

Timeline for promoting a book

The release date and first few weeks of a book's shelf life are critical to get a buzz going and start sales momentum. Plan a book's promotion as early as possible. Talk about it to everyone as soon as you have your book contract.

4-6 months before release date:

- Pre-blog about each book chapter, start newsletters
- Create radio pitches
- Prepare bio
- Write the book description (this may be in the proposal)
- Create an information sheet
- Solicit expert endorsements
- Write promotional copy for book jacket and catalogue
- Create a press kit
- Create suggested media questions
- Write press releases
- Plan a release party/events
- Update media contact/influencer list
- Design web pages for the book
- If you want to hire a publicist, contract now
- Present excerpts to magazines
- Create a speaker/expert sheet and send to meeting planners
- Schedule speaking engagements
- Create a contest to sponsor
- Create a Top Ten list for book's topic
- Write and submit articles on book's topic
- Start scheduling a blour (blog tour)

0-4 weeks before release date

- Send a release notice to local papers and offer to be available for a profile
- Have galleys sent to reviewers (larger ones may need this several weeks earlier if possible)
- Contact major TV and radio stations
- Send out post cards with book cover to influencer list, friends, stores, etc..
- Finalize and print press materials
- Create a U-tube book trailer
- Open up book's web pages
- Send out Top Ten list
- Attend a local media gathering and let reporters know your area of expertise

Once you have release copies

- Send release copies with press kits to media
- Follow up with phone calls/emails to media to schedule interviews
- Send out press releases
- Start your contest

On release date

- Stage release events
- Start the blog
- Upload the book trailer to u-tube and your web site
- Upload free pdfs to be downloaded

After the release—continue marketing as long as book is in print

- Send out press release/photos of release event
- Keep scheduling interviews and sending out more review copies
- Schedule teleseminars
- Keep posting blog entries, newsletters, and writing articles
- Compile promo sheet of interview quotes and post on your web site/blog
- Visit other blogs on topic and post comments with a link to your site