

AUTHOR LAUNCH CHECKLIST

A well-known statistic: 81% of people say they want to write a book, but <1% actually do. You are now in that small group of people . . . let's go! At Streamline, we have a saying that "the book is the hook" which means that, much more than book sales, your book holds the potential to unlock some incredible doors in your life.

Every checklist item below provides strategies you can implement in the months and years ahead. Save this document to your computer and revisit it any time you want to get your book out there!

WRITE MY BOOK



The hardest part, and you did it! We are so proud of you for writing this thing, and cannot wait to hear testimonials about how others benefit from your good work!

SET LAUNCH DATE



The most vulnerable thing you can do is push through Resistance to release your message into the world. You will 100% be surprised what happens as a result of your courage to do so.

ORDER AUTHOR COPIES



We will prepare you with step-by-step instructions on how to order author copies for you to sell and/or sign for others! (Just make sure they pay you for your work :)

TELL FRIENDS/FAMILY



Your friends and family might be your biggest cheerleaders throughout your book launch process. Show them how to buy, review, and share your book!

UNBOXING VIDEO



Unboxing videos receive great feedback and engagement. Show the world a video opening your book for the first time and share the message of why you wrote it!

USING SOCIAL MEDIA



Promote your book online for free! Create a social media content schedule for yourself to stay consistent with promoting your book and message on social media.

EMAIL BLAST



An email subscriber list is just as (if not more) important as a social media presence. Create your own email list, and start with promoting your new book!

PUBLIC TESTIMONIALS



Ask friends/family for a testimonial about your book. These will be important in the days ahead as others connect with your content and message and will boost engagement.

FREE SPEAKING EVENTS



Many authors perform free speaking engagements to promote their book. This marketing strategy helps you move books at scale, and free events might turn into paid!

LOCAL TV/RADIO



Email local producers with a link to your new book and let them know you'd love to come on their show! Tell them you will give them free copies in exchange for an interview.

HANDWRITTEN NOTES



Write down a list of 50 leaders that you know and send them a free copy of your book with a handwritten note stating how you would love to share your message with their team!

DIRECT MESSAGES



Successful authors regularly send out direct messages to prospects about their book. Make a goal to send 10 direct messages per business day—be consistent with this!

REGULAR NEWSLETTER



Create a consistent newsletter that updates your subscribers about your book and your book launch. Grow your subscriber base and set yourself up well for future book launches!

CREATE A WEBSITE



One of the most important things to have as an author and speaker is a professional looking website that people see when they look you up online. Invest in a quality site!

PURSUE PODCASTS



Get in the habit of reaching out to podcasts to share your message. Cold emails and direct messages are a great way to reach out to podcast hosts. Or start your own!

BOOK GIVEAWAYS



Handing your book to someone after meeting them is a great feeling and is a practical way to add value to others. You can also do book giveaways on social media to create buzz.

SPEAKING PHOTO/VIDEO



Get pictures and videos with your book and capture content of you speaking to groups. These pictures are great for your website and social media and let others see you in action!

MONTHLY GOAL-SETTING



Set monthly goals for how many speaking engagements you want to perform or how many podcasts you want to be on. Setting goals will ultimately lead to more book sales.

IMPACT "ONE" PERSON



This is the "Hidden Impact" you will experience! You never know who will be impacted by your book/message. Your job is to show up each day and make a difference!

STAY ENCOURAGED



81% of people want to write a book, and only 1% of people actually do every year. You have accomplished an amazing feat by publishing and launching your book into the world!

PROMOTE OTHERS



Promoting a book is fun but hard work. One of the best ways to find success is actually by promoting others! Connect with like-minded authors and support one another regularly.

KNOW YOUR MATERIAL



Read your book over and again so you are familiar with the content. People will ask about certain parts or reference things they liked. Always have an answer prepared!

RE-PURPOSE CONTENT



Now that you have this resource, repurpose content and share parts of your book with others, create action plans, group studies, etc. based off the principles from your book.

WRITE BOOK TWO!



We can't wait to help write your next book! If you refer someone and we write their book, we'll send you a \$250 Amazon gift card and donate \$250 to a charity of your choice!