

How to Host a Book Launch

By Dr. April Dawn White

A copy of today's presentation are available for download at
www.AprilDawnWhite.com





STEPS TO BOOK LAUNCH:

Choose Your Team



Handpick Your Book Launch Team Members

Who:

- Actively participate on social media (like, comment, & share) not scroll or stalk.
- Know how to download an image from email or a Facebook page and share it on social sites.
- Live in a variety of locations.
- Can follow directions.
- Remember the softball team analogy





Softball Team Analogy:

Let's say you're picking people to be on your softball team. You already know who is a terrific pitcher, catcher, & first baseman. But then there are others who are excited to be on your team.

With their hands raised and jumping, they yell, "*Pick me, pick me, pick me!*" So you do.

Only to find out in the middle of the game, they don't know how to catch a pop-fly, nor stop a ground ball. You're sunk.





Where to Create a Survey:

- Google Docs Survey.
- Survey Monkey.
- Mailchimp or your email software provider.



Create Survey

- Name, email & mailing address
- URLs for Facebook, Instagram, and website (if they have one)
- Preferred social media platform
- Do they order from Amazon?
- Are they familiar with Goodreads?
- Where do they usually purchase books?
- Are they willing to help promote the book for the next 4 weeks by sharing posts & graphics (made by the team)?
- Prayer for this book launch, authors, and our readers is crucial. Would you be interested in serving on our prayer team?



A professional video camera is mounted on a complex rig, featuring various cables and adjustment knobs. The entire scene is overlaid with a semi-transparent teal color. The camera is positioned on the left side of the frame, pointing towards the right.

STEPS TO BOOK LAUNCH:

Behind the Scenes



Decide on the launch team book.

- Downloadable PDF
- Book purchase
- Discounted purchase?



Create a Private Facebook Group



Create a Buzz

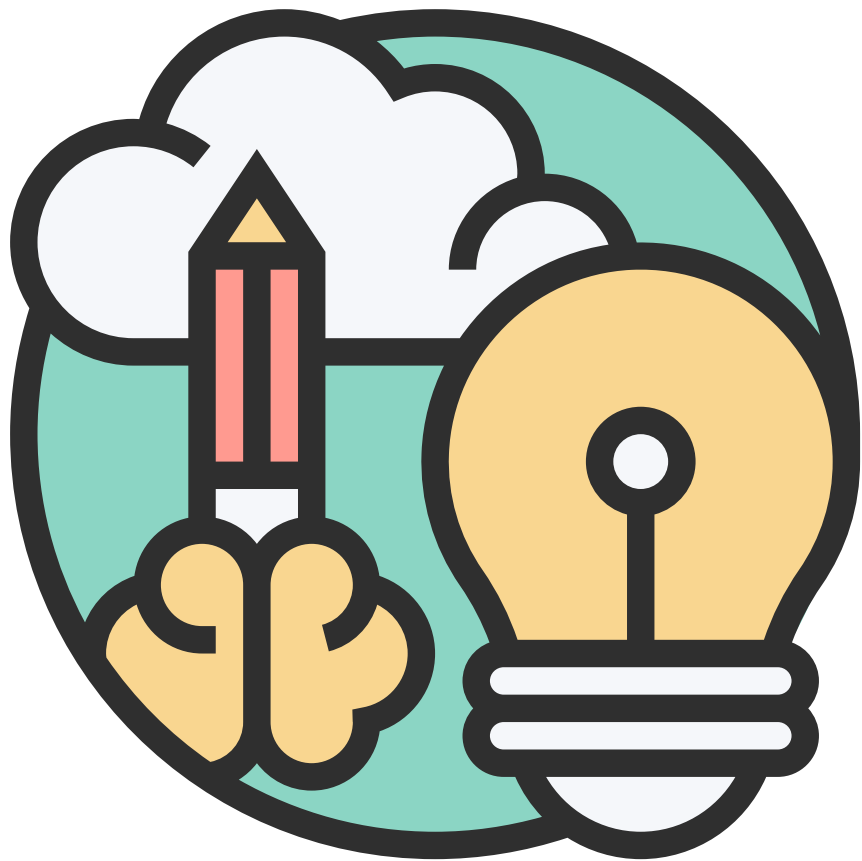
Let people you know (in-person & social media or email) know you're preparing for the book launch. Ask if they'd like to be on the team to spread the buzz.





