

Book Launch Checklist

A practical plan for production readiness, public information, ethical early support, launch activities, and long-term visibility.

Choose the publishing window

- ☐ Final files and proof approval are complete before major promotion begins.
- ☐ The publication date allows time for platform review, shipping, and corrections.
- ☐ The launch plan includes preparation, release, and follow-up phases.
- ☐ Goals are realistic and not based on guaranteed rankings or sales.

Prepare the public information

- ☐ Book title, subtitle, description, cover, formats, pricing, and purchase links are consistent.
- ☐ The author biography and photograph are current.
- ☐ The author website and book page are ready.
- ☐ Retailer author profiles are claimed or updated where applicable.
- ☐ A short announcement and longer description are prepared.

Invite early support ethically

- ☐ Advance readers understand that honest feedback is welcome.
- ☐ No positive review is required or purchased.
- ☐ Review requests follow current retailer rules.
- ☐ Endorsements and quotations are accurate and approved for use.
- ☐ Libraries, organizations, churches, media, or professional groups are contacted only when relevant.

Launch and continue

- ☐ Email, website, social, speaking, and partner announcements are coordinated.
- ☐ Messages provide useful context rather than repeating the same sales request.
- ☐ Questions and broken links are monitored during launch.
- ☐ The book has an ongoing visibility plan after launch week.
- ☐ Results and lessons are recorded for future titles.

Launch dates and responsibilities

Important: This worksheet provides general publishing guidance. Requirements, platform policies, and project needs may change. Verify current requirements before final publication.