FREE PRINTABLE

The Book Launch Kit

Everything to plan, write about and launch your book, in one place.

- 12-week timeline
- Blurb templates
- 5 welcome emails
- Review outreach
- Keywords worksheet
- Launch week plan

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Eight working sections. Use them in order, or jump to the one you need this week.

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01 · HOW TO USE THIS KIT

Start here

This kit covers the last stretch: from a finished draft to the month after release. Print it, write on it, and keep it next to you while you work.

- **Start with the timeline.** Write your release date at the top and count back twelve weeks. If you have less time, squeeze the early weeks together and keep the order.
- **Do one worksheet at a time.** Most take an evening. The blurb and the keywords are worth a second pass a few days later.
- **Treat the templates as starting points.** Rewrite them in your own voice. Readers can tell when an email was written for nobody in particular.
- **Tick things off, and skip what doesn't fit.** Nothing here is required. A smaller launch you finish beats a bigger one you abandon.
- **Check the current rules.** Stores and services change their guidelines. Wherever this kit says "check the current guidelines", look them up on the day you need them.

Your launch at a glance

Book title

Series and number

Genre

Release date

Launch price

Formats ☐ Ebook ☐ Paperback ☐ Hardcover ☐ Large print ☐ Audio (later)

Where it will be sold

Reader magnet (free thing for subscribers)

Newsletter sign-up link

One-line pitch

Twelve weeks out to four weeks after

Three to six jobs a week. Write the real dates next to each week so the plan lives in your calendar, not just on paper.

Weeks 12 to 7 Files, cover, description

12 weeks out — FOUNDATIONS

- [ ] Set the release date and write it on the previous page.
- [ ] Choose your formats and where you'll sell.
- [ ] Book your editor, proofreader and cover designer, or block time to do each yourself.
- [ ] Check whether you need ISBNs for your formats and stores (check the current requirements).
- [ ] Write a one-line pitch for the book.

11 weeks out — COVER BRIEF

- [ ] Collect 5 to 10 recent covers from your genre that feel like your book.
- [ ] Write the cover brief: genre, mood, title, subtitle, author name, formats needed.
- [ ] Pick your comparable titles (section 06).
- [ ] Set up your newsletter sign-up page and reader magnet.

10 weeks out — EDITING

- [ ] Manuscript goes to the editor, or start your own structural pass.
- [ ] Draft the blurb (section 03).
- [ ] Start a list of possible early readers: anyone who has said they want to read it.
- [ ] Load the five welcome emails into your newsletter tool (section 04).

9 weeks out — COVER AND COPY

- [ ] Review cover concepts. Look at each one at thumbnail size.
- [ ] Write a short author bio (two sentences) and a longer one (one paragraph).
- [ ] Draft categories and keywords (section 06).
- [ ] Choose one or two social platforms and start the weekly routine (section 07).

8 weeks out — EARLY READERS

- [ ] Approve the final ebook cover.
- [ ] Send the early reader invitation (section 05, message A).
- [ ] Set up or update your author page in each store you'll sell in.
- [ ] Decide your launch price and any later price.

7 weeks out — FILES

- [ ] Apply the edits and do a proofread pass.
- [ ] Write the front and back matter: copyright page, dedication, "also by", a newsletter invitation.
- [ ] Format the ebook and the print interior.
- [ ] Send your list a cover reveal.

Weeks 6 to 1 Early readers, email list, store pages

6 weeks out — COPIES OUT

- [ ] Send early copies to the readers who said yes, directly or through a book delivery service.
- [ ] Order a print proof, or download a digital proof.
- [ ] Set up a preorder if you want one. Check each store's current preorder rules and file deadlines first.
- [ ] Make three simple images: the cover, a short quote from the book, the release date.

5 weeks out — PROOF

- [ ] Read the print proof on paper and mark every fix.
- [ ] Get the full print cover with spine once the page count is final.
- [ ] Check in once with early readers. Keep it light.
- [ ] Newsletter: something behind the scenes from the book.

