



BOOK LAUNCH BLUEPRINT

HOW TO WRITE AND PUBLISH
YOUR BOOK IN 12 WEEKS

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authors.fm

The Authors Channel Book Launch Blueprint

How to Write and Publish Your Book in 12 weeks

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BEFORE WE BEGIN

Steven Sonsino and Jacqueline Moore



We've compiled this checklist to help you to achieve the goal of writing and publishing your book in about 12 weeks. This works for us and the people we've coached through this process.

If you follow these steps, this system should also work for you.

This checklist is a comprehensive guide to publishing your book yourself, in effect through your own publishing company.

By the way, if you want to publish through a traditional publisher, not all of these steps will apply.

TWO QUESTIONS

Before we get into the Book Launch Blueprint there are two questions you ought to answer:

Question 1: Why do you want to write a book?

Question 2: What are the hurdles you foresee?

We'll explore these on the next page in some detail, because your answers are really important for a number of reasons.

So do actually answer the questions. Don't just skim over them. Really think about them and – when you have answers – write them down.

Why?

SPEED

Having absolute clarity on why you want to write a book and what you think the key hurdle will be is important. It will streamline your thinking as you read the checklist that follows. And it will allow you to write and publish your book faster than you thought possible.

Don't forget, as you read, that there are more resources on the Authors Channel site at authors.fm. So don't hesitate to explore that for more detailed information on each part of the process.

Finally, print this checklist out. Write on it. Cross out the elements that don't apply to you. Particularly when it comes to the final few weeks related to launching your book. Not every strategy or tactic we list will be relevant for you. Make this checklist your own.

Then, when you come to write your book, the challenge will be that much easier. You'll have a customised plan in your hand that you can follow step-by-step.

Let us know how you get on writing your book.
Jacqueline Moore and Steven Sonsino

WHY DO YOU WANT TO WRITE YOUR BOOK?

First answer this question: why do you want to write a book?



Your answer will influence the kind of book you write and publish and how much effort you'll need to market the book.

1. **SATISFACTION:** Do you want to have the satisfaction of holding a book in your hand and will that be enough for you? (If so, the quality of what you do is paramount and time may not be of the essence.)
2. **BUSINESS VISIBILITY:** Do you want to give copies to customers and contacts to increase your or your business's visibility? Or perhaps you want to spread the word about the important work you or your team or your business do? (If so, writing and crafting a coherent story, with a meaningful purpose, will be important. But in terms of production a paperback or ebook may be enough.)
3. **SHARE THE MESSAGE:** Do you want to get your message – whatever that is – 'out there'? (Here it's reach rather than revenue that is the important issue. You may be able to achieve this purely with an ebook or using the Kindle platform, for example.)

4. **PERSONAL VISIBILITY:** Do you want visibility in your work or career? Be honest. (This will probably involve an upgrade in terms of production values – it may not need to be gold-plated, but it can't be shoddy. But, above all, a meaningful story will be critical.)
5. **BUSINESS PLATFORM:** Do you want to build a platform for your business or career? Do you want to make additional revenue to sustain you and your family? (For the first time now, additional services and products to offer become important. Book sales may not be enough to meet your needs.)
6. **BESTSELLER STATUS:** Do you want to write a bestseller? For whatever reason. (This has special requirements, some of which are easier to achieve than others.)
7. **BUILD A BUSINESS:** Do you want actually to create a wholly new business and to generate new and significant income? Perhaps you want to leave your existing role and build a new career. (This definitely involves thinking how to use your book to promote other services and products. This is hard work, but surprisingly easy to do.)
8. **YOUR LEGACY (or someone else's):** Do you want to leave a legacy or to honour someone else's legacy? (Again, quality of production may matter more than how long this takes you.)

So, what's the big reason you want to write this book? Are you creating a book for the achievement of it, to share your message (reach, really) or is it to generate revenue?

Write or type your answer here

WHAT'S THE BIG CHALLENGE?

If you haven't written a book before, what's the biggest challenge – what's the single biggest thing that's been holding you back?



