

# ■ Book Launch Checklist

Everything you need — before, during & after launch day

Book Title:

Genre:

Launch Date:

## ■ 90–60 DAYS BEFORE LAUNCH

Foundation Phase

### MANUSCRIPT & FILES

#### ■ Final manuscript sent to professional editor

- Copy edit + proofread at minimum

#### ■ Edits incorporated and manuscript signed off

- Do a final read-through after changes

#### ■ Interior formatted for eBook (EPUB/MOBI)

- Validate in Kindle Previewer

#### ■ Interior formatted for print (PDF, correct trim size)

- Check margins, bleed, and embedded fonts

#### ■ All images are 300 DPI minimum (print)

- RGB for eBook, CMYK for print

#### ■ Front matter complete: title page, copyright, dedication

#### ■ Back matter complete: About Author, CTA, next book tease

- Link to your email list sign-up

### COVER DESIGN

#### ■ Cover designed and approved

- Test as a thumbnail at 160x240px — can you read the title?

#### ■ eBook cover: 2560x1600px JPG, RGB, <650KB

#### ■ Print cover: full wrap PDF with correct spine width and bleed

- KDP spine calculator at [kdp.amazon.com/cover-calculator](https://kdp.amazon.com/cover-calculator)

#### ■ Cover has no copyrighted fonts or stock images

- Verify licensing for every asset used

### KDP ACCOUNT SETUP

#### ■ KDP account created and tax information submitted

- Required before any royalties can be paid

#### ■ Bank account connected for royalty payments

#### ■ 7 backend keywords researched and finalised

- Use Publisher Rocket or KDP autocomplete

## ■ 2 BISAC categories selected strategically

- Check BSR of #1 in each category for viability

## ■ Book description written with HTML formatting

- **bold key phrases**, use line breaks, end with CTA

## ■ ISBN assigned (KDP free or your own)

- Your own ISBN gives more control

## ■ Pre-order set up (optional but recommended)

- Pre-orders count toward launch-day rank

## AUTHOR PLATFORM

### ■ Author website updated with new book page

- Include cover, description, and buy links

### ■ Amazon Author Central profile refreshed

- Bio, photo, blog RSS, and all book titles linked

### ■ Goodreads author profile updated

- Add book — collect 'Want to Read' shelf adds early

### ■ Email list platform set up (Mailchimp / ConvertKit / etc.)

- Welcome sequence live before launch

### ■ Reader magnet / lead magnet live on website

- Grow your list in the weeks before launch

## ■ 60–30 DAYS BEFORE LAUNCH

Build Buzz Phase

### ADVANCE READER COPIES (ARCs)

#### ■ ARC version finalised (watermarked PDF or via BookFunnel)

#### ■ ARC team / launch team recruited (aim for 20–50 readers)

#### ■ ARC copies sent with clear review instructions and deadline

- Ask for honest reviews posted on or after launch day

#### ■ ARC reader spreadsheet created to track responses

- Name, email, platform, ARC sent, review posted

### MARKETING ASSETS

#### ■ Author media kit created (bio, hi-res cover, excerpt, Q&A;)

- Save as a shareable PDF + Google Drive folder

#### ■ Launch graphics created in Canva (quote cards, countdown, cover)

- Create 10–15 ready-to-post images

#### ■ Book trailer or reel filmed (optional but high-impact)

- 30–60 seconds performs best on Reels/TikTok

### ■ Podcast pitches sent to relevant shows

■ Lead time is usually 4–8 weeks for bookings

### ■ Book blogger / bookstagrammer outreach sent

■ Personalise each pitch — attach cover and one-sentence hook

## EMAIL MARKETING

### ■ Launch email sequence written (7 emails minimum)

■ Teaser · cover reveal · countdown · live · follow-up · thank you

### ■ Emails scheduled in your email platform

### ■ Subscriber list segmented (buyers vs. non-buyers vs. superfans)

### ■ Lead magnet delivery confirmed working

■ Test the opt-in flow on mobile and desktop

## SOCIAL MEDIA

### ■ Social media content calendar built for launch month

■ Aim for 3–5 posts per week across platforms

### ■ Cover reveal scheduled

■ 2–4 weeks before launch date

### ■ Countdown posts drafted (7 days, 3 days, 1 day)

### ■ Launch-day posts written for all platforms

■ Have them ready — you'll be busy on the day

### ■ Hashtag research done for each platform

■ #BookTok #Bookstagram #KindleUnlimited etc.

