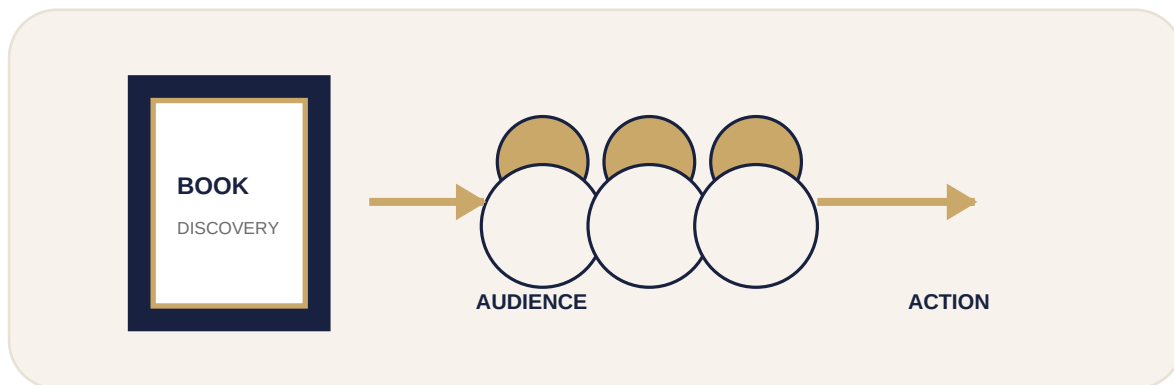


SOPHIE ELLIS CLARK

The Book Launch Checklist

A structured launch roadmap from 90 days before publication through the first month after launch.



A practical resource for authors who want clearer positioning, stronger reader connections and more intentional book discovery.

Prepared by Sophie Ellis Clark

Book Discovery & Marketing Strategist

sophie@sophieellisclark.com | sophieellisclark.com

How to use this resource

Do not try to complete everything in one sitting. Work through the sections that match your current stage, mark the actions you will take, and return to the resource as your marketing develops.



PLAN

Consistency beats random promotion.

Your reader-first rule

Good book marketing is not about being everywhere. It is about making the right message easier for the right reader to notice, understand and act on.

90 Days Before

- Define audience and positioning.
- Finalize core book information.
- Prepare website or landing page.
- Create a launch asset folder.
- Build a list of relevant communities and contacts.

60 Days Before

- Begin educational and story-driven content.
- Prepare outreach templates.
- Create a reader sign-up opportunity.
- Identify interview, podcast or newsletter opportunities.
- Draft discussion materials.

30 Days Before

- Confirm launch links.
- Prepare launch-week content.
- Contact relevant communities where appropriate.
- Create a simple email sequence.
- Prepare graphics and book information.

14 Days Before

- Confirm all links.
- Test your purchase or information page.

- Schedule selected posts.
- Send appropriate reminders.
- Review your launch checklist.

7 Days Before

- Publish a clear launch reminder.
- Share a useful reader-facing piece.
- Confirm availability with collaborators.
- Prepare launch-day message.
- Rest. Avoid last-minute chaos.

Launch Day

- Make the book easy to find.
- Thank early readers and supporters.
- Share the story behind the launch.
- Respond to genuine comments.
- Avoid overwhelming followers with repeated identical posts.

First Week

- Share reader questions or verified feedback.
- Continue useful content.
- Thank people who helped.
- Follow up on relevant opportunities.
- Record what earned attention.

First Month

- Review traffic and engagement signals.
- Identify strongest content themes.
- Refresh weak book-page elements.
- Plan ongoing discovery.
- Connect the launch to long-term visibility.

Launch Scorecard

Area	1	2	3	4	5	Evidence / Notes
Positioning						

Area	1	2	3	4	5	Evidence / Notes
Book page						
Content						
Reader outreach						
Community activity						
Follow-up						
Lessons learned						

Your next 3 moves

Choose three actions you can complete in the next seven days. Keep them small enough to finish and specific enough to measure.

1. _____

What will tell me this is complete? _____

2. _____

What will tell me this is complete? _____

3. _____

What will tell me this is complete? _____

A final reminder

Your book deserves more than random promotion. Give it a clear promise, a defined reader, a thoughtful discovery path and a consistent reason for people to care.

With purpose, clarity and reader-first strategy,

Sophie Ellis Clark

Book Discovery & Marketing Strategist | sophie@sophieellisclark.com | sophieellisclark.com