1. **TIME:** Are you concerned you don't have enough time? (You may be overestimating the time it takes) Well, there are things you can do to accelerate the process. Some of those strategies are incorporated here in the Book Launch Blueprint.
2. **THE IDEA:** Are you worried you don't have a good idea? (Get feedback from someone whose opinion you trust. Do a small survey with potential readers.)
3. **HOW TO:** Are you unsure how to write or publish or market your book? (There is a great deal of free information available on the internet. Take care, though. You need to find a credible guide. Many so-called coaches have actually only created ebooks or published just one title. This may not give you the extensive experience you need in a coach.)
4. **WRITING/EDITING EXPERIENCE:** How much experience do you personally have of writing or editing? (If it isn't very much, this isn't necessarily a drawback. You can dictate your book, which will

actually make it very readable. And you can hire editors for very reasonable fees with a little effort.)

5. **CONTACTS:** Are you concerned that you don't have contacts with designers, editors, printers or publishers? (They are out there and are surprisingly easy to find. More hints to follow.)
6. **NO ACCOUNTABILITY:** Do you have no real deadline? Is there no one holding you accountable to finish this? Partly your motivation for the project itself is what will drive you to complete this. But an accountability partner watching over your shoulder is very helpful. (Make no mistake, writing a book is hard work, but making a sustained, intensive effort is usually better than tackling the project in fits and starts over a lengthy period. Don't let this drift.)
7. **FEAR:** Are you concerned it will harm, rather than help, your position, your career or your business? (If you are employed and the book you wish to write is related to your employment, there are things you can do to minimise potential problems.)
8. **SELF-ESTEEM:** Do you wonder if your book will actually be any good? (Some authors report they have a strong 'fear of failure'. How about you?)
9. **CONFIDENCE:** Do you wonder if anyone will buy or read your book? (Again, talking to potential customers can do wonders for your self-confidence. It's only market research, after all.)

Which of these issues seems the most significant? (Write or type your answer here)

How can you yourself discover how to overcome the perceived hurdle? (Write or type your answer here)

The Three Phases of Publishing Your Book

Having written and published more than 12 books together we have identified three phases that occur in the creation of almost every book.

Your book is also likely to go through these three phases:

Phase 1: Creating the content (research and writing)

Phase 2: Managing the production (typesetting and printing)

Phase 3: Marketing (launching the book and creating income)

But because we've produced so many titles – in so many different ways – we've been able to simplify and streamline the entire process.

Initially we created this blueprint for ourselves and we found we were able to write books faster and faster when we followed the blueprint.

Then we began to oversee the process for other writers – some of whom just happened to be members of our own family. No pressure there then (#irony).

And now we're ready to share the system with you.

The biggest lesson we've learned in repeating this strategy so many times is that, when you're focused and you follow this blueprint carefully, you can OVERLAP the three phases of producing your book.





It's this – the way the three phases intertwine – that makes this system so powerful, so strong and yet so fast.

Because, to make such a significant project as a book happen, you need to have a plan. And you need to follow it.

We've found that by following this process you can write and publish a 50,000-70,000 word book, or about 200 pages, in about 12 weeks. Sometimes it can be a little faster. Sometimes it takes a little longer. But it doesn't take years.

We'll be honest with you. It's wise to leave a little more time than you anticipate, in case there are unavoidable delays in the process. As with any good intentions, life can sometimes get in the way. Through no fault of yours.

But, if you follow this publishing process carefully, you should be able to make your book a reality... actually to hold your book in your hands... in about 12 weeks. Imagine that.

Are you ready?

Here comes the blueprint – a week at a time.

