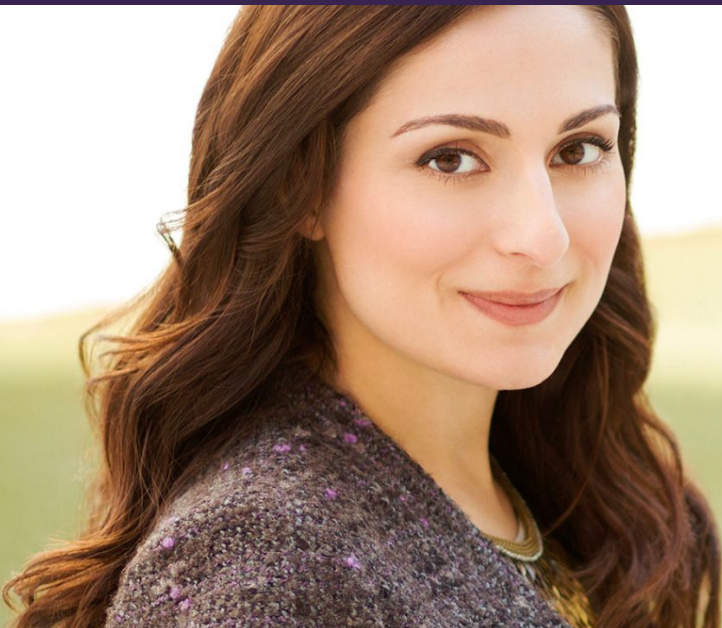







Book^{to}brand.

promotion timeline



In the coming months, you can look forward to workshops and an online course to support your goals of taking your book to a full-fledged brand that lands you media interviews, press mentions, on best-seller lists and more.

In the meantime, I wanted to send you a small gift, my recommended marketing timeline for a successful book launch. In the pages that follow you will find a visual of the timeline along with brief descriptions of each step.

-  6-9 Months from publication - **Identify Online Assets**
-  5-6 Months from publication - **Notify Long-Lead Media**
-  3-4 Months from publication - **Gather Your Troops**
-  2 Months from publications - **Keep Momentum Building**
-  Book Launch Day - **Achieve Amazon Best Seller Status**

Suggested Book Promotion Timeline

6-9 Months from publication
Identify Online Assets

- What assets can I personally develop in run-up to book launch? Podcast? Blog? Survey?
- WHERE is my audience?
- WHO can help me promote my book?
- WHAT websites, blogs, podcasts need to learn about my book?
- Draft your book trailer
- Explore working with publicist
- Continue to grow your email list
- Begin guest posting on blogs focusing on “pain points,” the issues that really move your audience or can be somewhat controversial

5-6 Months from publication
Notify Long-Lead Media

- Prepare your media kit
- Reach out to magazine editors
- Produce your book trailer
- Update “Browse Categories” on Amazon
- Continue guest posting
- Begin working with a publicist (if need be).
- Draft your sales page with an easy link.
- Host a marketing focus group.
- Approach brands to provide giveaway for early bird campaign
- Request endorsements

3-4 Months from publication
Gather Your Troops

- Reach out to TV and digital video producers, bloggers and other media
- Reach out to podcasts
- Create sales page
- Create early-bird sales campaign with gifts
- Assemble VIP launch team of supporters
- Continue requesting endorsements
- Start using your book hashtag on social media

2 Months from publication
Keep Momentum Building

- Continue outreach to TV and digital video producers, bloggers, podcasts and other media
- Unleash your VIP launch team of supporters
- Promote pre-order campaign to earn your freebies!
- Start using your book hashtag on social media

Book Launch Day
Achieve Amazon Best Seller Status

- Update sales page to JUST Amazon links.
- Host Facebook live event with giveaways for those who buy on Amazon that hour and forward you receipt.
- Request email releases from influencers
- Hit refresh every hour and make a snapshot when you’ve hit #1
- Go BIG on social media
- Ask for online reviews. Don’t be shy!

