**Book Marketing Checklist:**

|  |  |  |
| --- | --- | --- |
| **Task** | **Date** | **Notes** |
| Beta Readers |  | Get blurbs for book cover |
| Blog posts |  | 1 per week on the run up, repost to social media |
| Arrange for book-signings |  | Barnes & Noble, Adventures Underground |
| Talk to library-donate copy |  | Arrange for author talk |
| Create trailer |  | Post to blog, social media |
| Post to social media |  | 1 per week on run up, about the author journey…give hints |
| Do giveaways |  |  |
| Press release |  |  |
| Arrange for fan conventions |  | Radcon, Spokon and? |
| Arrange for podcasts |  |  |
| Post to appropriate groups |  | Especially the preorder sale |
| Arrange for preorder sale |  | D2D |
| Set up Book Launch Event(s) |  | Facebook and Twitter |
| Attend LDSPMA  |  |  |
| Talk to local high schools |  | Author Talk for Aspiring Authors |
| Add book to reader boards |  | Goodreads, Bookbub, etc |
|  |  |  |