4 weeks out — STORE PAGES

- [ ] Put the final blurb on every store page and check how it looks on a phone.
- [ ] Enter categories and keywords.
- [ ] Draft your launch week emails and posts (section 08).
- [ ] Ask your own network about guest posts, interviews or a local event.

3 weeks out — EXCERPT

- [ ] Newsletter: the first chapter, or a short excerpt.
- [ ] Order author copies if you're printing.
- [ ] Collect every buy link in one document.
- [ ] Ask early readers who loved it if you may quote them. Get a clear yes before you use a word.

2 weeks out — FINAL CHECKS

- [ ] Upload final files well before any deadline.
- [ ] Check that title, subtitle, series and author name match on every store page.
- [ ] Remind early readers of the release date (section 05, message B).
- [ ] Clear your calendar for launch week.

1 week out — READY

- [ ] Test every buy link on a phone and a computer.
- [ ] Schedule the release day email.
- [ ] Newsletter: "it's out next week", with the date.
- [ ] Fill in the "have ready" list on the launch week page.
- [ ] Get some sleep.

> Behind schedule? Protect three things: a proofread book, a clear blurb, and an email to your list on release day. Everything else can move.

Launch week and after

Release, then the four weeks that follow

Launch week

RELEASE

- [ ] Send the release email to your list.
- [ ] Message early readers with the live link and a thank-you.
- [ ] Post on your chosen platforms.
- [ ] Tell friends and family yourself, one by one.
- [ ] Reply to every message.
- [ ] Follow the day-by-day plan in section 08.

1 week after

FOLLOW UP

- [ ] Send the follow-up to early readers who haven't posted a review (message B), once only.
- [ ] Send thank-yous to everyone who helped (message C).
- [ ] Write down your numbers: sales, sign-ups, reviews. Don't judge them yet.
- [ ] Rest for a day.

2 weeks after

STORE CHECK

- [ ] Check every store page: formats linked, description correct, sample working.
- [ ] Share a reader reaction you have permission to use.
- [ ] Newsletter: what readers have said, and a thank-you.

3 weeks after

ADJUST

- [ ] Search your keywords as a reader would. Swap any that don't surface books like yours.
- [ ] Review your categories against what your comparable titles use.
- [ ] Start notes for the next book.

4 weeks after

LOOK BACK

- [ ] Write a one-page review: what worked, what you'd drop, what you'd start earlier.
- [ ] Update the back matter in your files with a link to the next book or your newsletter.
- [ ] Set a date for the next launch.

Notes for next time

The fiction shape

A blurb is not a summary. It's the first scene of a sales conversation: who, what goes wrong, what it costs, then silence. Five moves, then stop.

1 **The hook**

One line that makes someone want the next line. It should work even without the cover next to it. Try the strangest true thing about your story, or the moment the trouble starts.

2 **Character and situation**

Who is this, and what is their life like right before it breaks? Name them. Give one detail that makes them specific, not a list of traits.

3 **What goes wrong**

The event that forces them to act. Add the complication: the thing that makes the obvious solution impossible.

4 **The stakes**

What will they lose if they fail, and by when? Specific beats grand. "Before the river freezes" beats "before it's too late".

5 **Then stop**

End on the choice, the question or the danger. Never on the answer. One short line is enough.

The nonfiction shape

Nonfiction readers are asking one question: will this help me? Answer it in the reader's words, then show what's inside and why you're the one to write it.

1

The problem

Name the problem the way your reader would describe it to a friend. Use "you". Be concrete about how it shows up in their week.

2

The promise

What changes for them after reading? Keep it honest and specific. A promise you can't keep costs you every review after it.

3

What's inside

Three to five short points. Write outcomes, not chapter titles: "how to say no without losing the client" rather than "Chapter 4: Boundaries".

4

Who it's for

Describe the reader so precisely they recognize themselves. It's fine to say who it isn't for.

5

Why you

One or two sentences of real experience that earns their trust. Relevant beats impressive.

A worked example

An invented novel: **The Winter Crossing**, a mystery.