## ■ 30–7 DAYS BEFORE LAUNCH

Final Countdown Phase

### KDP UPLOAD & REVIEW

### ■ All KDP files uploaded: eBook + print interior + cover

### ■ Kindle Previewer review complete on 3+ device sizes

■ Phone, tablet, Kindle e-ink

### ■ Print proof copy ordered and reviewed cover-to-cover

■ Do NOT skip this — colours and margins shift in print

### ■ Book detail page previewed on Amazon and approved

■ Check title, subtitle, description, categories, keywords

### ■ Publication date confirmed or set to immediate release

### ■ Pricing set for all marketplaces (US, UK, EU, AU, CA)

### ■ KDP Select enrolment decision made

■ Exclusive 90-day windows — choose carefully

## MARKETING FINAL PREP

### ■ Amazon Ads campaign built (Sponsored Products, auto + manual)

■ Set up now, activate on launch day

### ■ BookBub or Goodreads giveaway scheduled

■ End 3–5 days before launch for max buzz

### ■ Newsletter promo sites booked (Freebooksy, Bargain Booksy, etc.)

■ Book 4–6 weeks ahead — slots fill fast

### ■ Street team given shareable graphics and launch-day instructions

■ Tell them exactly when and how to share

### ■ Virtual launch event confirmed (Zoom, Facebook Live, IG Live)

### ■ First-week pricing strategy confirmed (full price, \$0.99, free?)

## REVIEWS & SOCIAL PROOF

### ■ First ARC reviews arriving — screenshot milestones

### ■ Early review quotes added to launch graphics

■ Social proof drives conversions more than any ad

### ■ Reached out to any editorial review sources

■ NetGalley, Kirkus Indie, Foreword Reviews

### ■ Goodreads ratings beginning to appear

## ■ LAUNCH DAY

Go Live!

### MORNING — PUBLISH & CHECK

### ■ Book approved and live on Amazon — confirm ASIN

### ■ Check all buy links work on all devices

■ Test eBook and paperback separately

### ■ Book detail page looks exactly as intended

■ Cover, description, categories all correct

### ■ Amazon Author Central: new book linked to author page

### ■ Universal book link created (Books2Read, Linktree, etc.)

■ One link that routes to all retailers

### MARKETING — GO TIME

### ■ Launch-day email sent to entire list

■ Include direct Amazon link + personal note

### ■ All social platforms posted — launch announcement

### ■ Launch event / live stream started

■ Amazon Ads campaign activated

■ Ask launch team and ARC readers to post reviews NOW

■ Reviews posted launch day carry the most algorithmic weight

■ Personally thank everyone who posts publicly about your book

■ Reply, repost, engage — the algorithm rewards it

AFTERNOON / EVENING — MONITOR

■ BSR (Best Seller Rank) monitored throughout the day

■ Screenshot every time you hit a category milestone

■ Screenshot any #1 New Release badges

■ These expire — capture them fast

■ Ads checked — adjust bids if needed

■ Reply to every comment and DM today

■ Launch day engagement sets the tone for your community

■ Celebrate — you published a book ■

■ Seriously. Stop and acknowledge what you've done.

■ LAUNCH WEEK (Days 2–7)

Momentum Phase

SALES & ADS

■ Daily BSR and sales tracked

■ Use KDP reports + BookReport or KDSPY

■ Amazon Ads optimised — pause low performers, scale winners

■ Check every 48 hours minimum this week

■ Sponsored Brand or Lockscreen Ads tested (if eligible)

■ Price promotions adjusted based on day-3 performance

REVIEWS & VISIBILITY

■ Followed up with ARC readers who haven't posted yet

■ One gentle reminder email — not pushy

■ New reviews responded to on Goodreads (optional)

■ A brief thank-you builds community

■ Review count milestone shared on social media

■ 5 reviews · 10 reviews · 25 reviews

CONTENT & COMMUNITY

■ Behind-the-scenes launch week content posted daily

■ What's happening, reader reactions, milestone moments

■ Reader tags and photos reposted immediately

■ Bookstagram photos especially — they convert browsers to buyers

■ **Second launch email sent (Day 3–4) to non-openers**

■ Use a different subject line for re-send

■ **Final launch-week email sent (Day 7) — last chance angle**

■ **Podcast or media appearances shared across all channels**

■ **30 DAYS AFTER LAUNCH**

Sustain & Scale Phase

**ANALYSE & IMPROVE**

■ **Launch data compiled: units sold, revenue, BSR peak, reviews**

■ **Ad spend vs. revenue analysed — calculate ACOS**

■  $ACOS = \text{ad spend} \div \text{ad revenue} \times 100$

■ **Best-performing social content identified**

■ Double down on what worked for your next launch

■ **Email open rates and click rates reviewed**

■ **Launch debrief document written for future reference**

■ What worked · what didn't · what to do differently

**ONGOING MARKETING**

■ **KDP Select Free Promo or Countdown Deal scheduled**

■ Best run 3–6 weeks after launch once reviews are up

■ **BookBub Featured Deal applied for (requires 10+ reviews)**

■ High acceptance rate with 4.0+ star avg

■ **Amazon Ads keyword list refreshed with real performance data**

■ **Newsletter promo sites booked for price promo**

■ **Series read-through or backlist promotion set up**

■ New readers who love Book 1 want the rest — give them a path

**COMMUNITY & BRAND**

■ **Thank-you email sent to entire launch team personally**

■ Share your sales numbers — they showed up for you

■ **All reviews and testimonials archived**

■ Use in future marketing, back matter, and pitches

■ **Author Central updated: editorial reviews added**

■ These appear prominently on the book detail page

■ **Next book planning begun or announced to readers**

■ Reader excitement about the next book starts now

■ **Lessons-learned recorded for your next launch**

■ Every launch makes the next one easier

## ■ LAUNCH PROGRESS TRACKER

Phase	Total Tasks	Completed	% Done	Notes
90–60 Days (Foundation)	22			
60–30 Days (Build Buzz)	18			
30–7 Days (Countdown)	17			
Launch Day	15			
Launch Week	13			
30 Days After	15			
<b>TOTAL</b>	<b>100</b>			

■ **Tip:** Your launch isn't a single day — it's a 90-day campaign. The authors who consistently hit bestseller lists treat every task above as non-negotiable. Tick them off one at a time, and your book will get the launch it deserves.