

MARKETING/LAUNCH/PROMOTIONAL TASKS

GOODREADS AND PRE-ORDER	F&G'S	PUBLISHER MEETING
<p>-Announce when book is up so people can mark it, "Want to Read." -Let people know when pre-order is available.</p>	<p>-Send F&G's to key people (coordinate with the publishing house)</p>	<ul style="list-style-type: none"> - Ask for a few pieces of art for marketing. - Blog tour information - Where were F&G's sent? - Confirm their marketing plan. - Giveaways (Goodreads)?
TWITTER	FACEBOOK	INSTAGRAM
<p>Goal: Remain visible and support the #kidlit community.</p> <ul style="list-style-type: none"> - Tweet about other debut authors - Marketing/Promotion - #PBChat - Tweet about #bookbirthdays - Tweet about craft tips - Research and post on special days like #AppreciateADragonDay 	<p>Goal: Remain visible and support the #kidlit community.</p> <ul style="list-style-type: none"> - Debut groups - Marketing/Promotion for other authors. - Marketing/Promotion for my book 	<p>Goal: Remain visible.</p>
LIBRARIES	BOOKSTORES	PERSONAL BLOG POSTS
<ul style="list-style-type: none"> - Contact libraries to see if they will order my book (starting with local districts and then attempting to do all districts in Colorado) - Ask people to contact their libraries to see if they will carry the book. - Ask people to check out the book once the library district commits to buying it. 	<ul style="list-style-type: none"> - Reach out to all local bookstores to see if they will carry the book in their stores (They each have different procedures for doing so.) - Order enough books to provide a complimentary copy to them as needed. - Offer to sign store stock. 	<ul style="list-style-type: none"> - Build a following before launch.

ORDER SWAG	LAUNCH “PARTY”	SCHOOL VISITS
<ul style="list-style-type: none"> - Ordered bookmarks, 3 different types of stickers, t-shirts for us to wear (perhaps), courage cards (2 sizes/ one for bookstores and school visits/smaller and one for the launch event (larger). <p>*Ordered swag from VistaPrint*</p>		<ul style="list-style-type: none"> - Promote school visits - Marketing for school visits (flyer, brochure) - WRAD - Teacher Appreciation Week - Giveaways
UPDATE WEBSITE	GIVEAWAYS. ETC.	BLOG TOUR/REVIEWS
<ul style="list-style-type: none"> - Blog Tour - Launch countdown and launch party - Reviews - Giveaways 	<ul style="list-style-type: none"> - Giveaway prior to launch 	<ul style="list-style-type: none"> - Write blog tour dates on calendar - Complete questions two-weeks prior to blog date - Watch for reviews and post them on social media
LAUNCH GROUP TASKS	MARKETING MATERIALS	OTHER ANNOUNCEMENTS
<ul style="list-style-type: none"> - Read and review books (create checklist because it is easy to lose track of the books I’ve already reviewed) - Keep track of their launch dates - Tweet, etc. about their launches 	<ul style="list-style-type: none"> - One page summary of the book - Press Kit - School flyer - Have multiple biographies prepared with varying lengths. - Create a sheet with information for submission to libraries, bookstores, etc, including quotes from primary reviewers, ISBN, summary of book, my bio 	<ul style="list-style-type: none"> - Local Newspaper - Local Magazines (Colorado Parent) - Nextdoor Announcement - Are there specialty stores who would want to carry my book? - 12x12 Good News - SCBWI Insight book birthday https://www.scbwi.org/submissions-open-for-happy-book-birthday-program/