Book Launch Checklist

Book: _____ Publication date: _____

Three months before

[ ] Fix the publication date.

[ ] Finalise interior and cover; order a printed proof.

[ ] Get ISBNs (one per format); add them to the copyright page.

[ ] Write the description, author bio and keywords.

[ ] List advance readers and reviewers.

About two months before

[ ] Send advance copies.

[ ] Set up pre-orders where your retailer allows them.

[ ] Ask a local bookstore about a launch event.

[ ] Ask your library about an author talk.

[ ] Make your media kit.

Two weeks before

[ ] Check every retailer listing: price, description, cover, ISBN.

[ ] Schedule launch-day email and posts.

[ ] Confirm the event; order copies.

[ ] Tell early readers when reviews can go live.

Launch week

[ ] Share one clear buy link everywhere.

[ ] Hold the event; sign books.

[ ] Thank everyone who helped, one by one.

The week after

[ ] Ask happy readers for honest reviews.

[ ] Pitch two or three podcasts or local outlets.

[ ] Write down what worked.

Template from Harmony Publishing (harmonypublishing.net). Free to use and change. Interactive version: harmonypublishing.net/book-templates/book-launch-checklist