Stage 1: Developing your core book concept

1. **WHO ARE YOUR READERS?:** Who are you writing for and what's their key challenge or pain point?
2. **WHY ARE YOU WRITING?:** Why are you writing and why now? (What makes this urgent?)
3. **WHERE ARE YOUR READERS?:** Physically and virtually where are your readers? Where do they hang out? (This can help you focus and it may also help later in marketing.)
4. **TITLE:** Do you have a compelling, killer title? Is it intriguing or brandable? (A series of books can be very lucrative.) Is it focused on an outcome (eg [Four-Hour Work Week](#))? Is it focused on a transformation (eg [Four-Hour Body](#))? Is it focused on a single segment or industry (eg [Leadership FM](#))? If it's non-fiction, is it a 'How to' book? Does the reader clearly know 'what's in it for me'?
5. **SUBTITLE:** Have you written a pragmatic 'how-to' subtitle? (This might contain keywords that potential readers might search for.)
6. **COVER:** Have you got an idea for the cover? An icon, an image, a visual metaphor?
7. **COVER BLURB:** Have you written the back cover blurb? Have you crafted a shocking overview of the problem or story? Have you briefly described your solution and why it's new or unique? Have you included early reviews or testimonials? (Or have you thought of possible reviewers to ask?)Have you described what the experience of reading your book will be like?
8. **WEBSITE:** Do you have a unique name for your website? Have you bought the domain name? (Ideally it should be identical to your proposed book title.)
9. **TOC:** Have you written the Table of Contents or a compelling chapter outline? (This is the structure of your book. It will help speed up your writing and keep you focused.)
10. **OPENING & CLOSING PARAGRAPHS:** Have you drafted working first and final paragraphs for the book? (This gives you focus.)

11. **WHAT'S FOR SALE:** Have you decided what to put in the appendix for sale? (For example, an audiobook, video training, workshops, or your speaking ideas.)
12. **FORMAT:** Have you chosen the format of your book? Hardback or softback/paperback? Digital only: for example, book and/or audiobook? (This has implications for later.)
13. **LENGTH:** Have you calculated how much to write, based on the length of the book? If you are printing physical copies, you'll want to keep costs to a minimum. So have you chosen a book length that's divisible by 32? (And have you set up a spreadsheet to track your progress?)
14. **PHYSICAL SIZE:** Have you decided the physical size of the book (HxW)? If you need to keep costs down because you are self-publishing, have you discussed with a printer the optimum size that minimises waste?
15. **PAGE DESIGN:** Have you got an idea of the interior design of the book? Have you chosen a book you like the look of that you can model? (For the typography and layout, for example.)
16. **WHAT'S FOR SALE:** Have you decided what to put in the appendix for sale? (For example, an audiobook, video training, workshops, or your speaking ideas.)

ITEMS TO CARRY OVER TO NEXT STAGE

Stage 2: Research plan for content creation

17. **RESEARCH CONVERSATIONS:** Have you identified about 20 people to talk to, to research your book? Have you set up interviews with 4-5 people? (Prefer primary research such as interviews to secondary or desk research.)
13. **CASE STUDIES/EXAMPLES:** Have you identified case studies or other background material to explore? Have you researched 5 case studies?
14. **TRANSCRIBING:** Have you booked a transcriber? (Have you negotiated a fixed price?)
15. **EBOOK PRODUCERS:** If you are considering producing an ebook, have you considered Kindle Direct Publishing (Amazon), IngramSpark and Kobo?
16. **PRINTERS:** If you're producing hardback or paperback editions, have you made a shortlist of local printers? Or have you picked a couple of good publishers and discovered who prints their books? (It should be printed inside the front of every book.)
17. **PRINTING QUOTATIONS:** Have you got printing quotes and examples; ideally with referrals from people you know? (Get quotes even if you're not sure you will do this. You can decide later.)
18. **MEET THE PRINTING TEAM:** Have you met your liaison production people – if they're local – and have you seen the printing plants where your book will be printed? Have you asked if you can see your books coming off the press? Have you asked if you can take pictures or video? (Whatever time of day the book may be being printed.)
19. **PRINT RUN:** Have you decided how many copies to print? (Keep it small, say 100 or 200 tops if this is your first run. Reprinting is never too difficult these days.)
20. **DELIVERY:** Where will the books be delivered and where will they be stored? (Don't order too many! Did we say that already?)
21. **BOOKSTORE DISTRIBUTION:** Have you decided whether to use [Ingram Spark](#), [Kindle Direct Publishing \(KDP Select\)](#) and/or [Barnes &](#)

[Noble](#) in the US? Or some other way of printing and distributing? Or have you decided not to distribute to the book trade at all?

22. **FOREIGN LANGUAGE EDITIONS:** Have you considered licensing the publication of foreign language editions? Have you explored translation costs?
23. **OTHER RIGHTS:** Have you considered selling other rights (eg audio/video/training rights)?

