

The Ultimate Book Marketing Checklist

To Do ASAP:

- Build your [author website](#).
- Create an [email list](#), if you don't already have one.
- Set up your [squeeze page](#).
- Set up an [auto-responder](#).
- Follow up with newsletter swap introductions.
- Set up your [Amazon Author Central](#) profile.
- Assemble your dream team.

Before and During the Launch:

- Work on getting [book blurbs](#) and testimonials.
- Reach out to your friends, family, and networks.
- Focus on [getting early reviews](#).
- Reach out to bloggers and podcast hosts.
- Prepare a [press kit](#).
- Run ad campaigns.
- Create video content for [YouTube](#) or [TikTok](#).
- Build a [street team](#).

After the Launch:

- Host [book signings](#).
- Attend [writers' conferences](#) and networking events.
- Continue review outreach.
- Keep creating excellent and helpful content.