



Checklist 13: Local Book Launch

Project Name: _____ Date: _____

Yes No

A local book launch can do wonders for your authority and credibility and is fairly straight forward to pull off.

- 1 Have you 100 – 150 books ready for your book launch?
- 2 Have you contacted your local bookstore about hosting the launch?
- 3 Have you set a local book launch date?
- 4 Have you submitted a press release, your book media kit and copies of your books to all of the media outlets (directly to the editors) with a call for interview?
- 5 Have you created book launch invites, posters and pop ups?
- 6 Have you invited all of your friends and family to your book launch?
- 7 Have you invited potential clients and partners to your book launch?
- 8 Have you invited all press, journalists and local influencers?

Notes



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|----|---|--------------------------|--------------------------|
| | | <input type="checkbox"/> | <input type="checkbox"/> |
| 9 | Have you advertised your book launch with your local newspaper, on the radio and targeted people locally with Facebook Ads? | <input type="checkbox"/> | <input type="checkbox"/> |
| 10 | Have you setup a Facebook Event for your local book launch? | <input type="checkbox"/> | <input type="checkbox"/> |
| 11 | Have you invited 1 or 2 keynote speakers to say a few words, present and launch your book on the night? | <input type="checkbox"/> | <input type="checkbox"/> |
| 12 | Have you booked a photographer to take photos on the night? | <input type="checkbox"/> | <input type="checkbox"/> |
| 13 | Have you invited a videographer to film your book launch? | <input type="checkbox"/> | <input type="checkbox"/> |
| 14 | Have you bought wine and some light snacks for your book launch? | <input type="checkbox"/> | <input type="checkbox"/> |
| 15 | Have you prepared a quick speech for your book launch? | <input type="checkbox"/> | <input type="checkbox"/> |

Notes