

Promo Helper For Your New Book Release

At least 2 months before (more like 3-4 months before)

- 1) Make sure the book is available for pre-order.
- 2) Promote on social media
- 3) Schedule blog tour for release week
- 4) Schedule paid advertising if used

4-6 Weeks Before

- 1) Create a cover reveal and promote cover art.
- 2) Verify pricing.
- 3) Ramp up social media
- 4) Schedule guest blogs/ additional guest blogs
- 5) Have review copies to your street team and reviewers

10 days before to release day

- 1) Follow up with street team to make sure reviews done and social media is ready
- 2) Create social media blitz
- 3) Make sure giveaways are scheduled.
- 4) Send release day newsletter.

Additional Promotional Ideas

- 1) Participate in memes and hashtags
- 2) Make sure your new release information is sent into newsletters or websites which list new books.
- 3) If contractually possible sell on your own site and use coupons to track promotions.

Grow Your Audience

Think of 3 different objects, themes, professions, or areas that your book is about. Then, find related blogs and social media accounts. For example, your romance between a dog trainer and a former Navy SEAL may mean reaching out to dog owners, returning veterans, and perhaps local (to the book's location) blogs and social media accounts.

Don't be afraid to use hashtags to reach a new audience.

Don't Forget

- 1) Leverage the power of Facebook groups. Just follow the rules of each group.
- 2) It is OK to get your book out there.
- 3) The more time you have to plan, the easier promo will be.
- 4) Think about getting help!

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Guest Blogs Scheduled

- 1)
- 2)
- 3)
- 4)
- 5)
- 6)
- 7)
- 8)
- 9)
- 10)

Hashtags I Can Use

- 1)
- 2)
- 3)
- 4)
- 5)

Reviewers

- 1)
- 2)
- 3)
- 4)
- 5)
- 6)
- 7)
- 8)
- 9)
- 10)

Am I...

- ⇒ Using Tiberr to promote my blog
- ⇒ Sharing in Facebook groups according to their rules
- ⇒ Regularly producing content for my blog
- ⇒ Giving Likes & Shares
- ⇒ Asking for Likes & Shares

Reader Outreach

What professions are my hero/heroine?

Does the location play an important role? If so where is the book set?

Any animals/pets/hobbies strongly represented in the book?

Does my readership have any organizations or places for outreach? (i.e. Schools for YA novels.)