



BOOK LAUNCH PROCESS

Before – Release Day – After: A book launch is a process used to get books out into the world and to the largest number of people in your ideal audience. The launch hinges on the release day – which is the midpoint of the process.

1. How many months until your book releases?

2. How many in person/groups are happening/meeting in your area which connect to your platform? Which will you attend? Which will you speak at?

3. How prepared are your current readers to buy your next book? When was the last time you “talked” to them via blog, social media, in person, etc.? Do you have their emails?

4. Are you ready to track the parts of your launch: Where you’re speaking, appearing online, who’s interacting with you, what worked and didn’t for the next time?

5. Do you know how your readers want to have fun with you?

6. What other questions do you have about the book launch process?

If you want more information on the book launch process, check out the audios and classes at www.writersbusinessschool.com.