Create Weekly To-Do List & Draft Emails

- Select "Am reading" on GoodReads
 - Take a photo of you & the book. “Look what came in the mail!” or “I’m excited to get my hands on this book!”
 - Share favorite quotes from the book.
 - Share graphics on social media.
 - Post book reviews on **release day or the day after.**
- This will skyrocket the Amazon ranking and thus algorithm for future exposure.

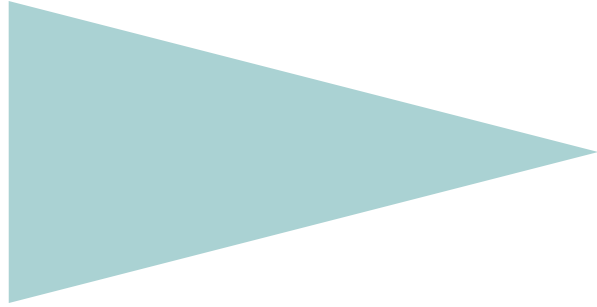


Create Canva Graphics:

- Pre-Order | Available Now (include where to order)
- Book blurb or hook
- Endorsement or Hook
- Quote graphics
- Include graphic of the author with the book
- Book on table or bookshelf.
- I'm reading
- Countdown to release day

Create a Specialized #Hashtag
#DestinationHopeBook





Graphic Examples:



STEPS TO BOOK LAUNCH:

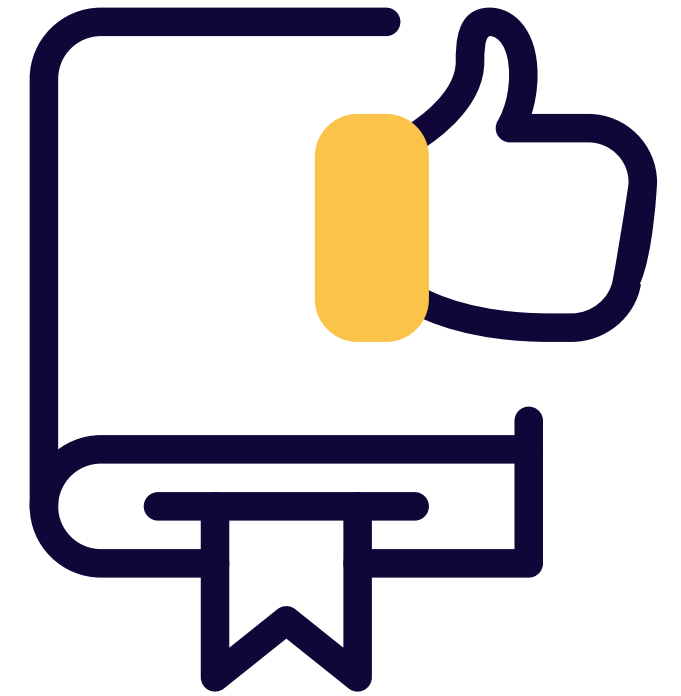
Book Reviews

Tips for Writing a Book Review:



- As few as a few sentences 3-4 if you like. Give it 5 stars if you loved it.
- Do not reveal you know the author & refer to the author by first and last name. Except, if you're posting the book review on your blog, and you know the author, it is appropriate to use their first name (the personal connection adds value to the review).
- Tell the readers what you liked about the book and what you learned from it. Why would you recommend it? Was there a favorite quote, line, or chapter that was meaningful to you? You can quote it. Readers what to know how YOU feel about the book. Share your honest opinion. Did the book fulfill the promise on the title?
- Do not write a summary. We want them to read it, not a summary of it.

Where to Post Reviews:



- Post reviews on Amazon, GoodReads, & Bookbub
- Post ASAP reading the book.
- AMAZON reviews cannot be posted until release day.
- Write and save your review in a Word document then copy and paste to the different review sites.
- If you did NOT order the book from Amazon, please end your Amazon review with this statement: “I received this book from the publisher and was not required to leave a review.”

