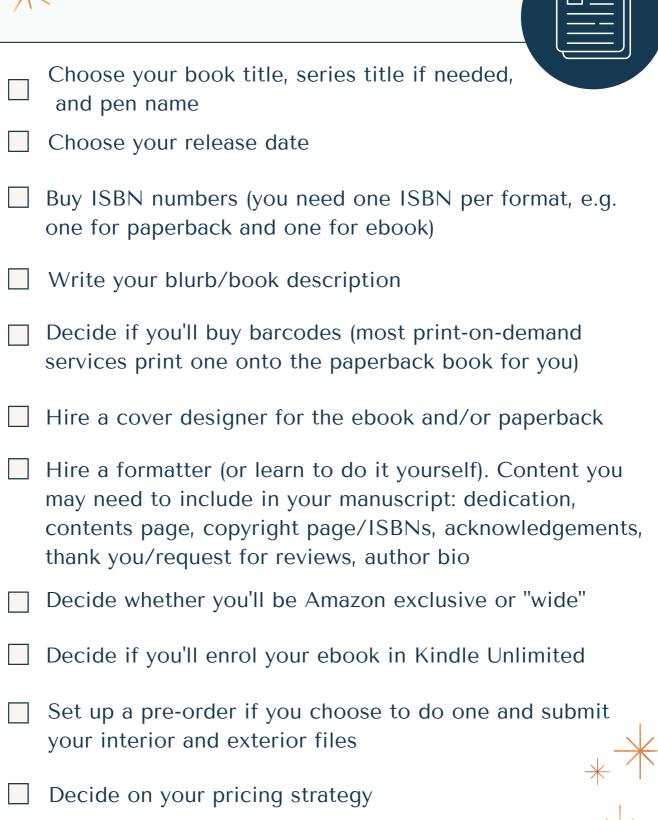
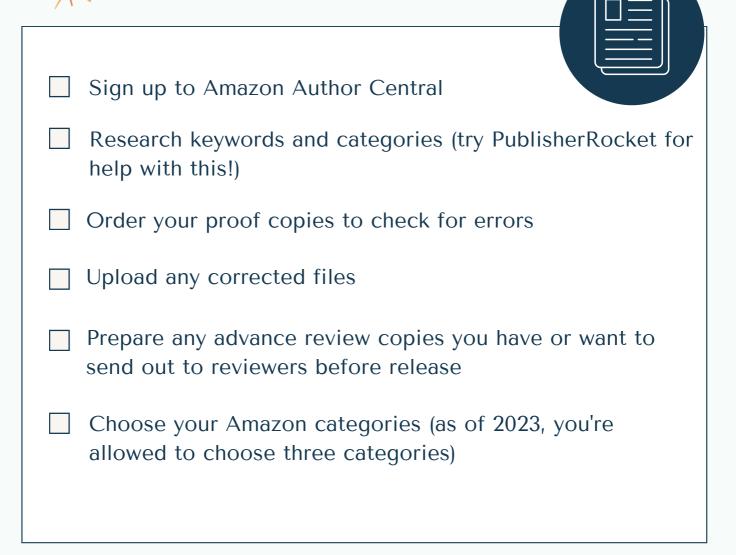


PUBLISHING STEPS





PUBLISHING STEPS



Now let's move on to the marketing tasks you can do! You don't have to do all of these, they're just ideas.

I suggest starting with a few that interest you, or that you want to test out.

You can always add more later, or stick to a couple of tried-and-tested methods.







MARKETING TASKS



Make a multiple-territory link for your book (try mybook.to)
Post social media announcements (pre-release posts might include cover, blurb and title reveals)
Create an author website and add your book details
Create a media kit with your author bio and headshots
Start or grow your newsletter (try MailerLite) and offer freebies for signing up
Send out advance review copies (you can use sites like BookSirens or BookSprout for this, or contact bloggers)
Claim your book on Amazon Author Central and set up your profile and bio
Send out regular newsletters with updates
Try out Amazon or Facebook/Instagram ads
Social media: share regular updates, post short-form video on TikTok or Instagram, aesthetics posts, quotes/snippets, photos of your writing space, reader Q&As, live chats, share reviews and book recommendations, writing tips
Start an author or writing advice blog



MARKETING TASKS

Hold giveaways on social media
Run promotions on platforms like BookFunnel
Add your book to Goodreads (try the Goodreads Librarian Group in Goodreads groups if you have trouble)
Set up your Goodreads author profile and do the Q&A
Try out some Kindle Unlimited countdown deals if you're enrolled in KU
Set up and run a street team to help promote your book
Remind people to review your book if they've read it
Try doing some real-life events such as conventions or signings
Use Pinterest to pin content related to your book and any future book projects
Take part in newsletter swaps with authors who write in your genre

I hope this checklist helped you on your publishing journey!