ITEMS TO CARRY OVER TO NEXT STAGE

Stage 3: More content creation

24. **RESEARCH CONVERSATIONS:** Have you identified 4-5 more people to talk to? (New people or recommendations from previous interviewees/contacts.)
25. **CASE STUDIES/EXAMPLES:** Have you identified 5 more case studies or other background material to explore?
26. **TRANSCRIPTION:** Have you transcribed your interviews? (Better yet, get them cheaply transcribed.)
27. **READER PANEL:** Have you invited potential readers to join a reader panel and give you feedback on early drafts of your chapters?
28. **GUEST FOREWORD:** Have you identified an influential figure in your community who you could invite to write a guest foreword?
29. **ISBNs:** Have you got the ISBN from your national agency (eg [Bowker](#) in US, [Nielsen](#) in UK)? Have you got at least 3 for different editions – hardback, paperback, audiobook? (You can get a book of 100 which is much cheaper overall.)
30. **COVER ARTWORK:** Have you commissioned your cover artwork (or will you DIY)? Try [99designs](#), or even [fiverr](#), if you don't have any designer friends.
31. **COVER IMAGES (2D and 3D) and cover blurb:** Have you produced 2D and 3D graphic cover mock-ups and your cover blurb? (Try [Cover Action Pro](#) for Photoshop.) You wrote the blurb in Stage 1 – this is the core premise of the book and will be the basis for your preface and for the Amazon page for your book.)
32. **AMAZON ADVANTAGE ACCOUNT:** Have you set up your [Amazon Advantage](#) account? (In the US and other markets of interest.) Choose the best categories for you – prefer a narrow focus. Use the same launch day as you stated when you registered your ISBN at your national ISBN agency
33. **AMAZON BOOK PAGE and AUTHOR CENTRAL:** Have you created your book page on Advantage and your [Author Central](#) page?

34. **GOODREADS:** Have you created your [GoodReads](#) account/page?
(Yes, it's owned by Amazon, but it's separate and worth joining.)
35. **WEBSITE:** Have you a website, ideally with your own unique name?
(Try [GoDaddy](#) or [Bluehost](#).) Have you set up free on [Booklaunch.io](#)?

FOLLOW UP

What's passed forward from the last couple of weeks?

Stage 4: Even more content creation

36. **RESEARCH CONVERSATIONS:** Have you conducted your final 4-5 interviews? (And have you transcribed them?)
37. **CASE STUDIES:** Have you researched your final case studies?
38. **START WRITING:** Have you started to write the book, following the TOC or chapter outline you created? Start where you like, but we prefer TOC order (Preface, Chapter 1 etc).
39. **STYLE GUIDE:** Have you started to create a writing/editing style guide? Create it as you go (list special spellings, how you deal with numbers, eg one to nine spelled out, 10 and over in digits)
40. **OUTLINE YOUR AUTHOR'S PREFACE:** Have you written the outline of the preface, based on the back cover blurb? How this book came to be; what's the next stage for the reader. Have you signalled what's coming up in the appendices?
41. **SINGLE-CHAPTER OUTLINE TEMPLATE:** Have you created a Chapter Structure Checklist? (Is it focused on creating high-impact intros and cliffhangers?)
42. **FIRST TWO CHAPTERS:** Have you written Chapters 1 & 2? Don't edit them yet; adopt a 'never go backwards' strategy
43. **INITIAL LAUNCH PLAN:** Have you generated some initial ideas for how you will launch your book? Will you set up a 24-hour global launch with just yourself running webinars? Or will you design a 3-day launch conference, issuing invites to, say, 12 speakers in related areas? Have you decided how to use social media, if at all?
44. **WORKING LAUNCH PLAN:** Have you settled on a work-in-progress for your launch plan?

FOLLOW UP

What's passed forward from last week?