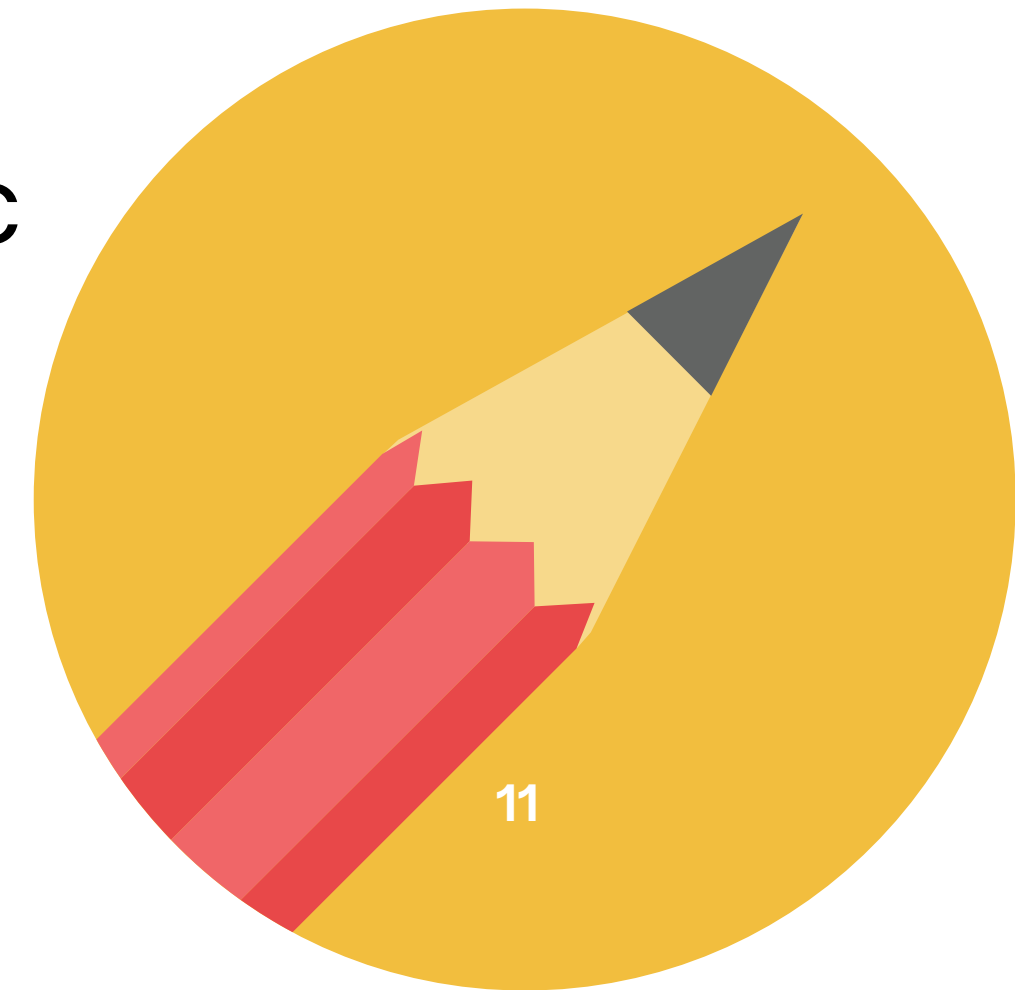


STEPS TO BOOK LAUNCH:

Giveaways

Giveaways depend on the author's finances, size of launch, time frame, and tasks requested. Suggestions include:

- Gift cards to Amazon, B&N, Starbucks, Target, or Staples
- Crafted bookmarks
- Items specific to book theme
- Bracelets
- Home/Office decor or printable graphic
- Tote bag, coffee mug, coaster
- Vinyl car decal

