**\*Plan Your Dream Book Launch\***

When you hear the phrase “book launch,” what does this mean?

Basically, it just means…you’re launching your new baby book into the world! Hooray!

Your book launch experience can be anything you want it to be.

**What kind of book launch do you want?**

Do you want a big, flashy book launch with media appearances, cameras flashing, red carpets, celeb appearances (“OMG, is that Jason Momoa?!”), a national book tour, and beyond?

Or do you want a chill and quiet book launch—a celebratory dinner with a few very close friends, cake, herbal tea, hugs, and then everyone’s in bed by 9 p.m.?

Or maybe something in between?

Write down a few words to describe your dream/ideal book launch experience. How do you want this experience to feel?

*I want my book launch to feel…*

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**What does a “successful” book launch mean to you?**

Success means different things to different authors.

For you, success might mean “selling 10,00o copies of my book on Amazon.”

Or for you, success might mean “printing 3 copies, one for each of my kids, and then throwing a small, intimate book release party just for close friends and family, and having a really good time!”

Define what a successful book launch means for you.

*To me, a successful book launch would mean…*

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**Next, put together your book launch plan!**

Once you’ve decided how you want your book launch to feel—and what a successful book launch means to you—then you can put together a specific plan.

Here are several book launch ideas, structured as a checklist.

You might want to do everything on this checklist.

Or, you might want to do one or two things from this checklist, and that’s it.

As always, trust your “hut” (heart + gut) and do what feels right to you.

**Book Launch Ideas /**

**Different Ways to Spread the Word About Your New Book**

[ ] Send an email to friends and family saying, “Exciting news: I wrote a book!” Include a short description of the book, plus a link to order it. Invite them to join you in celebrating this exciting moment!

[ ] Send a newsletter to your mailing list saying, “I wrote a book!” Include a list of “5 reasons why you’ll love this book” and encourage your subscribers to purchase it now.

[ ] Plan a book release party—in-person or online. Invite all your favorite humans. Invite people to dress up. Make it feel special and celebratory. You can share a little about why you decided to write this book. You can read a few pages aloud. You can publicly thank the people who helped make this book happen. And then, obviously: cake!

[ ] Donate copies of your book to local schools, local public libraries, domestic violence shelters, mental health clinics, and other places. Who are the people who need your book most? Bring it straight to those people.

[ ] Reach out to local shops in your hometown—bookstores, clothing boutiques, gift shops, and other places that sell books. Let them know you’re a local author, and ask if they’d like to carry your book in the store. Often, small business owners love supporting fellow artists, and love featuring “local products” like your book. It never hurts to ask! They might even want to host you for a book party or book signing, too!

[ ] Record an audiobook version of your book (you, reading the entire book—or a small section of the book—aloud) and post the audio on a site like [soundcloud.com](http://soundcloud.com). This might help new people discover your work!

[ ] Do a book giveaway on a site like [goodreads.com](http://goodreads.com). Visit <https://www.goodreads.com/giveaway> > then click “List a Giveaway” for instructions. This can be a cool way to bring a bunch of new eyeballs to your book.

[ ] Print a bunch of postcards ([moo.com](http://moo.com) is a great printing site), flyers, or posters with a photo and short description of your new book. Sprinkle the cards all around town—community bulletin boards, coffee shops, bookstores, the gym, yoga studio, etc.

[ ] Teach a free class in your community (or online with Zoom, Facebook Live, etc.) as a way of connecting with potential readers. For instance, if your tiny book includes 10 tips on how to find your dream job, you could teach a class sharing 3 of the 10 tips. For the rest, they gotta read your book!

[ ] Got any colleagues who host podcasts, webinars, or YouTube shows? Reach out to see if they’d like to feature you on the show as a guest. Make an appearance, and use this opportunity as a chance to share why you felt inspired to write this book, who the book is for, and what people will gain from reading it.

[ ] Sweeten the deal by offering a little something “extra” to the first 10, 100, or 1,000 (any number you want) people who order the book. You could offer them a bonus class, bonus checklist, bonus Zoom/video meeting with Q&A time with you, or anything else that they might love.

[ ] Want to add a little extra “oomph” to your marketing efforts? Consider hiring a professional PR company like [Buzzbright PR](https://www.buzzbrightpr.com/) or [Ginkgo PR](https://ginkgopr.com/). If you’ve got a decent budget (around $1,000-$5,000 per month), investing in PR can lead to big magazine, radio, podcast, and TV interviews. For some authors, it’s totally worth the investment. For others, not so much.

[ ] Mention your book on social media. You can keep it really simple—snap a photo of your new book, post it, and add a caption like, “My baby is here! Done!” Or you can do something creative, like a series of behind-the-scenes photos showing people the whole journey of how the book got created, from the initial spark of an idea, to outlining, writing, editing, design, printing, all the way to the finished product. People always love seeing how things get made, and seeing your entire journey will be super inspiring.

[ ] [Dress up like a dinosaur and dance on the street corner with a handmade poster to attract customers](https://drive.google.com/file/d/1aHBTmi2FNkMveiUl051i6jTlQQQAXLkv/view?usp=sharing)

Note: Alex saw someone doing this once! They were advertising a car wash, and it made her laugh so hard! She immediately pulled over, bought a car wash on the spot, and then made a quick video because she was so enchanted by this hilarious "marketing strategy." It worked!

Okay, maybe you don’t *literally* want to put on a T-Rex costume, but you can find your own version of this. What would be wild, silly, goofy, zany, unexpected, charming, delightful, and sure to grab people’s attention?

**What else would you like to do? Any other book launch ideas? Write down anything else that comes to mind.**

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**Final words of advice**

If you decide that you want to do a big, high-energy book launch, including newsletters, classes, parties, book signings, media appearances, hiring a PR agency, all the things—that’s awesome! And, we encourage you to *pace yourself.*

You don’t have to do “everything” on your book launch checklist today, or this week. Please be kind to yourself, and move at a reasonable pace so you don’t burn yourself out.

One approach is to tell yourself:

“I’m going to do 3 tiny things, every week, to spread the word about my new book.”

If you do 3 tiny things, every week, for a whole year, that’s a whole lot of things! All the tiny goals add up…to big results.

*Tiny goals + Repetition and Consistency over time = Exciting Victories.*

Take it one tiny step at time.