



# PRE-LAUNCH BOOK MARKETING TIPS

BY CRYSTAL HUNT + CREATIVEACADEMYFORWRITERS.COM

1

## DECIDE ON YOUR STRATEGY + MAKE A PLAN

It's easy to spin your wheels if you don't have a plan. What is the main goal of your marketing efforts? How much time will you invest and how?

2

## ESTABLISH AUTHOR BRAND ELEMENTS

Get clear on who your audience is, and what your branding elements are. Decide on colours, fonts, a logo, what name/handle you'll use on everything.

3

## PREP YOUR FREEBIE ITEM / LISTBUILDER

The best way to build readership is with a free book or story so people can try before they buy. Short story? First book in the series? Prequel novella?

4

## SET UP BOOKFUNNEL ACCOUNT

This is the best and easiest way to deliver your ARC copies and your freebies to your readers with minimum effort on your part.

5

## SET UP EMAIL LIST ACCOUNT

Set up a mailing list to keep readers up-to-date with new releases, and recruit ARC readers. Connect this to your Bookfunnel freebie download.

6

## CLAIM + SET UP SOCIAL MEDIA ACCOUNTS

Claim all your social media profiles on whatever platforms you want to use. Make sure that your bio blurb points people to your freebie item.

7

## SET UP YOUR BOOK PRE-ORDER

Set up a pre-order, add your pre-order links to your freebie item, and post links to all your social profiles. Send links out to your newsletter list.

8

## BUILD YOUR AUTHOR WEBSITE

Create an author website that includes links to social accounts, your freebie download, and your pre-order link for your book. Link to it from all your profiles.

9

## BUILD YOUR ADVANCE READER TEAM

Email your list and ask if anyone wants to get a free copy of your new book in exchange for leaving an honest review on launch day.

10

## SHARE YOUR FREEBIE LINKS EVERYWHERE!

Share your links to your freebie everywhere, and make sure the link to pre-order/buy your book is in the back of the book - ideally with a sneak peek!