ Prepare email copy supporters can send to their lists
☐ Send “thank you for supporting” email after launch
☐ Add the book into your nurture/email follow-up sequence

SPEAKING, PR & VISIBILITY

☐ Mention the book in networking introductions
☐ Mention the book in presentations/workshops
☐ Use chapter/book topic as a speaking topic or signature talk
☐ Add book topic to speaker sheet and speaker webpage
☐ Pitch yourself for podcast interviews
☐ Pitch yourself to podcasts using the book topic as your angle
☐ Set up a PodMatch profile for podcast interview opportunities
☐ Pitch yourself for guest speaking opportunities
☐ Reach out to media/publicity contacts
☐ Pitch local TV stations and morning shows for interviews
☐ Schedule at least 3 visibility opportunities during launch month
☐ Host a local book signing event
☐ Host a collaborative client appreciation mixer/book signing
☐ Host a virtual book signing or online launch party
☐ Donate books to raffle prizes, swag bags, and networking events
☐ Offer signed copies as bonuses or holiday/client gifts
☐ Bring books with you everywhere for visibility and spontaneous sales opportunities

☐ Add book into media kit and speaker kit
☐ Add the book into all speaking bios and introductions

LAUNCH WEEK CHECKLIST

Amazon & Sales Boosting

☐ Confirm Amazon listing is live and accurate
☐ Verify categories and keywords are correct
☐ Check paperback and Kindle links work properly
☐ Purchase your own author copies if needed
☐ Share direct Amazon purchase links everywhere
☐ Track bestseller rankings throughout launch
☐ Monitor Amazon reviews and rankings throughout the day
☐ Encourage reviews from buyers/readers
☐ Encourage supporters to share screenshots after purchasing

LAUNCH DAY PROMOTION

☐ Post launch announcement everywhere
☐ Go LIVE on Facebook or Instagram
☐ Schedule live videos throughout launch day
☐ Share testimonials and reader comments
☐ Post screenshots of rankings/reviews
☐ Share personal stories connected to the book
☐ Post organically in groups, pages, and profiles
☐ Use a variety of post types throughout the day
☐ Thank supporters publicly throughout launch day
☐ Personally message friends/supporters to share
☐ Personally private message supporters and group admins as reminders
☐ Ask referral partners to post about the book
☐ Share in Facebook and networking groups
☐ Send personalized direct messages to ideal clients/prospects
☐ Open multiple browser tabs during launch day to monitor posts, comments, and engagement quickly
☐ Respond to comments and messages throughout the day
☐ Continue posting throughout evening hours for other time zones
☐ Remind international supporters to purchase based on their time zone

POST-LAUNCH MOMENTUM

Ongoing Marketing

☐ Continue posting about the book weekly
☐ Continue collecting Amazon and Goodreads reviews
☐ Continue outreach to podcasts and media
☐ Continue collecting testimonials and success stories
☐ Add the book to all speaking bios and intros
☐ Use the book as a lead generator
☐ Offer the book at speaking events
☐ Add book image to slide decks
☐ Include the book in proposals/media kits
☐ Turn book content into blogs/videos/podcasts
☐ Use the book to start conversations with prospects
☐ Ask for reviews consistently
☐ Celebrate milestones and wins publicly
☐ Repurpose book content into social media posts and videos
☐ Continue sharing rankings, reviews, and wins

BUSINESS GROWTH OPPORTUNITIES

☐ Create a workshop from the book
☐ Create a lead magnet tied to the book
☐ Create coaching or consulting offers connected to the book
☐ Create a workbook, journal, membership, mastermind, or course tied to the book
☐ Create a webinar/masterclass from the book
☐ Use the book to attract podcast interviews
☐ Use the book to position yourself as an authority
☐ Create a signature system/framework from the book
☐ Create a speaking presentation from the book
☐ Build a group program around the book concepts
☐ Sell books in bundles or packages
☐ Offer corporate or team bulk book packages

AUDIENCE ENGAGEMENT & LEAD GENERATION

☐ Run contests or giveaways to collect mailing addresses and grow contact database
☐ Run a survey with giveaway incentive to increase engagement and gather audience data
☐ Build mailing list from launch activities
☐ Invite readers into your Facebook/LinkedIn group
☐ Invite readers to book consultations or discovery calls
☐ Offer bonuses for purchasing multiple copies

SUCCESS TRACKER

☐ Number of Reviews Goal: _____
☐ Bestseller Goal: _____
☐ Podcast Interviews Booked: _____
☐ Speaking Opportunities Generated: _____
☐ Leads Generated from Book: _____
☐ Revenue Generated from Book/Offers: _____
☐ Email Subscribers Added: _____
☐ Bulk Book Sales: _____
☐ Media Features/PR Mentions: _____

REMEMBER

Your book is NOT just a book.