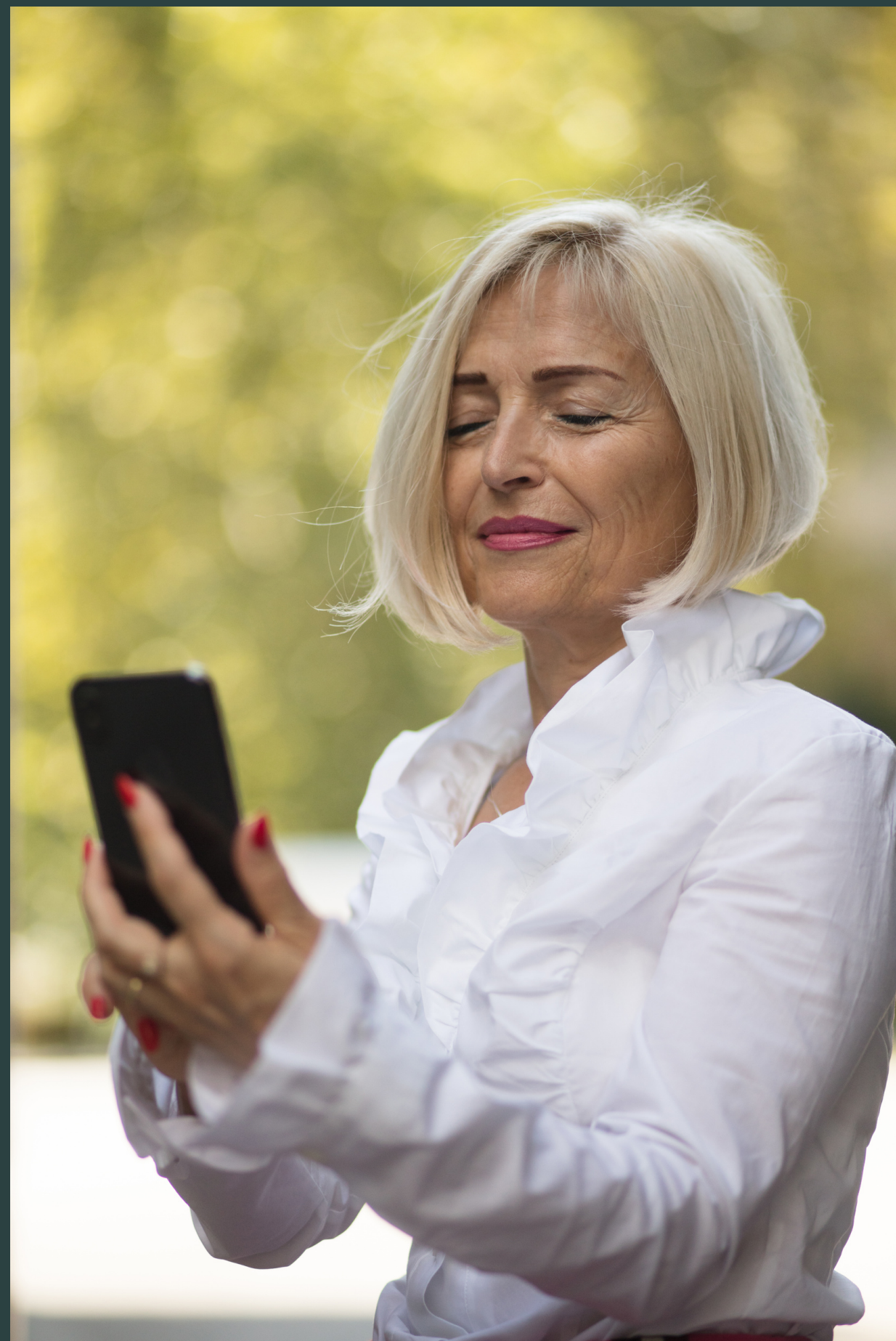




Give Prizes For:

- Most participation for the week
- Most shares (tracked using #YourCreatedHashtag)
- Most number of reviews posted
- Attended Facebook Life Event



