

Brainstorm Your Online Book Launch Party

Prepared by Kathryn Ross, Pageant Wagon Publishing, 2017 ARR
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Script Your Show

Act 1: Pre-Production Planning

Act 2: Write the Script

Act 3: Rehearsal & Showtime

Curtain Call: Post-Production Musts

Pre-Production Planning

Scene 1: Set the date six weeks in advance; Create Facebook Event Page; Invite friends

Scene 2: Participate in online launch parties by other authors to network and glean ideas to include in your own party.

Scene 3: List quotes from your book and collect images to create memes

Scene 4: Determine topics and prepare questions as conversation starters

Scene 5: Create “challenge questions” for games with prizes to be promised

Scene 6: Plan promotional videos and film them in advance of event with new content

Scene 7: Collect sponsors to donate prizes in exchange for promotion at the party. Have them share the invite with their network.

Script the Party

Scene 1: Create a storyboard worksheet of the timeline of the event.

- ~ Spreadsheet
- ~ Sticky notes on board
- ~ Word doc

Scene 2: Spread the prep material from Act 1 evenly throughout the two-hour time frame.

Scene 3: Secure all images in one file folder for easy access.

Scene 4: Create a Word doc with the exact script and images, numbered in the order of planned posting.

NOTE: Craft your posts in exact detail, giving attention to grammar and content. You will copy and paste each one in order to save time. Allow a few minutes for engagement and replies before moving onto the next one.

Rehearsal & Showtime

Scene 1: Use specially prepared memes for promotion of event page and party invite across social media and via email.

Scene 2: Entice people to attend by posting photos of prizes to be won.

Scene 3: Tutor your audience over the weeks of promotion in what people can expect to happen at the party: *Remember: post three brand/informative posts to one promotional post daily. Don't weary your audience with spammy blasts. Position as a "giver" not a "taker."*

Scene 4: Post day-of countdown to build excitement, posting the link to the **DISCUSSION** tab on the Facebook Event Page:

1. Kick-off with a simple welcome meme.

2. Welcome message:

3. Invite introductions:

COMMENTS: Reply with appreciation for coming to each person who posts an introduction.

4. Whet appetites for what to expect—show and tell:

5. Thank prize sponsors: *BE SURE TO INCLUDE HYPERLINKS!!*

6. Introduce yourself: *I'm your hostess, Kathryn Ross, creator of Fable Springs Parables and author of Bugaboo-Bee's Bop: Patience for the Prize. I'll start off the introductions in the comments here!*

7. A little book backstory:

8. Post some reviews:

9. **The Creative Process:** Interesting details about book production
10. **Introduce your creative/production team in two or more posts**
11. **High Praise for team member's work:** Any specific reviews praising the work of one of your creative team.
12. **CHALLENGE QUESTION:** Include image and description of the prize to be won along with the question. Reply separately in **Comments:** Answer to question; And the winner is . . . ; And the prize is . . . including: *Please Private Message me with your mailing address so I can send it out to you this week!*
13. **Promote an upcoming special event like a booksigning:**
14. **Another highlight of your creative team:**
15. **Invite members of your creative team to share about themselves.**
16. **CHALLENGE QUESTION:** Include image and description of the prize to be won along with the question. Reply separately in **Comments:** Answer to question; And the winner is . . . ; And the prize is . . . including: *Please Private Message me with your mailing address so I can send it out to you this week!*
17. **Post a video.**
18. **Discuss an aspect of the CONTENT or THEME of your book:**
19. **Audience Challenge:** *Share Your Anecdotal Story*—how does your reader's story connect to the content/theme of your book?
20. **Challenge Question: First person to post (relevant Scripture) wins!** Include image and description of the prize to be won along with the question. Reply separately in **Comments:** Answer to question; And the winner is . . . ; And the prize is . . . including: *Please Private Message me with your mailing address so I can send it out to you this week!*

- 21. Promote another upcoming special event:**
- 22. Book Content Conversation Starter:**
- 23. Challenge Question: First person to post (relevant Scripture) wins!**
Include image and description of the prize to be won along with the question. Reply separately in **Comments:** Answer to question; And the winner is . . . ; And the prize is . . . including: *Please Private Message me with your mailing address so I can send it out to you this week!*
- 24. Conversation Starter with Bonus Material Teaser:** Reference any Freebies, study guides, etc. available
- 25. Conversation Starter:** Related to your message or mission statement
- 26. Fascinating Facts** related to your book's topic
- 27. Conversation Starter**
- 28. Challenge Question related to a “fascinating fact”** about your topic
Reply separately in **Comments:** Answer to question; And the winner is . . . ; And the prize is . . . including: *Please Private Message me with your mailing address so I can send it out to you this week!*
- 29. Fascinating Facts** related to your book's topic.
- 30. Fascinating Facts** related to your book's topic.
- 31. CHALLENGE QUESTION: First person to post (relevant Scripture) wins!** Include image and description of the prize to be won along with the question. Reply separately in **Comments:** Answer to question; And the winner is . . . ; And the prize is . . . including: *Please Private Message me with your mailing address so I can send it out to you this week!*
- 32. Informative Tip** related to a **SPONSOR** of your book.

Me-and-My-Book Character Sketch Exercise

Prepared by Kathryn Ross, Pageant Wagon Publishing
www.pageantwagonpublishing.com

*Before actors step onto the stage to play their part in a show,
they make sure they know the heartbeat of their character
as well as their memorized lines.*

Prepare a character sketch about you and your book by answering a few questions. Imagine you're being interviewed. How will you respond? You'll need to have the answers to these questions on the tip of your tongue when sharing with others—and on the tips of your fingers when engaging with party-goers at your online book launch! Respond swiftly to comments and replies with informative, engaging remarks to keep the party moving along.

