

■ Book Launch Planner

Step-by-Step Launch Planning Worksheet

90-Day Plan

Pre-Launch · Launch Day ·
Post-Launch

All Formats

■ YOUR BOOK AT A GLANCE

Book Title:	Author Name / Pen Name:
Series (if any):	Genre / Sub-genre:
Target Reader:	Word Count:
Planned Launch Date:	ISBN / ASIN:
eBook ■ Paperback ■ Hardcover ■ Audiobook ■	Price Point: \$_____

■ SECTION 1 — Launch Goals & Success Metrics

Set SMART goals before you start. These numbers will guide every decision you make.

Metric	Target	Stretch Goal	Actual (fill after)
Launch week sales (units)			
Amazon Best Seller Rank (BSR)			
# of reviews by Day 30			
Email list growth			
Revenue target (launch month)			
Category #1 ranking goal			

■ SECTION 2 — 90-Day Launch Timeline

■ 90–60 DAYS BEFORE LAUNCH — Foundation

■ Finalise manuscript and send to editor

- Beta readers done; track changes resolved

■ Commission / approve cover design

- Check thumbnail legibility at 160x240px

■ Set up or refresh author website

- Ensure email opt-in is visible above the fold

■ Build / refresh email list

- Aim for min. 200 subscribers before launch

■ Set up Amazon Author Central page

- Add bio, photo, and blog RSS feed

■ Create Goodreads author profile & add book

- Start collecting 'Want to Read' shelf adds

■ Decide on launch team / ARC strategy

- Target 20–50 ARC readers for reviews

■ Research and finalise 7 KDP keywords

- Use Publisher Rocket or KDP autocomplete

■ Select 2 Amazon categories strategically

- Check BSR of current #1 to gauge viability

■ Outline book description (A-page copy)

- Hook → benefits → social proof → CTA

■ 60–30 DAYS BEFORE LAUNCH — Build Buzz

■ Send ARC copies to launch team

- Use BookFunnel, StoryOrigin, or email

■ Write and schedule social media content

- Create 12–16 posts across platforms

■ Prepare 3–5 email sequences for launch

- Announcement · countdown · day-of · follow-up

■ Reach out to book bloggers / bookstagrammers

- Pitch with personalised message + ARC link

■ Set up pre-order on KDP (optional)

- Pre-orders count toward launch-day sales rank

■ Record / prepare author interview talking points

- Podcast pitches, YouTube, or IG Live

■ Plan a launch event (virtual or in-person)

- Facebook group party, Zoom launch, library talk

■ Draft Amazon Ads campaign (Sponsored Products)

- Set up but don't launch until pub date

■ Prepare BookBub or Goodreads giveaway

- Run giveaway 2–3 weeks before launch

■ Create media kit (bio, cover, excerpt, Q&A;)

- Save as PDF + folder of high-res assets

■ 30–7 DAYS BEFORE LAUNCH — Final Countdown

■ Chase ARC readers for honest reviews

- Remind gently — 1 email at 2 weeks out

■ Finalise and upload all KDP files

- Interior PDF / EPUB + cover — check previewer

■ Write book description using HTML tags

- Bold key phrases, use line breaks, end with CTA

■ Schedule launch-week email broadcasts

- Day -3, Day 0, Day +3, Day +7

■ Pin a launch announcement to social profiles

- Use countdown sticker on Instagram Stories

■ Prepare 'street team' shareable graphics

- Canva templates, quote cards, cover reveals

■ Activate Amazon Ads campaign

- Sponsored Products + auto-targeting to start

■ Order author copies / proof copy

- Verify print quality before going live

■ Notify newsletter of launch date

- Send 'mark your calendar' teaser email

■ Confirm pricing strategy and KDP Select decision

- Countdown deal or Free promo window ready

■ LAUNCH DAY & LAUNCH WEEK — Go Live

■ Publish / approve book live on KDP

- Check book detail page looks correct

■ Send launch-day email to entire list

- Include direct Amazon buy link

■ Post across all social platforms

- Vary content: cover, excerpt, review quotes

■ Ask launch team to post reviews NOW

- Reviews posted on launch day carry most weight

■ Go live on social (IG, Facebook, TikTok)

- Share excitement — authentic beats polished

■ Pin tweet / Facebook post about launch

■ Thank every buyer who tags you publicly

- Repost, reply, engage — algorithm loves it

■ Monitor BSR hourly on launch day

- Screenshot milestones (#1 in category etc.)

■ Adjust Amazon Ads bids if needed

- Increase budget on high-converting keywords

		■ Yes ■ No	■ Yes ■ No	
		■ Yes ■ No	■ Yes ■ No	
		■ Yes ■ No	■ Yes ■ No	

SECTION 4 — Email Campaign Planner

Email #	Subject Line	Send Date	Audience	Goal	Sent?
1 — Teaser		D -14	Full list	Build anticipation	■
2 — Cover Reveal		D -7	Full list	Shares + pre-orders	■
3 — Countdown		D -3	Full list	Urgency	■
4 — IT'S LIVE!		D 0	Full list	Buy now	■
5 — Social Proof		D +3	Non-opener s	Reviews	■
6 — Last Chance		D +7	Full list	Final push	■
7 — Thank You		D +10	Buyers	Loyalty + next book	■

SECTION 5 — Social Media Content Calendar

Plan content across platforms. Aim for at least 3 posts/week in the 4 weeks around launch.

Week	Post Idea / Theme	Platform(s)	Format	Date	Done?
-4	Cover reveal / 'coming soon' teaser	IG · FB · TT	Image		■
-3	Author story: why I wrote this book	IG · Twitter	Reel / Thread		■
-3	First line / opening hook quote card	All	Image		■
-2	ARC reader reactions & early quotes	IG · FB	Story / Post		■
-2	Countdown timer post (7 days!)	All	Story		■
-1	Behind-the-scenes writing process	IG · TT	Reel / Video		■
-1	Character / world-building deep dive	FB · Twitter	Thread		■
0	■ LAUNCH DAY announcement	All	Image + Story		■
0	Go live / launch party stream	IG · FB	Live Video		■
+1	Share first reader reviews	All	Quote card		■
+2	Reader photo repost (bookstagram)	IG	Repost		■
+3	BSR / bestseller screenshot celebration	All	Image		■
+4	Playlist / mood board inspiration	IG · Pinterest	Carousel		■
+5	Giveaway or bonus for readers	All	Image		■
+6	Sneak peek / next book tease	IG · FB	Story		■
+7	Thank you to community	All	Video / Post		■

SECTION 6 — Launch Budget Tracker

Expense Item	Budgeted (\$)	Actual (\$)	Vendor / Notes
Professional editing (copy/proofreading)			

Cover design			
Formatting (eBook + print)			
ARC distribution (BookFunnel / StoryOrigin)			
Amazon Ads spend			
BookBub / Goodreads ads			
Newsletter promo sites (e.g. Freebooksy, Bargain Booksy)			
Virtual launch event platform			
Graphic design (Canva Pro / freelancer)			
Author copies / proof copies			
Email platform (monthly fee)			
Miscellaneous			
TOTAL	\$	\$	

SECTION 7 — Post-Launch Debrief

Q1. Did you hit your launch goals? (Reference Section 1)

Q2. What marketing channel drove the most sales?

Q3. What would you do differently next time?

Q4. Top 3 lessons learned from this launch:

Q5. Plan for the next book / series:

Tip: Your second launch is always easier. Document everything — what you spent, what converted, who showed up for you — so your next book starts from a foundation, not from scratch.