Your Actions

As you dive into this promotion timeline here are a few suggestions:

- Take notes on the areas that you want to take action on here on this page.
- Schedule reminders in your calendar TODAY with those actions.
- Most importantly, follow through and get the necessary support to take your Book to Brand

6-9 Months from publication

5-6 Months from publication

3-4 Months from publication

2 Months from publication

Book Launch Day

6-9 Months from publication

At this stage you may still be in the thick of writing your book. Your editor has gotten back to you with last-minute edits that have you scrambling. And now, on top of that, you need to start thinking and plotting ahead for the book launch. Plus, marketing may not be your forte. Where to begin? It's natural to feel overwhelmed. That's why I'm here! And the great news is that you've decided to give yourself a head start. Time is on your side right now.

I remember telling my literary agent when I had successfully purchased the domain name "WhenSheMakesMore.com." It was nine months prior to the book's official launch date and she was impressed. Many of her clients, she explained, didn't think to create a website for their book until a couple months or weeks before the launch. And sure you can build a website in a day, but the early bird gets the worm. The sooner you can establish the foundation for your book's promotion, the more successful (and relaxed!) you will be when you start to ramp up your marketing plan.

Along with mapping out your book's landing page or website, this is the time to really develop and set into motion the online (and offline) assets that can amplify your book and its message.

Identify Online Assets

The internet is the most effective way to get word out about your book, but it's also a vast abyss. So how do you reign it in and devise an actionable strategy to get your book in front of the people that matter?

Internal Impact

What can you be doing NOW to begin creating awareness for your book? Make a list of possibilities.

- Start a weekly podcast
- Blog regularly
- Notify my followers
- Establish a #hashtag for my book, start tweeting articles and pieces that reflect the issues or values in my book with the hashtag
- Conduct a survey
- What will my sales page look like
- What will my trailer look and feel like

What are the PAIN POINTS from my book?

Document 10-15 "Pain Points" aka hot issues that will create debate - and write content around those very issues. Who might be offended? Who's the big enemy? Who's your Darth Vader? Identify those markets and write pieces that may incite them...and could get your posts to go viral. Pain points can include...

- Personal anecdotes
- Deep confessions/Journey
- Think of every possible controversy related to my book and write about them

Consider Producing a Trailer

I highly recommend a visual element to help market your book. It can be an infographic and/or a video trailer to depict why you wrote the book and what readers will learn.

External Impact

WHO and WHAT online platforms can help you reach your SPECIFIC audience– blogs, news websites, podcasts, social media influencers. Rather than cast a wide, wide net...identify the people and places that speak directly to your audience.

Also, instead of simply asking the media for an interview or review of your book, which requires THEM to do all the thinking, offer them some content ideas & giveaways. Learn who their audience is and how these platforms and people have promoted books in the past. Make it easy for them to figure out what to do with you content. And it's important that it comes across as a suggestion.

- Maybe it's that you offer a few guest blog posts and a couple free books to their readers?
- Maybe you join them in a Twitter chat on a topic that's of interest to their audience? And offer some book giveaways?
- Later, when you approach these people, have a book promotion kit at the ready that includes sample blog posts, images they can use on social media promoting your book, a sample Q&A with you about the book, galley copy, etc.

5-6 Months from publication

You should be proud of yourself. The work you just accomplished in the past few months will make life much easier going forward. You've done a lot of the mental heavy-lifting as you've reflected on your book's pain points and the myriad people and platforms that can help promote your book in the coming months.

The next two months, keep your eye on the clock and stay focused. Certain media members, such as magazine writers and editors, need to learn about your book now. This way they can feature it in an issue coming out at the time of your book's release.

And remain optimistic! Many people may want to help you promote your book so, with that in mind work hard to create the great assets they can use to help spread the word – and in a consistent fashion so there's no confusion about your book's purpose and mission.

Notify Long-Lead Media

Prepare Your Media Kit

Create a media kit for your VIP LAUNCH team (a group I will explain later) and anyone who's interested in promoting your book.