Stage 5: Initial marketing plan

45. **GUEST FOREWORD:** Have you reached out to someone significant in your area to write your foreword?
46. **FINAL RESEARCH CONVERSATIONS:** Have you conducted the FINAL 3-4 interviews (there are bound to be some that crop up late) and have you got them transcribed?
47. **WRITE TWO CHAPTERS:** Have you written Chapters 3 and 4?
48. **FINALISE STYLE GUIDE:** Have you finished your writing/editing style guide? (If you will have an editor, have you tidied it up to share with your them?)
49. **DESIGN BRIEF:** Have you checked out books you like the look of to develop a look for the book? (Have you created a briefing document for the look of the book? Then you can brief a designer to prepare a design template in Adobe InDesign, for example)
50. **DESIGN TEMPLATE:** Have you created the template yourself or found an artist and commissioned them to create an InDesign template?
51. **FREE LAUNCH GIFTS:** Have you identified authors and associations who may be good partners to offer free gifts (eg chapters of books, audio or video files)? These make good incentives for launch day.
52. **ASSESS ASSETS:** Have you listed the possible launch content (gifts) you already have?
53. **BLOG ON WEBSITE:** Have you set up a Wordpress blog for launching your book?
54. **1-10-100:** Have you identified your first 1, 10 and 100 readers and where they will come from?

FOLLOW UP

What's passed forward from last week?

Stage 6: Taking stock (Writing well under way)

55. **FINAL (FINAL) RESEARCH CONVERSATIONS:** Have you conducted any outstanding interviews and had them transcribed?
56. **WRITE TWO CHAPTERS:** Have you written Chapters 5 & 6?
57. **REVIEW TWO CHAPTERS:** Have you pre-edited Chapters 1 & 2?
58. **REVIEW OTHERS:** Have you got others to review/edit?
59. **CONSIDER PRE-RELEASING CHAPTERS:** Have you considered a pre-release strategy – some or all? To get early feedback from readers or clients. Have you set up your reader panel?
60. **SHORTLIST DESIGNERS:** Have you shortlisted InDesign designers if you can't see an obvious choice?
61. **WRITE PRE-LAUNCH BLOG POST/S:** Have you added any ongoing pre-launch content to your launch blog?
62. **SOCIAL MEDIA STRATEGY:** Have you devised Facebook and/or LinkedIn strategies if you want to use social media?
63. **DESIGN YOUR PR CAMPAIGN:** Have you designed a 'world wide rave' among potential audiences? (See David Meerman-Scott [World Wide Rave](#).)
64. **INVITE MORE GIFTS:** Have you invited more bonus content from guests/agencies?
65. **DECISION TIME:** Have you made the decision to print or not to print hardback or paperback?
66. **CHOOSE PRINTER:** Have you commissioned your chosen printer?
67. **CHOOSE DESIGN:** Have you revisited your designers and design templates? Have you made a choice for the look of the book?

FOLLOW UP

What's passed forward from last week?

Stage 7: Typesetting your book

68. **LAST-MINUTE INTERVIEWS:** Have you finished any (REALLY FINAL) last-minute interviews and had them transcribed?
69. **WRITE TWO CHAPTERS:** Have you written Chapters 7 & 8?
70. **REVIEW EARLY CHAPTERS:** Have you pre-edited Chapters 3 & 4? (If you can, get to 5 & 6, too.)
71. **REVIEW OTHER CHAPTERS:** Have you got others to review/edit if you wish? This will mainly find spellings and occasional major flaws.
72. **COMMISSION EDITOR:** Have you lined up your editor (or got ready to edit, if you're editing yourself) for the big job of editing the whole thing?
73. **UPDATE AMAZON PAGES:** Have you tweaked and updated your Amazon page? (Revised the cover image, revised the blurb text as it has become clearer, added reviews if you can.)
74. **UPDATE WEBSITE:** Have you finalised your website? Will you use your own unique site or booklaunch.io? Have you added content (posts, tweets, video) to your Amazon Author site?
75. **UPDATE GOODREADS:** Have you updated your GoodReads page, if you have one? Have you explored GoodReads giveaways and even created a campaign plan?
76. **INVITE LAUNCH GIFTS:** Have you reached out again for launch-day bonuses (to other authors, speakers, valuable contacts and associations)? Have you recorded some interviews with them?

FOLLOW UP

What's passed forward from last week?

