

**HOW TO PUBLISH A
#1 BESTSELLING BOOK IN**

2023



AuthorYourBrand

www.AuthorYourBrand.com



Use the following checklist to keep you on track to creating, publishing & launching your bestselling book.

#1: Audience

Set up Facebook

- Create a book-centric Page [Facebook URL](#)
- Create profile image and banner [FB Graphic](#)
- Collect followers [FB Fans “likes”](#)
- Post updates and relevant helpful links [FB Postings](#)

Setup [Twitter Acct](#)

- Post [Tweets](#) regularly about updates.

Setup your [Youtube Channel](#)

- Create a channel banner
- Create an intro video
- Start [Vlogs Production](#)
- [Vlogs Uploaded](#) on YouTube

Video Promo

- Write a [Promo Video Script](#)
- Start a [Promo Production](#)
- Get your [Promo Edited](#)
- Publish on [Youtube, Vimeo & Others](#)

Email Campaign

- Sign up with [Active Campaign](#)
- Draft welcome email
- Draft 6+ content messages
- [Draft 2+ sales messages](#)
- [Load drafts into system & test](#)



#2: Content

Prepare the book

Draft your [Book](#) or get help

Get your [Book Edited](#)

Create a [Digital Version](#)

Set up Amazon & KDP accounts

Create an [Amazon listing](#)

Collect your [Amazon Reviews](#)

Request [Author Reviews](#)

Create an account with KDP

Create an account with Author Central

Select low competition categories

Blog and articles

Segment your book into blog posts

Add a photo or video to each post

Schedule your posts to align w/your launch

Submit articles to other bloggers

Build a book website

Register a [Book Title Domain](#)

Setup a [Book Site Opt in](#) to collect emails.

Create [Book Site Graphics](#)

Setup [Book Site Blogs](#)

Setup materials for media

[Media Kit Created](#)

[Media Contact List](#)

Write a [Media Script](#)

[Contact Media](#)



#3: Pre-launch

Plan for the Book launch event

Set the [Event Date](#)

Set the [Event Location](#)

Build the [Event Website](#)

Write the [Event Copy](#)

List the [Event Guests](#)

Play the [Webinar Event](#)

Setup your JV partners

Build your [JV List](#)

Prepare your [JV Gifts](#)

Write your [JV Emails](#)

Create your [JV Banners](#)

[Contact JV's](#)

[Confirm JV campaign](#)

[Prep JV Partners](#)

[Write Press Releases](#)

[Check SEO Tags](#) for better exposure

Setup [Social Bookmarks](#)

Start a contest

Create a [Contest Graphic](#)

Acquire a [Contest Service](#)

Build a [Contest Website](#)

Confirm [Blogger Contacted](#)

Collaborate with [Blogger Reviewers](#)

Join Forum [SEO \(100+\)](#)

Prepare to [Send test emails](#)

[Ask for Reviews](#)



Setup PPC, FB ads or Amazon ad campaign

Start [PPC FB Set up](#)

Write a [PPC Copy](#)

Verify keyword strings

Run test ad

Start campaign (monitor daily)

[Publish articles](#) related to your niche or book.

[Test emails/respond](#)

[QA all links](#)

Write [Press Releases](#)

Create [Video Reviews](#)

[Edit Reviews](#)

[Upload Reviews](#)

Sign up for Thunderclap www.Thunderclap.it

Contact partners for Thunderclap



#4: Launch

Day before Launch Day

Send first set of emails (warm up)

Private message partners

Test all links in email, event and pages

Launch Day

Open Launch Page

Send emails on launch day

Watch Amazon rankings and monitor your book's rank

Screenshot your book's rank to keep a record

Spread the news on Twitter

Tweet, post on FB and JV the mid-day result

Publish [Press Release](#)

Launch & Monitor [Thunderclap](#)

Book launch Event

Announce the event on your [FB Fans](#)

Announce the event through [Email campaign](#)

Launch the event through [JV website link](#)

JV Bonus offer

Sponsor Prizes

Affiliates

Remind affiliates via email

Call affiliates on telephone or Skype

Screen capture #1 rank on Amazon

Get pdf and clipping reports from press release

Create media kit

Begin your ongoing campaign



#5: Post-launch

Day after

Publish your PR Amazon #

Contact Radio Prod.

Contact Newspapers

Post an update on Twitter/Facebook/LinkedIn

Send Email Thanks

Send BONUS email

Promote the sponsors

Conduct Interviews

Give thank you notes

Send Thank You Gifts

Checklists are great tools to keep us on track and minimize distractions.

They can also overwhelm us.

If you would like to explore having an experienced book launch firm do all of this for you (yeah... that's us) go to <https://dougcrowe.link/call> and we can explore making you "slightly" famous.