

The Life Cycle of a Book Launch

*Building Your Brand and
Maximizing Your Book Release...
from Pre-Launch to Post-Launch*



SMITH
PUBLICITY^{INC.}

Meet Your Presenters:

Corinne Moulder

Vice President Business Development



Kellie Rendina

Manager, Business Development



Stages of Book Promotion

Pre-Launch



Post-Launch

Acquisition



The stages of book promotion are important to identify and differentiate so you can plan accordingly – both by budgeting time and developing strategy – for each stage.

Pre-Launch



SMITH
PUBLICITY^{INC.}

What happens during the Pre-Launch phase?

Aside from completing your book (hooray, you did it!), the Pre-Launch stage is the most integral part of the launch process because it is the time during which you lay the foundation for the rest of your launch.

The first step is to get clear on your author brand. After you do this, putting the rest of the pre-launch pieces into place will be easier (and more fun!).

Some of the things you'll want to consider and build during this time are:

- Author Website
- Book Endorsements
- Social Media Presence and Strategy
- Publicity Plan

First thing's first! What Is an Author Brand?

What *is* an author brand and why is it so important?

- Helps lend authenticity and legitimacy to your book and other projects
- Allows you to be easily identified by your readers/audience
- Makes for a cohesive and visually pleasing platform

Exercise: Envision your favorite brands, both book related and non-book related. What colors, fonts, and imagery do they use, and in what ways do they use them consistently? What makes them so recognizable? What feelings does their brand evoke? These are the same questions you will want to ask yourself about your author brand. What overall message are you trying to convey? What are you hoping to sell? Your goal should be aligning your answers to these questions with the look and feel of your author brand.

Identifying and Building Your Author Brand

First identify your target audience:

- Who is the ideal reader for your book?
- Match your brand voice as closely as possible to your target audience

Next, clarify what your Unique Selling Propositions (USPs) are. They could include:

- Your credentials and/or education
- A very unique or unusual story which inspired your book
- Your geographic location (ties into your book)
- Professional or nonprofit experience

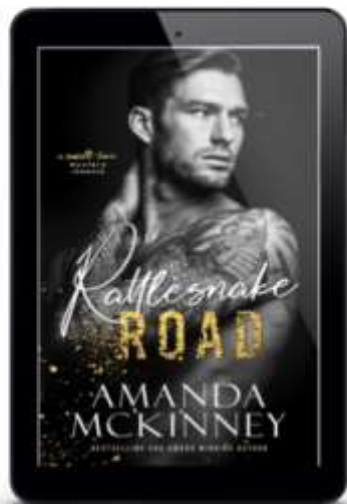
Helpful Hint: Consistency is key! Keep your brand voice consistent across all areas of your platform, from website and social media, to email and beyond

Author Website

Make your website work for you! Visitors should feel “at home” in your brand when they arrive to your website. Your website should consistently apply the following:

- Colors: Your 2-3 brand colors of choice
- Font: Your chosen brand font, which should be as clean and easy to read as possible and should appeal to your target audience
- Imagery:
- Your logo should be prominently displayed (it doesn't need to be very big, but should be in a spot that is immediately visible)
- Photos should be professionally done and align with your overall brand aesthetic (example: colorful versus black and white)
- Your book cover should be prominently displayed
- Points of connection: Clearly identify how your audiences can stay connected to you (newsletter, blog, social media, etc.)
- Content: Demonstrate that your voice extends beyond the pages of your book

RATTLESNAKE ROAD



♥ Named one of POPSUGAR's 12 Best Romance Books to Have a Spring Fling With ♥

Welcome to 1314 Rattlesnake Road—the perfect hideaway to escape your past.

Rattlesnake Road pushes the boundaries and blends genres in this raw, emotional, no-holds-barred story.

★ "A dark, edge-gripping emotional read." - Obsessive Reads ★

★ "sexy, suspenseful romance." - Publisher's Weekly Review ★

★ "Strong characterization bolsters this profusional, romantic tale." - Kirkus Review ★

START READING TODAY

SUMMARY JUDGMENT

Available Now

Everyone leaves death row. Few leave it alive.

"Clark accomplishes something very difficult: helping us see the importance of making sure justice is done even for the guilty. A gripping and fascinating story." —
Perry Dane, Professor, Rutgers University Law School



FEATURED BOOK

The Brass Queen

Now An International Bestseller!

BUY ONLINE

DISCOVER IT CHAPTER BY CHAPTER



”

Kollicking fun and sharp as a brass tack, this book is everything steampunk should be.

— KYLE PHIBBS, *Book & Author Interview*

”

Link, exciting, and endlessly inventive, THE BRASS QUEEN is a grand adventure of manners and espionage – perfect for readers who like a little magic in their retro science escapades.

