

# The Ideal Timeline for PROMOTING YOUR BOOK

Beverly here! Thanks for downloading my cheat sheet. There's one important thing I want you to remember as you read this: **this is an ideal timeline but we don't live in an ideal world**. This means you definitely shouldn't beat yourself up if you can't follow perfectly. Use it as a guide and do your best.

Want to work on this and other book promo stuff with me? Join my Patreon group for twice-monthly sessions, downloads, and more. <https://www.patreon.com/BeverlyBookPR>. I also have a free Facebook group here: <https://www.facebook.com/groups/BeverlyBookPR>. Join us!

PRE-PUBLICATION

5-6 Months

- **Cover Reveal:** Go small or go large, but have this ready to go
- **Website:** Add the cover and synopsis (cover blurb) to your website as "coming soon" or "coming on [release date]"
- **Mailing List:** Make sure what goes on your site goes to your list.
- **Conventions:** When it's possible to go to conventions again, we want to be looking into those as far ahead as possible
- **Media Kit:** be sure your website has a high-res cover image for download, as well as your author image and a short biography

4-5 Months

- **Long Lead Time Reviews:** Start sending review copies to the long lead time reviewers like *Publishers Weekly*, *Booklist*, *Library Journal*, *Foreward Book Reviews*, etc.

3-4 Months

- **Shorter Lead Time Reviews:** This is when you approach all the other reviewers and bloggers to see if you can get launch-time reviews or other features like excerpts or an occasional interview or guest post.
- **Send Physical ARCs:** the ones you haven't already sent can go out. Make this one of the first things you do in this time period if possible only because at the time of this writing the postal services in North America are particularly slow
- **ARC Giveaways:** You can do a few ARC giveaways in this period, keeping in mind the slow mailing times.
- **Pre-Order:** Your book should be available for pre-order by now! When you do, be sure to share the link on your social media and mailing list.
- **Schedule Events:** There isn't much happening at the time of this writing, but when they happen again get started on planning those at this point.

2-3 Months

- **Keep at It:** Don't stop working on what you were working on the previous month. This is a prime publicity period still. You can still do an ARC giveaway and look at in-person events (when possible), too.

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PRE-PUBLICATION

1 Month

- **Follow Up:** Make sure you've done follow-ups with anyone you need to.
- **Make a Calendar:** Get your promo stuff is on your calendar with reminders so you don't miss deadlines.
- **Countdown:** If you want you can start counting down the days to your book's release, though this can also wait until closer to time.

1 Week

- **Final Follow-Ups:** Anything you haven't finished with regard to follow-ups should be done now.
- **Countdown:** Definitely start this now. It's OK to be excited about this. You can still talk about other stuff too, but this is your big day coming up!

Launch Day

- **Sing it from the rooftops:** Get announcements out to your mailing list, and social media. Change your social media headers to a graphic including your book.
- **Giveaway:** This is a great time to give away a few copies. You can use any method you want, but try to do things that encourage signups or follows.

3-14 Days

- **Express Gratitude:** This is the time to email and post that you're grateful for the support and to thank everyone. Even if you're feeling like it didn't go how you'd hoped, it's important to make sure those who did pitch in feel appreciated.
- **Share Your Publicity:** Be sure to share your good reviews and share any time you get other kinds of media like excerpts, interviews, guest blogs, or other features. Don't keep it to yourself! You'll be using social proof to help you spread the word and sell more books.

Beyond 14  
Days

- **Resume Normal Posting:** After two weeks you'll gradually start getting back to normal. Fewer publicity items will start to trickle in and you'll start posting a little bit less. By the time a month has gone by, you should mostly be back to normal. This means your posts about your book will get back to being around 10%-15% of what you share.
- **Exceptions:** The one exception to this is if you are getting reviews or other media you want to share. You should always share that stuff.
- **Update Your Website & Social Media:** If you get especially good reviews be sure to put them on your website in a "praise" or "media" section of some kind. Make use of pull quotes all throughout your site if you have the capability. For your social headers, it is good to switch them to something else now. Your next book, perhaps?

POST-PUBLICATION