Stage 8: Final setting and editing

- 77. **WRITE LAST TWO CHAPTERS:** Have you written Chapter 9, any concluding chapters and a Conclusion?
- 78. **PRELIMINARY PAGES AND ENDPAPERS:** Have you written Preliminaries (eg copyright page) and Endpapers (eg bibliography and references or notes)? Don't create your index yet.
- 79. **APPENDICES:** Have you written Appendices and Product pages?
- 80. **REVIEW EARLY CHAPTERS:** Have you pre-edited Chapters 5 through 8?
- 81. **OTHERS TO REVIEW:** Have you got others to review/edit if you're partly handling the editing?
- 82. **CONFIRM EDITOR:** Have you confirmed your editor is ready (or prepared yourself and your time) for next week?

If you're going to print hardback or paperback:

- 83. **CONFIRM PRINTER:** Have you alerted your printer to expect a PDF in the next week or so?
- 84. **TEST TYPESETTING:** Have you started to set your main chapters, to see how it all works? Have you ironed out any tricky design issues, eg tables and graphs, if any? Have you created and are you using a typesetting checklist? Have you remembered to use and/or share the editorial style guide you created?
- 85. **OR COMMISSION TYPESETTING:** Or have you commissioned your editor/designer to start setting your main chapters by importing your text files?

FOLLOW UP

What's passed forward from last week?

Stage 9: Ready for printing your book

Invariably some things this week, and from here on, will be out of sequence. No problem. Just amend the Blueprint. Keep track.

86. **EDITING/MANUSCRIPT TO EDITOR:** Have you handed over your full and final manuscript to the editor? Or have you taken a week out to edit it yourself? You must have at least one other person (a second pair of eyes) to review it. Have you remembered: what the editor says goes? (You are too close to see what needs to be done.)
87. **PREPARE TO INDEX:** Are you ready to create an index? (It can be done easily and quickly in Microsoft Word or any good word processor.) Have you created an index checklist in advance – what must be in the index and what doesn't need to be?
88. **CHECK EDITING PROGRESS:** If you are using an editor, have you checked on progress on the edited manuscript?
89. **FINALISE INTERIOR DESIGN:** Have you finalised your typesetting design from your edited manuscript?
90. **REVIEW EDITED MANUSCRIPT:** Have you reviewed the edited manuscript? Have you got a second pair of eyes to review the typeset manuscript? This is ESSENTIAL. Have you remembered to share the typesetting checklist and style guide?
91. **SET MAIN CHAPTERS:** Have you set the main chapters for real? Use the typesetting checklist and style guide you created – have you remembered to stick to the guide? Have you remembered to add to or change the typesetting guide if you've made amendments to the style?
92. **OR COMMISSION MAIN CHAPTERS FROM DESIGNER:** Or have you commissioned an editor or [Adobe InDesign](#) contractor to set the main chapters? (Look for contractors on [Upwork](#).)
93. **SET PRELIMS and ENDPAPERS:** Have you set Prelims, Endpapers, Appendices? Have you proof read them and had a second pair of eyes check them over? (This is your shop window to generate revenue once the book is published.)

94. **INDEX:** Have you created an index in your favourite word processor? Have you imported it into your typeset file? Do this only once as the very last piece of content you create.
95. **EXPORT TO PDF:** Have you or the typesetter produced a PDF to the specifications of the book's printer? (Ask for their help if it isn't obvious from their website.) Have you uploaded the file to the printer's website?

FOLLOW UP

What's passed forward from last week?

Stage 10: Marketing begins

96. **UPDATE LAUNCH PLAN:** Have you reviewed the launch plan you made in Weeks 4 & 5? Have you added anything else that has occurred to you?
97. **LEGAL DEPOSIT (COPYRIGHT LIBRARIES):** Have you added sending books to the copyright libraries to your to-do list on publication? ([Library of Congress](#) in US, [British Library](#) in the UK.)
98. **UPDATE WEBSITE:** Have you created landing web pages – one for each product or service in the appendices? (Try [LeadPages](#), [Unbounce](#), [Instapages](#), or [ClickFunnels](#) for good ones.)
99. **ANNOUNCE LIST:** Have you collated a list of influential blogs for your sector? (Try [AllTop](#) for a selection, also look on [LinkedIn Pulse](#) and [Medium](#).) Have you created a blog spreadsheet with all these data on?
100. **ASSESS LAUNCH ASSETS:** Have you collected final bonuses (PDFs, mp3s or videos) from partners?
101. **FINALISE LAUNCH TIMETABLE:** Have you finalised pre-launch events and timetable?
102. **AMAZON REVIEW CAMPAIGN:** Have you planned pre-launch promotion to get Amazon reviews on launch day?
103. **ONLINE PR:** Have you drafted press releases for online services (if you have time and if you wish)? ([PRWeb](#) is an established service.)