It's a credibility tool, lead generator, conversation starter, authority builder, networking tool, speaking tool, and business growth asset.

Consistent visibility creates momentum.

You do NOT need to do everything perfectly. You simply need to stay visible and keep talking about your book consistently.

Let us help you get YOUR book published, launched, to best-seller, then sold and leveraged in all aspects of your business for more clients, speaking gigs, PR and authority!
www.JumpstartPublishing.net

Dr. Lori Monaco The Badass Buddha • 1st
Mindfulness & Wellness Teacher, Speaker, Coach 7 Core Pillars of Sel...
3mo •

I want to take a moment to thank and acknowledge two people that made this dream come true for me...

Colleen Biggs

If it were not for your coaching, mentorship, friendship, and connections, I would not have...finally...authored my first book! You put up with a lot from me, but you didn't give up on me...and still haven't!
So much gratitude for this beautiful soul!!

Katrina Sawa

From Jumpstart Publishing.
Dang lady...you know your marketing...Holy Crap...never could I have imagined the success of this book! Thank you for your support and patience!
This badass lady totally rocks!!!



Lisa Perez
10 reviews • 1 photo

★★★★★ 21 hours ago

I had the pleasure of working with Katrina Sawa on the Launch of my Book to get to the top of the Amazon Bestsellers list and we listed #5 on Amazon Business Management Science &
Women and Business categories! I know that, had it not been for some personal challenges I faced during the pandemic on the week of our launch, we would have certainly hit #1 due to her efforts!

During that time she proved to have an expertise and work ethic that surpassed that of many consultants with whom I have worked. Her ability to ensure the most successful campaign was launched all the while giving me the knowledge to be a partner in the process. When you work with consultants who can execute the recommended solutions as well as ensure you have the knowledge and training to understand the processes, you know you have a winner.

It was because of this interaction with Katrina that I am honored to provide this 5 Star Review for her!

Jumpstart Your Biz Now and Jumpstart Publishing
Owner



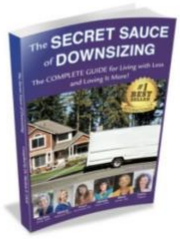
"I loved how you walked myself and my co-authors through the process of publishing our compilation book – The Secret Sauce of Downsizing. You had patience for those new to publishing and quick responses and ideas for those on how to take people from our chapters to our websites for more info and to get on our lists.

Your process through the Amazon Book launch was also so well organized and thought out, I can't believe we became International Best-Selling Authors!

Your project management skills and timeline organization helped us tremendously make sure we dotted all the i's and crossed all the t's. Thank you!"

Dr. Marlena E. Uhrik
Certified Home Stager, Redesign Expert, Realtor & Multi-Best-Selling Author, eXP Realty & Amazing-Staging.com

More great ideas can be found in my book, **"The Secret Sauce of Downsizing"** just by clicking on the button **Grab Your Copy** Now on Amazon.



The Secret Sauce of Downsizing – The Complete Guide for Living with Less and Loving It More

Do you want to know: Where to start? What to do? How's this going to work?

The Secret Sauce of Downsizing is a book for anyone at any age who wishes to simplify, organize, downsize or just change up their lifestyle!

This book covers everything from soup to nuts in regards to downsizing, with tips and solutions from experts in all areas from Professional Organizing, to Legal, to Home Buying and Selling, to Mindset, to Communicating with Loved ones and so much more!

GRAB YOUR COPY NOW ON AMAZON!





"Katrina's help was amazing. She knows the process of publishing books on Amazon and helped make it as smooth as possible. She put in the extra mile throughout the whole book preparation and launching process and over-delivered! I recommend her very highly. You won't be disappointed."

– Dana Parisi, Certified Parent Coach and Educational Trainer