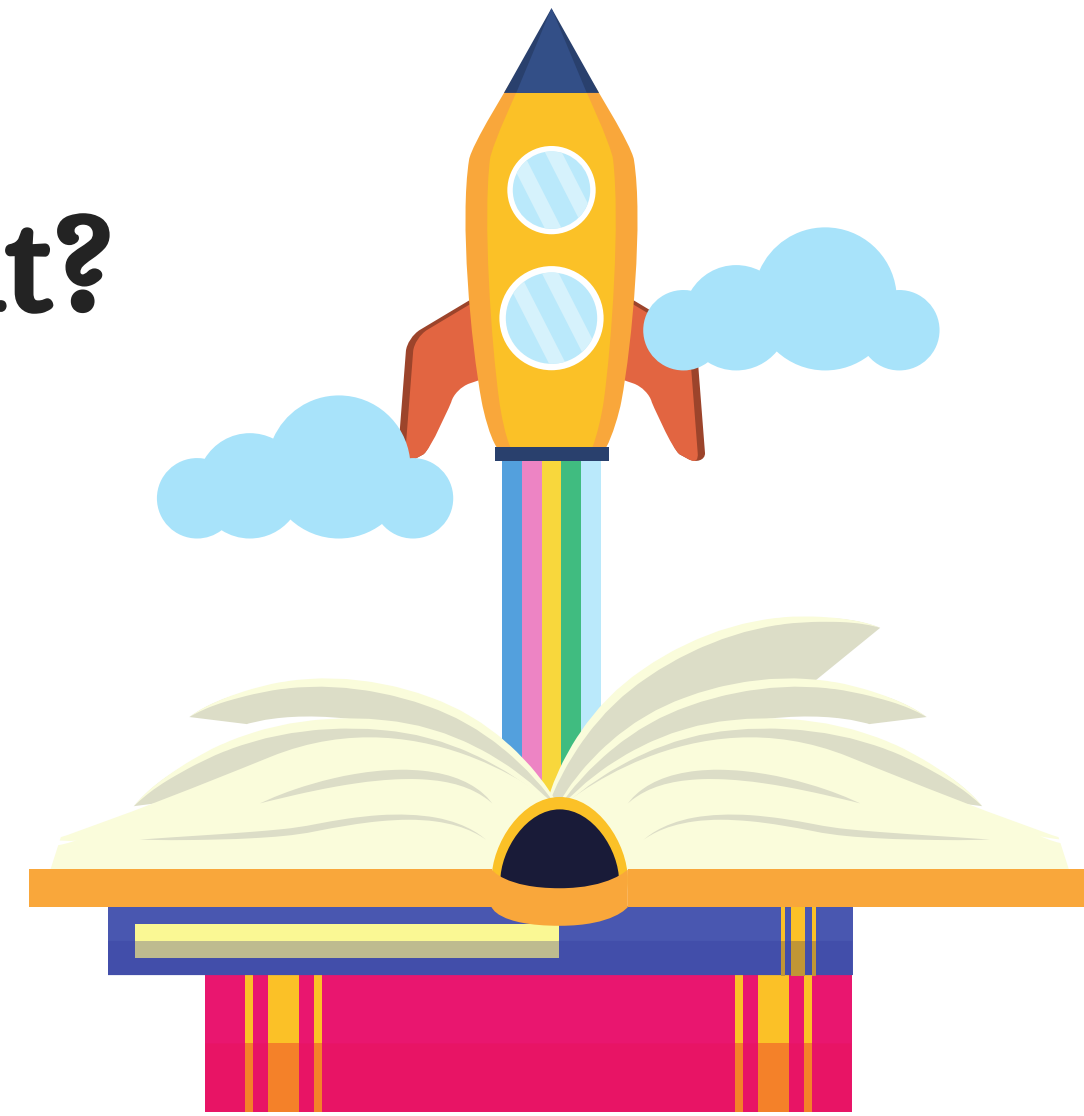


STEPS TO BOOK LAUNCH:

Facebook Live Events

Why Host a Facebook Live Event?

- Keep team rallied
- Motivate the team to next tasks
- Show appreciation
- Max of 10-15 min.