FOLLOW UP

What's passed forward from last week?

Stage 11: Ready for launch

104. **AUDIOBOOK:** Have you created the audiobook if you're doing one? (Did you add it to one of the appendices?) Get it onto [Audible](#).
104. **EARLY REVIEWS:** Have you sent PDFs to newspapers/magazines/websites to review?
105. **DRAFT FOLLOW-UP EMAILS:** Have you created follow-up email sequences (eg [Aweber](#) or [Mailchimp](#) or [ConvertKit](#)) for the first optins? Have you tested the links all work?
106. **UPDATE LAUNCH PLAN:** Have you finalised your main launch tool? Have you designed your webinar (Google Hangout)? Or created a big video/trailer for launch? Or created a video sequence (eg following Jeff Walker's [Product Launch Formula](#))?
107. **ANNOUNCE LAUNCH:** Have you announced your webinar/big video launch to your contacts and any list of interested people you have compiled?
108. **SOCIAL MEDIA:** Have you promoted your book to social media and any forums you're involved with? Have you remembered to drive them to your email capture page for ongoing marketing?
109. **DELIVERY DATE:** Have you agreed a delivery date with your printer? Have your books been delivered? (Video the arrival and the opening of the first boxes. Show on Facebook etc.)
110. **SEARCH INSIDE:** Have you added a search-inside version of your book to Amazon? (Allow time to do this. It takes 10 weeks to process as at 2019.)
111. **KINDLE VERSION:** Have you considered uploading a Kindle version of your book? (Needs to be a Word document or could be exported from InDesign if you have the right plugin.) You can have five free days of Kindle sales in advance of switching to paid sales. (Actually you can have 5 free days every 90 days.) This can be a great boost to your visibility in launch week.

FOLLOW UP

What's passed forward from last week?

Stage 12: Final countdown

112. **SMALL CONSIGNMENT TO AMAZON:** Have you sent the required number to Amazon in the territories you are interested in? (They will tell you how many they want.)
113. **PRESS REVIEWS:** Have you sent PDFs by email and printed copies by mail or courier to key regional and national newspapers to review? (Don't go overboard on this, but do do it.)
114. **REVIEW SOCIAL MEDIA PLAN:** Have you got your social media launch plan in place? Have you remembered to offer resources in your plan to vary your messages – your tweets and status posts shouldn't all just say 'buy my book'. Have you set up your website so that you can capture the email addresses of potential readers and clients?
115. **REVIEW LAUNCH-DAY BONUSES:** Have you prepared your final list of launch-day bonuses? (Have you remembered to amend the website with this list?)
116. **REVIEW LAUNCH-DAY WEBSITE:** Have you added the final assets to your website behind a password-protected page (or on a mini-membership site)?
117. **SHOPPING CART:** Have you set up a shopping cart page on your website, using [Paypal](#) or [Gumroad](#), if you're offering additional books, book bundles, products or services, or if you're collecting donations for any charitable cause you support?
118. **VIDEO SALES LETTERS:** Have you written and recorded a video sales letter and finalised the offer for any additional products or services you are offering?
119. **UPDATE EMAIL FOLLOW-UPS:** Have you written follow-up email sequences for each product or service? (Not everyone will buy at the first visit to your site.) Have you written emails for different segments of customers?
120. **FINALISE BONUS ACCESS:** Have you finalised how people will get into the book membership site to access the bonus gifts? (This must be automated or you will drown in detail on launch day.)

121. **FINALISE MAIN LAUNCH TOOL:** Have you revised your main promotion tool (whether that's a webinar, a video or a sequence of videos) to match your bonus list and offer?
122. **READINESS:** Are you ready to run the main promotion/s from your appendices? Are you ready to run the main promotion for about a week after the book launch? Do all the links and thank you pages work?

