**AUTHOR MARKETING CHECKLIST**

**After you turn in your first manuscript:**

* Create a dedicated email address with your author name and sign up for Google Alerts.
* Create an author website.
* Sign up for a newsletter platform, like MailChimp. Build a sign-up form and add it to your website.
* Create a separate Facebook page for your author name. Add the link to your website and other social media.
* Create a Twitter account for your author name. Add the link to your website and other social media.
* Create an Instagram account for your author name. Add the link to your website and other social media.
* Create a blog through a platform like WordPress and connect it to your website and other social media.
* Make a list of people you know who could help promote your book (authors for possible blurb requests, reviewers, journalists, etc.).

**The first three months:**

* If you are considering hiring an outside publicist, now is the time to let me know! We will need to know 8-10 months prior to publication to make the most out of a publicist partnership.
* Start committing to a regular posting schedule on your social media pages and/or blog. Remember to invite your followers to subscribe to your newsletter.
* Join Goodreads and claim your author page. Start shelving and reviewing books and joining discussion groups. Get to know your audience.
* Follow your favorite authors (preferably in the same genre/space) on social media and subscribe to their newsletter list. Retweet and engage with their posts. What are things they’re doing that you can implement yourself?
* Start thinking about conferences you may want to attend.
* Start thinking of awards you may want to submit to. Look into their submission guidelines in case you need to apply to become a member first, and check for submission deadlines.
* Identify the main bookstores and libraries in your area. Pay them a visit. Figure out if they host events. Start preparing your pitch.
* Follow some marketing blogs to get inspired. [Penny Sansevieri](https://www.amarketingexpert.com/blog/), [Jane Friedman](https://www.janefriedman.com/blog/), and [Tim Grahl](https://booklaunch.com/book-marketing-resources/) are a great place to start.

**Once your title pages go live on retailer sites (about six to nine months before publication):**

* Do a book cover reveal on social media and use it to drive Amazon pre-orders.
* Add buy links to your website for all major retailers: Amazon, B&N, BAM, Powell’s, and Indiebound.
* Start including pre-order links in your newsletter.
* Claim your Amazon Author Central account and update your profile. Add your ISBN, update your bio, add a photo, and link your blog, but DON’T edit any title information.
* Claim your Goodreads author account and update your profile. Add your book, update your bio, add a photo, link your blog, and add the Ask the Author feature.
* Claim your LibraryThing author page. Catalog your books, contribute to the “Common Knowledge” section on your profile, and join the “Hobnob with Authors” group.

**Five to six months before publication:**

* Pitch yourself for events at your local bookstores and libraries.
* Add your events schedule to your website.
* Start promoting your upcoming events on social media and in your newsletter.
* Start preparing passages for readings.
* Put your event organizers in touch with CLB to arrange book orders for your events.
* Start registering for conferences and planning your travel. Make yourself available for panels and signings. Add them to your events schedule.
* Sign up for a virtual book tour.
* Ramp up audience engagement on your newsletter and social media. Get creative. Host galley giveaways, start planning a virtual book launch party, or host a live Q&A.
* Create promotional items to have on hand at events and conferences and send with your giveaways.

**On publication:**

* Announce your book’s release in your newsletter and on social media.
* Host your launch events either in person or digitally. Thank your guests for coming and send thank you notes to the event organizers.
* Remind your followers and newsletter subscribers that if they like your book, you’d love to hear their feedback. It’s okay to politely ask for honest reviews on Amazon and Goodreads.
* Attend conferences. Meet new authors and engage with your fans. Bring your newsletter signup sheet and promotional items, and have a copy of your book on hand to show off.
* Be on the lookout for creative promotional opportunities and talk with your CLB team about how we can help support your efforts.

**After publication of your first book and beyond:**

* Continue engaging with your followers. Stick to your regular posting schedule. Continue building your newsletter list and sharing updates, exclusive content, and hinting at upcoming projects.
* Track your newsletter growth: subscribes, unsubscribes, and clicks.
* Track your social media growth: blog page views, Twitter followers and retweets, and Facebook “Likes” and shares.
* Track your reviews on Goodreads and Amazon and keep a list of your most influential reviewers.
* Befriend more authors in your genre at conferences, and in your community. Consider joining a group blog. Be sure to support the authors who supported you and consider supporting new authors as well.
* Consider growing a “street team” of super fans to help with future promotion.
* Start putting together a promotional plan for your next book.