Suggested ideas:

- Q&A from previously requested questions
- The backstory behind the book
- Explain ideas or inspiration for book or chapters
- Favorite chapter or character
- What you want people to know about the book.

The background is a dark teal color, densely decorated with various festive elements. These include small, colorful circles in shades of purple, blue, green, and gold, resembling confetti or beads. There are also several white and gold streamers or ribbons scattered across the surface, some in loops and others straight. Interspersed among these are numerous five-pointed stars in white, gold, and dark grey. The overall effect is one of a celebratory and elegant party atmosphere.

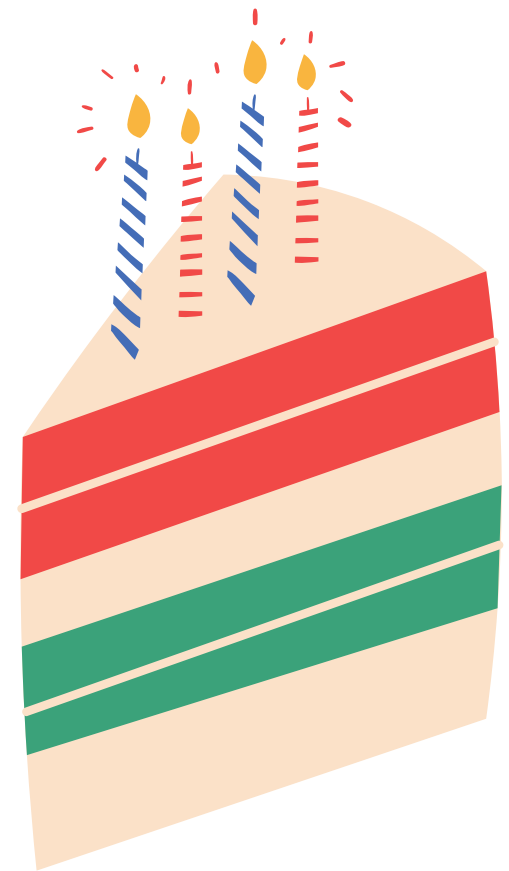
STEPS TO BOOK LAUNCH:

Launch Party



Launch Party

- Based on the theme of the book and the reader.
- Simple (cake & punch at a friend's house)
- Fancy (catered dinner)
- In person or online





STEPS TO BOOK LAUNCH:

Consider Hiring Help



Do what you can.
If necessary hire someone.

- Hire a virtual assistant
- Graphic artist
- Copy editor
- Book Launch Manager
- Writing Coach



The background is a dark teal color with a complex pattern of various-sized gears and mechanical parts. In the center, there is a faint, stylized illustration of a lightbulb with a yellow glow. Below the lightbulb, a hand is shown holding a yellow marker, as if drawing or writing. The overall theme is mechanical and creative.

STEPS TO BOOK LAUNCH:

Resources



Resources

- Canva.com for creating graphics
- Unsplash.com or Pixabay.com for royalty free images
- Facebook & Instagram to share graphics
- SurveyMonkey.com or other email software surveys
- Understanding of Amazon, GoodReads, & Bookbub
- How to Launch Your Book on a Budget

<https://www.christianpublishingshow.com/how-to-launch-your-book-on-a-budget/>



**Excellent
Info!**

AprilDawnWhite.com

Writing Coach





Are you struggling to make progress or stick to writing deadlines?

Have you hit a creative wall?

Do you feel stuck, overwhelmed, or lost when it comes to prioritizing your writing life?

Are you ready to kick your inner critic to the curb?

A close-up photograph of a person's hand holding a blue and silver pen, writing in a spiral-bound notebook. The notebook has lined pages with some handwritten text. The background is softly blurred, showing a white cup and other desk items. The image is partially covered by a dark teal overlay on the right side, which contains the text.

A Writing Coach Can Help:

- Improve your time management.
- Identify and write for your ideal reader.
- Overcome criticism and take yourself seriously.
- Eliminate overwhelm and get clear about your next steps.
- Develop your craft and grow your platform.
- Infuse more creativity, play, and joy into your writing life.
- Make an income that reflects the value of your writing.



I CAN HELP!

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