1. What is your new book about?
 2. Who are the readers you wrote this book for?
 3. Describe the overall theme of your book?
 4. Explain a unique “phrase, angle, element, character” in your book?
 5. Where did the idea to write this book come from?
 6. What was the creative process of writing your book like?
 7. What distinguishes your book from others that might be similar?
 8. Why should someone read your book?
 9. What key words or concepts are particularly inspiring to you in your book?
 10. How would you complete this sentence: “Your Name” writes because:
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Book Launch Party Ideas Worksheet

Prepared by Kathryn Ross, Pageant Wagon Publishing
www.pageantwagonpublishing.com

This is a worksheet I used to flesh out topics to incorporate into the book launch party script. How would you adjust my topics here to the content of your book? Can be used for fiction and non-fiction.

Concepts of Book—patience, contentment, work ethic, hopeful expectation

Be sure to do your "homework" and be ready to share your story "The Day I Was a Bugaboo in the Beehive and What I Learned"--and your personal tip on Living the Sweet Life.

Bee Facts—Lifecycle of bees, making of honey comparison to meditating on God's Word

Honey Facts—Uses, recipes

Literacy Uses—Practical application of story concept, literature study concepts, vocabulary enrichment, poetry workshop, expressive reading

Scripture—Concept Scripture "sword drill"

First person to post Romans 1:1 wins the prize!

Prizes—copy of book w/CD, Haley's CD, Limited Edition Print, homeschool resources, honey products, find sponsors to donate prizes, stay within budget in prize buying

Reviews—Amazon, Goodreads, B&N—complimentary exclusive pdf review copy PLUS audio sent to each book launch team member via link to hidden page on website

Build a Launch Team—ASK for Support!

Review this sample of the letter below that I sent via email to prospective book launch team members. I reached out to peer writers, mentor influencers, target market readers, and supportive friends. Make a list and reach out to those you think will support you in your efforts. Note how the letter is crafted with specific information and consider how you would follow this model adjusted for the specifics of your own book.

Note: Out of 120 people I reached out to, 60 agreed to be on the team and 40 actually posted reviews. Many of them attended the party—some staying for a while and others just clicking in for a few minutes.

Dear _____,

Hooray! *Bugaboo-Bee's Bop: Patience for the Prize* is in the hands of the printer. We're patiently counting the days until the prize of the finished hardcover, paperback, and audio book CD is in our hands, ready to release on Monday, April 4th with an Online Facebook Book Launch Party between 7pm and 9pm EST!

But, we can't stop with *Bugaboo-Bee's Bop* just being delivered to Pageant Wagon Publishing. We're eager to place this quality picture book, designed for family literacy, teaching, learning, and discipleship, into the hands of readers!

As a creative team—myself as author, Noah Berge as illustrator, and Haley Richardson—our audio book musician, we've taken the vision for Fable Springs Parables to the next level in production. Just look at what we've packed in this latest release:

- Rhyming text with elevated language, including a glossary of new words for young readers
- Thematic concepts explored with vibrancy and metaphorical connections
- Life science teaching tools with fascinating facts and additional references
- Challenge questions to encourage conversation about character development principles
- Detailed illustrations that leap off the page into the heart
- Audio book dramatization complemented by a musical soundtrack featuring traditional Irish tunes, ragtime, classical music selections, and original compositions

We are beyond excited to introduce *Bugaboo-Bee's* story into the marketplace—but we need your help! We're looking for lovers of literature, art, music, and drama to partner with us as part of the *Bugaboo-Bee's Bop* Book Launch Team.

As a Book Launch Team member, you will get a sneak peek at the book and audio book performance via an exclusive digital edition of both. You'll be asked to do a few things to help us promote *Bugaboo* to a targeted reading audience including:

Greater Philadelphia Christian Writer's Conference Workshop E18
Brainstorm Your Online Book Launch Party Workshop, by Kathryn Ross
Pageant Wagon Publishing 2017 ARR

- Children ages 6 and up
- Homeschool families
- Christian families
- Sunday school teachers
- Children's church directors
- Women's ministries
- Christian school classroom teachers and administration
- Library program coordinators

Here's what we need you to do once you've enjoyed Bugaboo-Bee's story:

- Write a review and publish it as applicable:
- On your social media network with a link to purchase
- On your blog with a link to purchase
- On Amazon, Goodreads, and Barnes and Noble—*Note: Plan to publish on the Launch Date, Monday, April 4, to raise our Amazon ranking.*
- Recommend our speaking programs designed for elementary/middle school children, writing workshops for high schoolers, theme discussion for women's ministries, small groups, and family ministries
- Attend, participate in, and invite others to our Facebook Launch Party on Monday, April 4 via a special event page link, featuring book discussion, interaction, prizes, and more!
- Share our promotional posts on your social media networks when we post them.
- Pray that the Lord bless our efforts—and for all those who will read Bugaboo's story.

Please help us get *Bugaboo-Bee's Bop* into the hands of readers so we can fulfill our mission to provide literary tools for family literacy and discipleship.

Reply to this email/message/post to let us know how you can help. If you commit to a review, I'll send you a link to a "Members Only" page on the Pageant Wagon Publishing website where you can access an exclusive PDF version of the book PLUS a bonus audio book track to play with my gratitude for helping to get Bugaboo-Bee off to a good start!

Click the link to join the exclusive Bugaboo-Bee's Bop Book Launch Team Facebook Page. You'll be kept up to date on everything as April 4th closes in on us!

Thank you for your kind consideration!

***Note:** The Bugaboo-Bee's Bop Book Launch Team Facebook Page is no longer active. However, the EVENT page with the actual party posts from April 4, 2016 is accessible for review at:*

https://www.facebook.com/events/1747423898828791/?active_tab=discussion