

Mapping My Releases

Now, use the blocks below to map out your releases and determine when you'll use promotions to drive an increase in sales or downloads. This will also help you plan your launches and visibility bumps. As a general rule, these guidelines may help you prepare for your releases:

- 3 months prior: seek book bloggers for reviews; give sincere shoutouts on social media to influencers whose audiences might enjoy your work; set up your reader magnet and welcome sequence to introduce new readers to your work (learn more about reader magnets and welcome sequences at bit.ly/JournalResources).
- 2 months prior: seek interview and guest-blogging opportunities; promote your reader magnet to build your email list; plan and set up pre-order party, order gifts and prizes.
- 1 month prior: promote pre-order party; plan and promote release party; newsletter swaps with partner authors; continue to promote reader magnet to build email list.
- Release month: run pre-order party; run launch party; ensure book reviews posted; ensure interviews posted; thank reviewers; push reader review campaign; advertise in BookBub or other reader newsletters; continue to build email list; announce release to your email list.

January

February

March

April

May

June

July

August

September

October

November

December