



IVP AUTHOR MARKETING CHECKLIST

This checklist offers a general guideline of what you can do in the months leading up to your book launch! Please note that this checklist offers a suggested timeline but is flexible to your personal book launch journey.

The IVP team meets regularly for prayer, and we are praying for you and your book throughout the marketing process. Please join us in praying for the readers of your book.

8-9 MONTHS BEFORE LAUNCH

- Submit author photo
 - Fill out your questionnaire
 - Review the [Publishing Playbook](#)
 - Claim [Amazon Author Central Page](#)
 - Claim [Goodreads Author Profile](#)
 - Be on Social Media (*Highly recommended)
 - Consider creating a book-specific Private Facebook Group
 - Engage in online conversations related to your book
 - Reshare content related to your book
 - Post Graphics/updates about your book
 - Follow IVP on [Facebook](#), [Twitter](#), [Instagram](#) and [YouTube](#)
 - Build/Update your website
 - Update bios to include your book title and link (Social Media, Author Page, Goodreads, Website, etc.)
 - Consider if you need a volunteer assistant (to help with social media, launch team, scheduling deadlines, etc.)
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7 MONTHS BEFORE LAUNCH

- Begin mentioning your book (social media, email, email signature, website, etc.)
- Coordinate a cover reveal with our social media manager
- Continue to build email list (if applicable)
- Post/Reshare recorded material online (if relevant to your book content)
- Network with other authors (for book launch ideas, collaboration)

6 MONTHS BEFORE LAUNCH

- Continue to tease your book (social media, email, website, etc.)
 - Encourage preorders (social media, email, events, etc.)
 - Follow-up on offers for support
 - Seek out speaking opportunities
 - Network with your connections
 - Notify our social media manager of influencers/thought-leaders in your sphere
 - Explore opportunities for support from organization(s) you're affiliated with
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4-5 MONTHS BEFORE LAUNCH

- [Start Influencer List Spreadsheet](#)
 - Start brainstorming article ideas (as it relates to current events)
 - Keep IVP's Publicity team in the loop
 - Engage with social conversations relevant to your book
 - Send favorite short quotes from your book to your marketing manager
 - Brainstorm Facebook live/webinar content ideas
 - Share with the publicity team:
 - Three sections from your book that would work well as excerpts.
 - Three original article ideas that could be placed with a print/online outlet.
 - A list of media contacts (podcasters, writers, editors, bloggers) you know personally.
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2-3 MONTHS BEFORE LAUNCH

- Share chapter 1 excerpt online (provided by IVP and found on your ivpress.com book page)
 - Use social media graphics (Consult with IVP's social media manager if you have questions)
 - Prep for Book Launch Event (if applicable)
 - Start thinking about your launch team (if applicable)
 - Finalize and submit your influencer list
 - Talk to marketing manager about options for letters/notes to influencers and launch team members
 - Work with publicity team to write an article to be placed around launch day.
 - Update the publicity team about interviews, writing, and other ministry activities that will help tell your story to the media.
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1 MONTH BEFORE LAUNCH

- Engage with your launch team (if applicable)
- When your book arrives, record an unboxing video or take a photo with your books. Post online or on social media (tag IVP)
- Be active on Goodreads
- Share links on social media of interviews, articles, and excerpts (tag IVP).

LAUNCH WEEK

- Launch Event + Celebration (if applicable)
 - Celebrate Launch Day/Week on social media
 - Engage/interact with readers online
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POST LAUNCH

- Close out launch team (if applicable)
- Ask people to continue posting reviews
- Keep talking about your book (social media, publicity, online, email, etc.)
- Keep IVP updated on events, articles, opportunities
- Keep writing (articles, blogs, etc.) and share with IVP Publicity team