



CRAFTING A KILLER *Cozy Mystery*

LAUNCH CHECKLIST

Pre-Launch Period		<input checked="" type="checkbox"/>
Book Editor		
Book Cover Designer		
Title		
Blurb		
Add Book & Purchase Links to Website		
Schedule Promo Sites (eReader News Today etc)		
Arrange Newsletter Swaps		
Send to ARC Team		
Design Ads/Teasers		
Connect book to Bookbub profile		
Check book on Goodreads		
Launch Day		<input checked="" type="checkbox"/>
Remind ARC Team to Review (Give them Bookbub + Goodreads links)		
Send Announcement Email		
Start Ads		
Post & Pin on Facebook Page		
Update Facebook Page Header		
Post on Facebook Personal Profile		
Post-Launch		<input checked="" type="checkbox"/>
Monitor Ads		
Send Excerpt Email		
Send Fun Launch Email (Giveaway, Social Event, etc)		