

Begin with the End in Mind

1. Envision the future. Drill into your purpose.

Envision one year after your book is published. What's the book accomplished that made the effort worthwhile? [As a follow up, imagine it two years after.]

1.

2.

3.

2. Who is your book for? Develop clarity and back cover copy and book description.

Who is your primary audience? Who do you want to be a hero for?

Describe a typical person in your primary audience. This is Ideal Client Avatar (ICA). Give this person a name. Describe him or her as if you'd describe any real person you know. Who are they? What do they do? Where are they in their life?

How will this person continue to struggle or suffer because they've not read your book?

What transformation will this person get in their life because they read and implement your book?

3. Your positioning

What's your elevator pitch? The one or two sentences your ICA would actually use to recommend your book to their friends.

Pillar 1: Your Audience

What are the audiences you have access to? What cadence will you want to tell them about the book?

List every audience you may have for this book.

Once you have your audiences listed, determine which communication cadence you'll use for each:

- Minimally engaged (2 touch points): Tuesday and Friday of Launch Week
- Moderately engaged (4 touch points): Above plus 2 months before and 1 week before

- Highly engaged (6 touch points): Above plus 1 month before and 1 day before

If you'd like to continue to engage your audience after launch, determine what forms of ongoing content you will create at what cadence.

Create a Book Launch Calendar and add the above onto your calendar.

Pillar 2: Centers of Influence

Who will support your book, and how can they best support?

Add anyone you know who has their own audience and would be willing to help promote the book.

Recommended cadence:

- 2 Months Before Launch: "Here's a free digital copy, do you think you'd be able to help in X way?"
- 1 Month Before Launch: Mail a free physical copy for them.
- Launch Day: "The book is out! Can you please do X?"

Add all this to your Book Launch Calendar.

Pillar 3: Reviewers

Who will review your book and how will you engage with them?

Add friends, family, and colleagues who would be willing to do a favor and leave you a review to the Reviewers tab.

Recommended cadence:

- 2 Months Before Launch: "Here's a free copy, I'm going to ask for a review."
- Launch Day: "The book is out! Can you please leave a review?"

We also recommend running a Goodreads Giveaway *after* launch.

Add all this to your Book Launch Calendar.

Pillar 4: Media Coverage

Channels for Target Audience

Podcasts & Radio Shows

- Does your audience listen to podcasts or radio shows?
-
- What are the primary shows that the majority of your audience listens to?
-
- What would the headline for your episode be?
-

Blogs & Online Publications

- Does your audience read blogs or online publications?
-
- What are the primary outlets that the majority of your audience reads?
-
- What would the headline for an article about your book be?
-

Influencers

- Does your audience follow any influencers?
-
- What are the primary influencers that the majority of your audience follows?
-
- How would they explain your book in one line?
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Book Reviewers

- Does your audience read book reviews?
-
- What are the primary book reviewers that the majority of your audience reads?
-
- What would the headline for your ideal book review say?
-

Print Media

- Does your audience read any print media (like newspapers or magazines)?
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- What are the primary outlets that the majority of your audience reads?
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- What would the headline for an article featuring your book be?
-

TV

- Does your audience watch TV news?

-
- What are the primary shows that the majority of your audience watches?
-
- What would the headline for your segment be?

Once your plan is set, add the required actions to your Book Launch Calendar.

Pillar 5: Paid Promotions

Does it make sense to advertise your book? If so, where?

For the purposes of selling books, we recommend the following:

- Amazon Ads (set up the week before launch, optimize every 2-3 weeks after)
- Promotional Email Lists (set up 3 weeks before launch, confirm during launch week)
- BookBub (submit 2 months after launch, once you have a baseline of reviews)

If you are trying to use your book as a part of a funnel for your business, Facebook Ads are the best way to do that.

Add the setup and optimization of any paid promotions to your Book Launch Calendar.