

AUTHOR PRE-PUBLICATION CHECKLIST

Done	Task	Note
	12-6 Months Before Publication	
	Create Website/Blog	
	Establish social media presence (FB, Twitter, Goodreads, Pinterest)	
	Begin building contact/email list	
	Find and list similar books	
	Research and list influencers	
	Begin incorporating edits (around month 6)	
	6-4 Months Before Publication	
	Have professional headshot taken	
	Write/update author bio	
	Reach out to potential partners	
	Reach out for testimonials/reviews	
	Increase email list efforts	
	Complete edit for ARCs	
	3 Months Before Publication	
	Write magazine articles for related topics/areas of expertise	
	Plan contests/giveaways	
	2 Months Before Publication	
	Plan email campaign	
	Reach out to reviewers/bloggers	
	Increase presence on social media	
	Setup Google alerts for Title/Author/Topic	
	Start writing guest posts on blogs	
	1 Month Before Publication	
	Start submitting guest posts to blogs	
	Increase social media presence	
	Send out invitations for launch party	
	Reach out to email list/contacts	
	2-3 Weeks Before Publication	
	Reach out to email list/contacts	
	Launch Day	
	Fully engage social media accounts	
	Start blog tour	
	Celebrate!	

For a full-size version of this checklist to print and use, visit lightmessages.com/checklist.