



LAUNCH TEAM OVERVIEW

Why a launch team?

1. A launch team is a way to invite your readers into your publishing journey in a way that benefits both them and your book.
2. Create a buzz around your book before launch week.

GOALS

What is the goal for launch team members?



READ
the book early.



RECOMMEND
the book to others.



REVIEW
the book on Amazon,
Goodreads, or other sites.

What do you need to start a launch team?.

1 A TRUSTY POINT PERSON:

Find someone who can run and support the administrative aspects of your launch team. This person will come alongside you as your primary support for running your launch team.

2 A PRIVATE LAUNCH TEAM FACEBOOK GROUP:

Facebook Groups are a great way to create a virtual community and allow for engagement with your launch team members. Create a private Facebook Group which will allow for you to invite and accept members who want to be part of your launch team.

3 AN EMAIL FOR YOUR BOOK:

We recommend you create a Gmail for your book ('booktitle'@gmail.com). This keeps all the documents, emails, forms, and exchanges for your launch team all funneling through one email.

What will IVP provide you with for your launch team?

PASSWORD PROTECTED PDF:

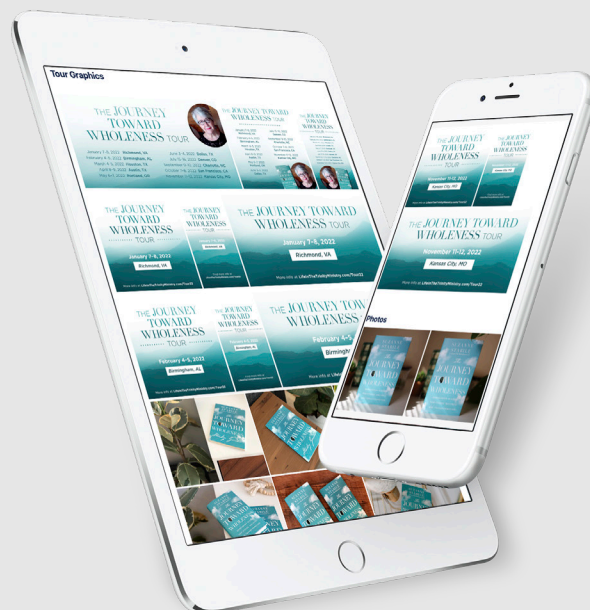
We recommend that you require launch team members to pre-order your book to join the Launch Team. While they wait to receive a physical copy of the book, we will provide you with a password protected PDF of your book, which you can give to launch team members to read from.

MARKETING MANAGER SUPPORT:

Your marketing manager is available to help brainstorm, answer questions, and offer suggestions as you work on your launch team.

SOCIAL MEDIA GRAPHICS:

You'll receive a URL that hosts shareable social media graphics to promote your book. We recommend you share this URL on week 4 of your launch team (see timeline for more details).





THE STRUCTURE

STEP 1: Application for Launch Team

Before recruiting your launch team, we recommend you create a Google Form (using your new book email address). This Google Form will serve as the sign-up for your launch team. The form should include the following instructions and fields.

1 INCLUDE THESE INSTRUCTIONS ON THE FORM!

HERE ARE A FEW WAYS YOU CAN PLAN TO PARTICIPATE IN THIS LAUNCH TEAM:

+

PRE-ORDER the book

+

READ the early access copy of the book that you'll receive

+

RECOMMEND the book on your social channels and in-person

+

REVIEW the book on Amazon and other e-retailers

2 HIGHLIGHT LAUNCH TEAM FEATURES.

AS A LAUNCH TEAM MEMBER, YOU WILL RECEIVE:

- a digital advanced copy of *Book Title Goes Here*
- access to an exclusive FB group for discussion and collaboration
- book discussion and Q&A opportunities with Author Name

HOW TO JOIN THE TEAM:

- FIRST, pre-order a copy of *Book Title Goes Here*
- Pre-order a copy through this link or your preferred online retailer: [Insert Amazon or ivpress.com link]

3 BUILD THE FORM USING THESE FIELDS.

NEXT, return to this form to fill out the information we need to connect with you.

FIRST NAME, LAST NAME

EMAIL ADDRESS

STREET ADDRESS 1

STREET ADDRESS 2

CITY

STATE

ZIP

WHERE DID YOU PREORDER YOUR BOOK FROM?

(Launch team members are required to pre-order a copy of *Book Title* to join our Private Facebook Group.)

