



# Creative Force Press

Guiding Aspiring Authors to Release Their Dream

www.CreativeForcePress.com | Olympia, WA

## Book Launch Strategy Worksheet

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Book supply in from the printer date: \_\_\_\_/\_\_\_\_/\_\_\_\_

Official book launch start date: \_\_\_\_/\_\_\_\_/\_\_\_\_

Pre-order sales start date: \_\_\_\_/\_\_\_\_/\_\_\_\_

People who will assist me in getting the word out for my pre-orders and launch:

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Dates and locations for book signings:

\_\_\_\_/\_\_\_\_/\_\_\_\_ at: \_\_\_\_\_

\_\_\_\_/\_\_\_\_/\_\_\_\_ at: \_\_\_\_\_

Create social media posts about pre-orders by \_\_\_\_/\_\_\_\_/\_\_\_\_

Create social media posts about book launch by \_\_\_\_/\_\_\_\_/\_\_\_\_

For my launch, will I direct people to buy books from me directly or from Amazon?

\_\_\_\_\_  
(You'll make the most money by selling directly to people via your website or in person)

How will I keep track of pre-sales? \_\_\_\_\_

Will I offer free shipping or some kind of bonus for buying during my launch? If yes:

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When will my Kindle version be available? \_\_\_\_/\_\_\_\_/\_\_\_\_

Who do I need to send free copies/pre-view copies to? \_\_\_\_\_

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**Will my book launch be connected to some other kind of offer? Coaching, small group program starting, workshop, etc.?** \_\_\_\_\_

**How will I solicit and collect reader testimonials?** \_\_\_\_\_

**Who do I know who could interview me on a radio show, newspaper, blog or TV show regarding my book?** \_\_\_\_\_

**What other sites will I list my book for sale on online?** \_\_\_\_\_

**And when?** \_\_\_\_/\_\_\_\_/\_\_\_\_