

Book Promotion Checklist

Tasks	Due Date	Done ✓	Online Tasks	Due Date	Done ✓
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6 – 8 months prior to publication date

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| <ul style="list-style-type: none"> ■ Create overall plan / strategy ■ Prepare author bio—long version and short version ■ Write book description—in 25 words, 50 words, and 100 words ■ Create PR portion of information sheet for sales reps ■ Begin building media list ■ Select media to get galleys/ARCs, releases, books ■ Solicit endorsements from experts and well known relevant people ■ Contact editors of major magazines re: excerpts, mentions, articles ■ Write promotional copy to be sent with galleys (cover letter, releases, etc.) ■ Plan publication day event if appropriate | | | <ul style="list-style-type: none"> ■ Establish Google alerts (specific and general) ■ Begin following HARO, ProfNet, etc. ■ Plan PR elements of book Web site ■ Create book Web site media room ■ Thoroughly research potential media outlets (using online and other resources) ■ Contact potential sites/blogs about linking to them and having them link to your book page (approach only relevant, quality sites) ■ Begin regularly responding to media queries at HARO, ProfNet, and similar sites ■ Explore options (for article submissions and more) at major magazine sites and sites relevant for this book ■ Update Web site media room; begin blogging and using Twitter and Facebook | | |
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4 months prior to publication date

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| <ul style="list-style-type: none"> ■ Send ARCs/galleys to national and trade magazines ■ Follow up with national and trade magazines ■ Contact regional magazines (use personal e-mails, e-blasts, calls, some snail mail) ■ Follow-up again with those who received galleys ■ Submit trade announcement info to <i>Publishers Weekly</i> and <i>ForeWord</i> ■ Submit information for special upcoming features in trade magazines ■ Write media releases and articles to have on hand ■ Prepare additional media kit materials ■ Contact major TV shows (if appropriate) ■ Get media training for yourself or your author if necessary ■ Review media selection ■ Review your overall publicity/strategy plan ■ Finalize releases and other PR materials ■ Contact newspaper, online and radio media (use personal e-mails, e-blasts, calls and snail mail) ■ Send review copies ■ Begin scheduling interviews | | | <ul style="list-style-type: none"> ■ Update Web site media room again ■ Post some media materials to your Web site/blog ■ Update Web site media room yet again | | |
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On publication day

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| <ul style="list-style-type: none"> ■ Stage publication day event, if you arranged to have one ■ Follow up with everyone who got a book and elected others ■ Continue scheduling interviews ■ Monitor and respond to national and regional breaking news ■ Review plans and evaluate responses to date ■ Launch second efforts (new release, newsletter/article) ■ Compile promo sheet of review quotes ■ Send promo schedule and new coverage to reps (as appropriate) ■ Plan campaign for the next printing or edition | | | <ul style="list-style-type: none"> ■ Update Web site media room again ■ Post some media materials to your Web site/blog ■ Update Web site media room yet again | | |
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This checklist was created by Kate Bandos of KSB Promotions.