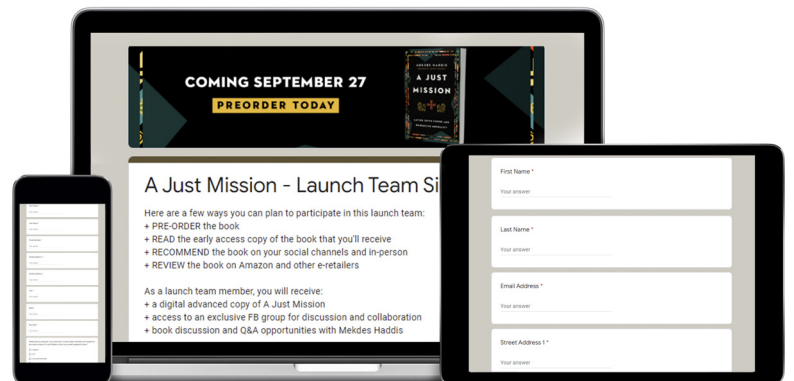
- AMAZON IVP MY LOCAL INDEPENDENT BOOKSTORE
 BARNES & NOBLE CHRISTIANBOOK.COM

THANKS FOR YOUR INTEREST!

After submitting this application, you can request to join the Facebook group ([Insert Private Facebook Group Link here](#)). We can't wait to meet you! Once you get access, be sure to come introduce yourself!

*By submitting your email address, you understand that you will receive email communications from Author Name providing information about future products and releases. You may unsubscribe from these email communications at any time.

[CLICK HERE FOR AN EXAMPLE!](#)



STEP 2

WHAT IS THE TARGET TEAM SIZE?

We recommend launch teams to be between 100-250 members. 50 can be effectively and highly engaged. Anything larger than 500 tends to demonstrate lower engagement. However, this isn't a hard and fast rule. Feel free to customize your launch team to however it best fits you!

STEP 3

TEAM COMMUNITY NETWORK

Once you've received final submissions for Launch Team recruitment, create a private Facebook Group for your Launch Team. We recommend you change the cover of your launch team to one of the graphics that IVP has provided, showcasing the book cover and launch date!

Add your launch team members into the private group. This will be the primary platform for engaging with your launch team for the next few weeks.

EMAIL UPDATES

Another helpful way to build energy with your launch team is sending weekly emails/newsletters. While there will already be engagement and discussions happening in the private Facebook Group, weekly emails can help to summarize any "official" information that might be helpful for your launch team to know.

We recommend your trusty point person take charge of sending the weekly emails using your book-specific-email. You should have emails for your launch team members collected from the Launch Team Google Form.

Some authors opt out of sending newsletters and directly post all communication into the Facebook Group. Again, customize your communication in a way that works best for you and fits your rhythms.

ENCOURAGE BOOK REVIEWS

One of the main goals for a launch team is to encourage people to leave reviews for your book on Amazon, Goodreads, or other sites like Barnes & Noble, Target, and ChristianBook.com. Getting reviews during the first couple of weeks during your book launch helps with credibility and awareness.

We encourage authors to aim for 25 reviews as the first milestone during launch week. The next milestone is 50, then 100, and so on.

LAUNCH TEAM TIMELINE

A launch team typically takes place 5-6 weeks before your book launch date.

Recruitment (1-2 weeks)

Reading/Promoting (Week 1-4)

Review (Week 5-8)

PRE-LAUNCH TEAM (2 WEEKS IN ADVANCE)

GOAL: Recruitment

AUTHOR: Share about launch team opportunity and get sign-ups.

TRUSTY POINT PERSON: Monitor applications via Google Form, finalize team set up, set up private Facebook Group.

WEEK 1

Goal: Welcome & Orientation

Author: Post/Go-Live in Facebook to Welcome your Launch Team.

Trusty Point Person: Send a welcome email, check-in with team members in Facebook Group, email or upload password-protected PDF (provided by IVP).

WEEK 2

Goal: The Importance of Pre-Orders

Author: Engage with the Team, Encourage Pre-Orders.

Trusty Point Person: Continue setting up/checking in. Post a suggested reading timeline in Facebook Group. Send a weekly newsletter encouraging pre-orders and suggested reading timeline.

WEEK 3

Goal: How to help an author

Author: Engage with the Team, discuss content from the chapters the LT has read.

Trusty Point Person: Send weekly newsletter, post tips on helping the author and how to support and promote the book.

TIMELINE CONTINUED

WEEK 4

Goal: Prep for Launch Week

Author: Engage with the team.

Trusty Point Person: Send weekly newsletter, share graphics (social media link), give review instructions.

RELEASE WEEK

Goal: Release week!

Author: Go live to celebrate the release.

Trusty Point Person: Send weekly newsletter, share review instructions, engage the team with excitement.

WEEK 6

Goal: Review

Author: Engage with the team, share updates.

Trusty Point Person: Send weekly newsletter, post tips on giving a review, consider hosting contests/offering giveaways for reviews.

WEEK 7

Goal: Review

Author: Engage with the team.

Trusty Point Person: Send weekly newsletter, encourage reviews, consider hosting contests/offering giveaways for reviews.

WEEK 8

Goal: Provide Closure

Author: Wrap up the launch team.

Trusty Point Person: Last call for reviews, send a wrap-up newsletter thanking your launch team.



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