FOLLOW UP

What's passed forward from last week?

Stage 13: The Launch and its aftermath

- 123. **AMAZON WATCHING:** Have you set aside time to track sales on Amazon (hourly on launch days 1 and 2)? Do you know how to get screen shots as your book climbs the rankings?
- 124. **SOCIAL MEDIA STRATEGY:** Have you remembered to continue your social media strategy, sharing the successes of the launch week?
- 125. **TRACKING SALES:** How are you tracking extra product sales at your website – and how are you delivering the add-on products and services?
- 126. **WEBINARS:** Have you run any promotional webinars that you promised? (A virtual book tour for instance?) Have you recorded these and uploaded them to your site? Have you remembered to share these by social media and captured the emails of new visitors to the site?
- 127. **GIVEAWAYS:** Have you created one or more free giveaways (a checklist or similar) for your site for those who don't buy the book?
- 128. **EMAIL CAPTURE:** Have you set up a way to capture emails of book buyers so you can send them more resources after book launch?
- 129. **VISUALS:** Have you created 3-5 visuals to share on Twitter, Facebook and Pinterest in this launch week?
- 130. **LAUNCH WEBINAR:** Have you created a webinar for your additional products and services to run during this launch week? Have you made it about 45 minutes of content and have you allowed about 15 minutes to list the bonuses people will receive on buying your products or services?
- 131. **PROMOTE REPLAY:** Have you promoted the webinar replay?

FOLLOW UP

What's passed forward from last week?

Stage 14: Recurring promotions

132. **WEBSITE SALES:** Have you shifted your sales drive from Amazon to your website? (It's more profitable for you.) Will you use Paypal or Gumroad?
133. **SOCIAL MEDIA:** Have you remembered to continue your social media strategy? Have you found new things to say, eg reviews that have appeared and results so far on bestseller lists?
134. **UPDATE EMAIL SEQUENCES:** Have you written any additional emails? (For example, promotions for the closing of your coaching/training programmes.) Have you sent them to your list?
135. **REVIEW BONUS DELIVERY:** Have you finalised the system for delivering your gifts? Have you checked the membership pages are working?
136. **PROGRAMME SUPPORT (for books and products or services):** Have you set up a programme support system for people with early queries?
137. **FACEBOOK GROUP:** Have you set up a closed Facebook group? Have you remembered to stick to Facebook rules? (Even if you have other groups, remember Facebook tends to be livelier and more viral than other platforms.)
138. **CUSTOMER SUPPORT:** Have you considered using Zendesk or Rhino for basic customer support? (Otherwise you will drown in detail if things go well.)

Stage 15: And now...

139. **A HOLIDAY:** Have you organised a quick holiday? You deserve it!



FINALLY...

There's a huge amount of information in this checklist. Feel free to edit it so it suits your own needs.

If you have any great ideas that work for you, please let us know so we can amend the checklist for future authors.

Good luck with writing, printing and publishing your book.

Let us know how you get on.

And tell us when you publish.

We want to be your first Amazon reviewers.

Best wishes
Jacqueline Moore and Steven Sonsino

Authors Channel
authors.fm

ADDITIONAL RESOURCES AND MENTORING

To publish a book well, there are a lot of moving parts, as you can see.

If you're interested in writing and publishing your book this year, without the hassle, then let's talk.

<https://authors.fm/consult>

We can take the hassle out of this process for you.

WHAT HAPPENS NEXT?

To ensure you have the best possible experience, we have a short application process that includes a phone consultation with us.

You can start the process here by scheduling a call with Jacqueline Moore or Steven Sonsino.

<https://authors.fm/consult>

Note: Your answers don't have to be solidified. Part of our process is to refine and perfect your idea. We just need to know what you're thinking right now.

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It's designed to help writers of non-fiction to self-publish printed books.

It should also be helpful for authors creating ebooks, those who use the Kindle or Nook platforms, for example.

It could also be useful, in part, for those who publish with a traditional publisher. Not every one of the points here will apply to those projects, but many of them will.

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