Assets should include:

- PDF of your book galley (not the actual copy, but the draft. Be sure your publisher is OK with this.)
- Sample blog or editorial posts that promote your book
- Sample emails for their lists
- Images for social media
- Sample Tweets/Social Media
- High res of your book cover
- Suggested timeline of activity for those helping to promote your book

Also in this time frame:

- Reach out to magazine editors
- Produce your book trailer. A quick 2-minute video that has you sharing the importance of your book. This will be great for many reasons. Another way for people to access your book and quickly understand what it's about.
- Update "Browse Categories" on Amazon
- Continue guest posting
- Begin working with a publicist (if need be).
- Draft your sales page with easy link.
- Host a marketing focus group.
- Approach brands to provide giveaway for early bird campaign
- Request endorsements from fellow authors, experts and well-known individuals.

3-4 Months from publication

If you've followed many of the suggestions here over the last several months then my guess is that your mood's improved. Hopefully you've gone from a place of overwhelm to feeling more in control (and excited!) about ways to position and market your book and have it resonate with readers.

To build on the great work and momentum, the next couple months should be dedicated to developing a support group around your book. Gather your troops!

Know that you shouldn't have to go it alone. Support is out there and people (friends, colleagues, influencers) want to learn about your book and help spread the word in the best way they can. Your VIP Launch Team of supporters will be immensely helpful (more on how to build that group below). That said, you have to be the biggest advocate for your book and explain why it's a must-read to them and everyone. This is not the time to be shy!

Gather Your Troops

What is a VIP launch or "Street" team?

A team of about 100 people who will help you with a grass-roots effort to spread word of your book. Friends, followers, etc.

Also in this time frame:

- Reach out to TV and digital video producers, bloggers and other media (we'll learn more about this in the next session.) The magazine world works well in advance. If your book is coming out in, say, January, then you want to get it in the hands of a magazine editor by no later than September.
- Reach out to podcasts
- Create sales page
- Create early-bird sales campaign with gifts
- Assemble VIP launch team of supporters
- Continue requesting endorsements
- Start using your book hashtag on social media

2 Months from publication

It's almost show time. Your checklist may have gotten smaller, but now the most important step is to keep spirits high and building up the enthusiasm around your book. Time to cheerlead!

You may have already earned some early mentions of your book in the press or on influential websites and blogs. Promote that on social media and get your community even more pumped and jazzed for your book launch.

Keep the momentum going by staying in touch with the media influencers you've reached out to in the recent months. Your VIP launch team is also prepared and ready to start following your commands, so be sure to send reminders to them, as well.

Keep Momentum Building

- Continue outreach to TV and digital video producers, bloggers, podcasts and other media
- Unleash your VIP launch team of supporters
- Promote pre-order campaign to earn your freebies!
- Start using your book hashtag on social media

Book Launch Day

Not gonna lie... This day may feel a bit anticlimactic. And if it does it only means that you've done an amazing job getting all your marketing mapped out and executed over the last 9 months.

Of course, your work isn't over! If your goal is to hit best seller status on Amazon you have a few immediate tasks to take care of today. But remember, through it all, to be good to yourself! Do something fun for yourself today. Open up a bottle of champagne and celebrate! You are an official author!

Achieve Amazon Bestseller Status

To earn best seller status on the NYT list, there's no absolute formula or exact science. Experts tell me that you want to aim for about 10k-15k books sold in the run-up to your book launch. This includes any books pre-sold prior to your book's release PLUS the first week of sales. That's why there's a huge emphasis on having a pre-order campaign typically 5 or 6 weeks prior to your book launch.

For Amazon, meantime, Best Seller status is updated hourly and the clock starts on the first hour that your book is officially available. Here's how to accomplish this goal:

- On launch day, **ONLY** include links to purchase the book on Amazon
- **HOST A TWITTER PARTY** and/or Virtual book party on Facebook where you invite everyone to attend. You discuss the book, answer questions and offer free prizes to those who buy the book during the hour and send you a receipt via email.
- Coordinate with big time bloggers to send out a tweet, a newsletter mention or blog post on their site about your book.
- Make sure to ask readers to write reviews. More reviews can garner more interest and sales.