— KRISTIN HENRIK, *Author Interview: Author of Goodreads*

”

I loved The Brass Queen: hilarious, with a very tongue-in-cheek dry wit and delightful imagery. One of those books that you don't want to put down because they're just so much fun.

— ANNEBETH COLEMAN, *Author of The Girl on the Train*

BIOGRAPHY

23 Words

Elizabeth Chatsworth is the British author of *The Brass Queen* series. Please visit www.elizabethchatsworth.com for the latest news on this award-winning humorous fantasy.

45 Words

72 Words

103 words

132 Words

TRADE REVIEWS & AUTHOR BLURBS

THE BRASS QUEEN:

WRITING AWARDS

- Writers Of The Future Vol. 37 Winner.
- New England Readers' Choice Award 2019 Finalist in the Short Story category.
- RWA® 2018 Golden Heart® Award Finalist in the Mainstream Fiction category.
- On The Far Side Contest 2018 Winner in the Light Paranormal category.
- The Moly Contest 2018 Winner in the Paranormal category.
- Put Your Heart In A Book Contest 2018 Winner in the Paranormal, Science Fiction, & Fantasy category.
- Best Barber Contest 2018 Winner in the Paranormal category.
- The Catherine Contest 2018 Winner in the Wild Card category.
- Gateway to the Best 2018 Grand Prize Winner.
- The 26th Annual Love Star Writing Contest 2018 Second Place in the Fantasy, Futuristic, & Paranormal category.
- On The Far Side Contest 2018 Second Place in the Science Fiction category.
- The Four Seasons Contest 2018 Finalist in the Fantasy, Futuristic, and Paranormal category.
- Hot Prospects 2018 Second Place in the Fantasy, Futuristic, and Paranormal category.

SMITH
PUBLICITY INC.

HARMA HARTOUNI

[ABOUT](#) [CONTACT](#)



A STORY OF RESILIENCE,
SELF-ACCEPTANCE
AND SUCCESS

GET YOUR COPY



Book Endorsements

Book endorsements lend credibility to your book and also help to build buzz!

- Research a number of authors within your genre whose work inspires you
- Do a deep-dive into your professional network
- Consider those whose research you incorporated into your book and/or those who were a part of your journey to writing
- When requesting endorsements:
 - Make it personal
 - Help them help you
 - Give a deadline for the endorsement and confirm the publication date for your book
 - Grant easy access to your content
 - Make it easy for them to fulfill your request

Social Media Presence and Strategy

Begin building your social media presence as soon as possible – a year ahead of your publication date is ideal. The more time you spend building your presence up front, the bigger the audience will be ready and waiting for your book’s launch date!

- Choose at least one platform to consistently focus on (instead of spreading yourself too thin across all of them!)
- Apply your branding (book cover, brand colors, logo, professional headshot, branded cover photo, etc.)
- Let your followers know about your book! This may seem obvious, but don’t be afraid to begin sharing about your book with the people who clicked “like” or “follow”
- Consider offering special giveaways/incentives for your followers
- Engage, engage, engage!
- It’s great if your social media pages look nice, but it won’t be much help if you don’t actually interact with your followers. Show them you value their support (and possibly sales, down the line!)



Amanda McKinney

@AmandaMcKinneyAuthor · Author

Sign Up

amandamckinneyauthor.com

Home Videos Photos About More ▾

Like Message 🔍 ⋮

Ask Amanda McKinney

"Can you tell me more about yourself?"

Ask

"Can I learn more about your background?"

Ask

"Are you available to chat?"

Ask

"Where are you located?"

Ask

Type a question

Ask

About

See All

Bestselling and multi-award-winning author of Sexy Murder Mysteries.



