# Everything to do Before Your Book is Published

1) What is Your Genre: _____

2) Books You've Read in Your Genre: _____

_____

_____

_____

_____

## Join Communities

### Where?

Social Media:
- TikTok
- Facebook
- Instagram
- X
- BlueSky

Online Community Platforms:
- Discord
- Reddit
- YouTube
- Blogs

Other:
- LinkedIn
- Kickstarter
- Patreon

Writing Communities (Free & Paid):
- Community Programs
- In-Person Writing Groups
- Online Writing Groups
- Local College/University Courses
- National and Local Writing Organizations
- Writing Contests (avoid scams)

Reading-Focused Platforms:
- BookBub
- Goodreads
- Substack

**Remember:**
Follow Community Guidelines
Avoid Inactive Communities

**Create Your Online Author Persona**

1) Your Author Name: _____

2) Your Author Bio: _____

_____

_____

_____

3) Your Author Photo

4) Author Symbol Ideas: _____

_____

_____

**Set Up Your Online Presence**

1) Your Author Email: _____

2) Your Author Website: _____

3) Author Social Media Account: _____

4) Author Social Media Account: _____

5) Author Social Media Account: _____

**Remember:**
Tell people about your accounts
Invite people to join your accounts

## Claim Your Handles On

BookBub: www.bookbub.com/users/sign_up
Goodreads: www.goodreads.com/user/sign_up
Author Central: www.author.amazon.com/home (once you're published)

## Ways to Engage

Interactive Posts:

- This or That
- Voting

Sneak Peek Content:

- Chapter or Scene Samples
- Blurb
- Cover Art (When Applicable)

My Process Content:

- Inspiration Boards
- Research Rabbit Holes
- Character Profiles
- World Building
- Progress Updates

Invite people to join your mailing list

## Copyright Your Book

- Registered with the United States Copyright Office and Library of Congress
- Electronic Copyright Office (eCO): www.copyright.gov/registration/literary-works/
- Costs $45 for an individual book with a single author
- Before publication, or within 3 months of publication
- Include manuscript and cover

## Your Blurb

### Method One: Fill In the Blank

**(Main Character One)** is **(normal life)** until **(inciting incident)**, and **(how that incident affects Main Character One)**. Now, **(Main Character One)** must **(what she/he wants)** despite **(what is stopping her/him)** or else **(consequences)**.

**(Main Character Two)** is **(normal life)** until **(inciting incident)**, and **(how that incident affects Main Character Two)**. Now, **(Main Character Two)** must **(what she/he wants)** despite **(what is stopping her/him)** or else **(consequences)**.

**(Title)** is a **(subgenre)** **(short story / novella / novel)** featuring **(trope / theme)**.

## Method Two: Hook, Line, and Sinker

**TAG LINE** (book cover):
- Three to seven words
- Convey genre
- Covey stakes
- Evoke emotion

**HOOK** (elevator pitch – first line of blurb):
- One sentence (twelve-ish words)
- Explain what book is about
- Include the ultimate stakes
- Evoke emotion
- Often in bold

## SYNOPSIS SECTIONS:

Paragraph One: (three-ish sentences)
Identify Main Character One
What is she/he going through?
End with a cliff hanger

Paragraph Two: (three-ish sentences)
Identify Main Character Two
What is she/he going through?
End with a cliff hanger

**CALL TO ACTION:**
- Sentence One: Tittle, series (if needed), sub genre, trope, heat level, angst level
- Sentence Two: 2 or 3 adjectives and author name
- Sentence Three: Enjoy this (adjectives + story length) today!

### Keep in Mind
A shorter Blurb is better
One main character - One paragraph
Multiple main characters - Pick two or use one

### Your Launch Plan

1) Keep Everyone Apprised of the Process by Announcing:
- When the first draft is done
- When the first round of edits are done, and the second, etc.
- When the manuscript is finished
- Submissions process (**be discreet**)
- Cover art progress

2) Set a Lauch Date (the date the book will become available):
- Tell everyone
- Tell them again once a week, ramping up to once every three days

3) Finalize Your Blurb:
- Post the blurb

- Send blurb to your mailing list, if applicable

4) Finalize Your Cover:
- Do a cover teaser
- Do a cover reveal

5) Set Up a Pre-Order:
- Post the link far and wide
- Re-post the link once a week, ramping up to once every three days
- If you have a mailing list, give them the preorder link

6) Send Out Advance Reader Copies:
- Request but do not demand reviews
- On publication day, send a reminder with review location links
- Do not pay for reviews

7) Set Up a Giveaway:
- Rafflecopter, SweepWidget, or Google Forms
- Share the giveaway and ask others to share
- A good opportunity to collect emails

8) Hold a Digital Book Tour:
- Book 'appearances' in advance
- Approach social media pages, blogs, digital news sources
- Ask to be features, for guest posts, or page takeovers

9) Announce Giveaway Winners:
- On publication day or very near to
- Include link to your book in announcements

10) Publication Day:
- Announce the book's publication
- Include direct purchase link(s)

11) Don't Stop There:
- Post links to you book every three days for two weeks, then move to once a week
- Share snippets of positive reviews
- Continue posting updates about your writing journey

Notes:

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