Create Post

Photo/Video Check in Tag Friends

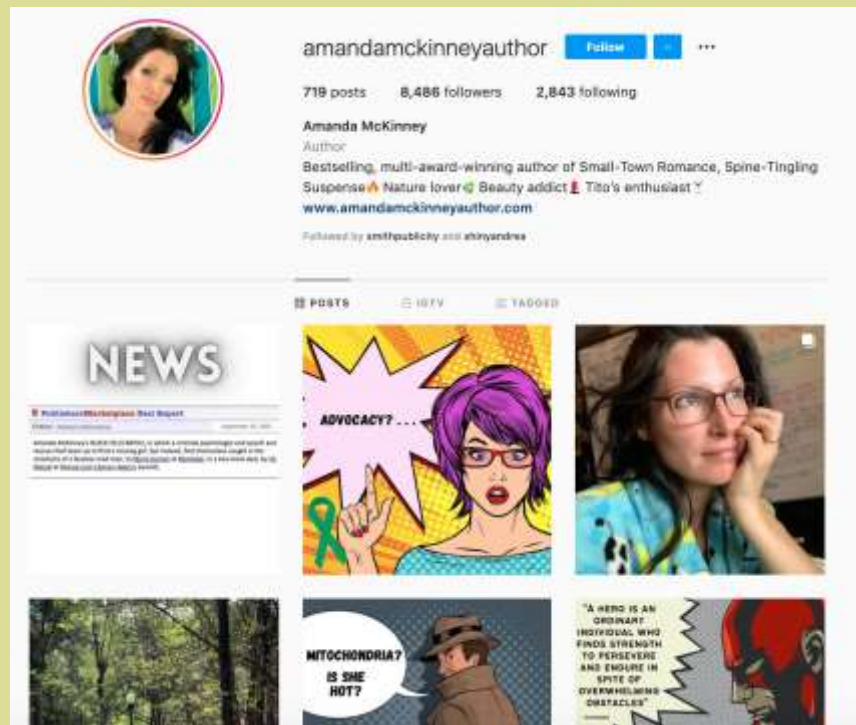
PINNED POST



Amanda McKinney

January 5, 2020

#sohoctic





Harma Hartouni

@HarmaHartouni Follows you

Dad, Husband, Founder & CEO @HarmaRealEstate, Business leader, Go-getter

Los Angeles harmahartouni.com Joined May 2019

837 Following 155 Followers

Followed by Claudette Robinson and Dr. Amarendra Bhushan Dhiraj

Tweets Tweets & replies Media Likes

Harma Hartouni @HarmaHartouni · Sep 22
Where are we with the hot housing market within the last year? I spoke to #ladailynews about what the buying climate is now:



elizabethchatsworth Follow ...

729 posts 4,906 followers 3,866 following

Elizabeth Chatsworth

Author

British author & actor. My Yorkie, Boo, features in my award-winning gaslamp #fantasy THE BRASS QUEEN #steampunk #victorian #romance #comedy www.elizabethchatsworth.com

Followed by shinyandrea, sebjenkinsauthor, suzyapprovedbookreviews + 2 more



Highlights



Highlights



Highlights



Highlights



Highlights



Highlights



Highlights

POSTS IGTV TAGGED



Publicity Plan



Once your brand is crafted and you have the initial pieces – website, social media pages, etc. – in place, you’ll be in a great position to begin thinking about your publicity plan and to start putting the wheels in motion well before your launch.

Here are some things to keep in mind:

- Your timeline: many authors are surprised to learn how far in advance they should begin working with a book publicist! At least 4-6 months before publication is ideal.
- Publicity vs. Marketing
- Budget
- Ask yourself: How will you monetize your publicity?

Launch & Post-Launch



SMITH
PUBLICITY^{INC.}

Congratulations... you're ready to launch!



Here are a few things to expect when it comes time to your book publicity launch:

- Book Reviews
- Byline Articles
- Media Appearances
- Social Media

Book Reviews

- Blog engagement, Goodreads discussion groups, and author forums
- Online reviewer and blogger outreach
- Where to find, how to approach
- Personalize!
- Becoming a part of the discussion

KIRKUS

booklife 

by Publishers Weekly

goodreads



SMITH
PUBLICITY^{INC.}

Byline Articles

- Articles written by you offering advice or “how to”
- Not book focused
- Look for speaking opportunities in your local market
- Reflection pieces/ Op-eds

Bustle

TIME

FORTUNE

WSJ

Appearances & Promos

- Media Interviews (in-studio or virtual)
 - Virtual is very much the norm during these times, so be sure to be proficient with Zoom, Skype, Google Meet, etc.
- Book talks
 - Bookstores: local book shops, Barnes & Noble, schools, clubs, and more
- Ebook giveaways
 - Fussy Librarian



Spreading the Word on Social

- Ongoing before, during and after a launch
- Share reviews, coverage, kind words
- Re-share past coverage



SUMMARY

- Make a plan (ideally several months before your book's launch)
- There are promotional activities you can do—before, during, and after the publication date
- Be proactive, nurture your “fans,” and be consistent and authentic in building your author brand



Questions?



SMITH
PUBLICITY^{INC.}

Thank You!

Email: Info@SmithPublicity.com
Phone: (856) 489-8654
Smith Publicity, Inc.
1415 Marlton Pike East, Suite 402
Cherry Hill, NJ 08034

FOLLOW SMITH
ON SOCIAL MEDIA

ALL THINGS BOOK
MARKETING PODCAST

SUBSCRIBE TO THE
POWER PUBLICITY
NEWSLETTER



@smithpublicity



Smith Publicity, Inc.



@SmithPublicity



Smith Publicity, Inc.



*Power Publicity
Newsletter*



SMITH
PUBLICITY^{INC.}