HOOK	For thirty years the river gave Ada Moss back everything it took. Until now.
CHARACTER AND SITUATION	Ada ran the ferry across the Callow until her knees gave out. Retired, widowed and too stubborn to move to town, she has one person left: her grandson Finn, who took the night boat out in November and never tied it up again.
WHAT GOES WRONG	The police call it an accident. Ada knows the river better than that. And the only man who saw Finn that night is Cal Brenner, the man she sent to prison twelve years ago, who is out now and has every reason to lie.
STAKES	The ice comes in three weeks. Once it does, whatever the river is hiding stays hidden until spring.
STOP	To find Finn, Ada will have to trust the one person she swore never to.

Notice what's missing: no subplot, no second suspect, no hint of the ending, no adjectives telling you how to feel.

Blurb checklist

- [ ] The first line works without the cover next to it.
- [ ] One main character, two at most, and they're named.
- [ ] No subplot. No list of side characters.
- [ ] The problem is clear by the second paragraph.
- [ ] The stakes are specific: what is lost, and by when.
- [ ] It ends on a choice or a question, not the answer.
- [ ] Events do the work, not adjectives like "gripping".
- [ ] Paragraphs are one to three sentences.
- [ ] The tone matches your genre. Read ten blurbs from your comparable titles first.
- [ ] It reads well out loud, with no tongue-twisters.
- [ ] It's easy to read on a phone screen.
- [ ] Someone who hasn't read the book understood it.

Say hello properly

Someone just gave you their email address. These five messages turn a stranger into a reader who opens your next one. Fill in the **[brackets]**, rewrite anything that doesn't sound like you, and set them to send automatically in your newsletter tool.

EMAIL 1 · WELCOME AND READER MAGNET

Send right away

SUBJECT **Your copy of [reader magnet] is here**

Hi **[first name]**,

Thanks for signing up. Here's **[reader magnet]**, as promised: **[download link]**

I'm **[your name]**. I write **[kind of books]** for readers who like **[two or three things your readers love]**.

Here's what to expect: an email about every **[two weeks / month]** with **[what you'll send: new chapters, behind the scenes, books I'm reading, release news]**. You can unsubscribe any time with the link at the bottom.

If this landed in a spam or promotions folder, moving it to your main inbox helps the next ones reach you.

Talk soon,
[Your name]

P.S. You can reply to any of these emails. It comes straight to me, and I read everything.

EMAIL 2 · YOUR STORY

Send on day 2 or 3

SUBJECT **Why I write [kind of books]**

Hi **[first name]**,

A quick story about how I got here.

[Two or three sentences about a moment, a place or a book that made you want to write this kind of story. Be specific. "I grew up next to a river that flooded every spring" beats "I've always loved stories."]

That's still what I'm chasing every time I sit down to write: **[the feeling or question at the heart of your books]**.

[One line about where or when you write: early mornings, the kitchen table, a notebook on the train.]

Thanks for being here,
[Your name]

EMAIL 3 · BEHIND THE SCENES

Send on day 5

SUBJECT **The real [place / object / idea] behind [book title]**

Hi **[first name]**,

Something most readers never see: **[a real detail behind the book, such as a place you visited, a piece of research, an object, a scene you cut or an early title]**.

[Two to four sentences telling the story of that detail. Add a photo if you have one.]

In the book it became **[how it shows up in the story, without spoilers]**.

I'll share more of these as **[book title]** gets closer.

[Your name]

EMAIL 4 · A QUESTION FOR READERS

Send on day 8

SUBJECT **Can I ask you something?**

Hi **[first name]**,

I'd love to know a little about you.

[One easy question. For example: What's the last book you couldn't put down? Which kind of character do you always root for? Do you read on paper, on a screen, or by ear?]

Just hit reply. One line is plenty. I read every answer, and they shape what I write and what I send here.

[Your name]

EMAIL 5 · WHAT'S COMING NEXT

Send on day 12

SUBJECT **What I'm working on now**

Hi **[first name]**,

Here's where things stand. I'm **[writing / editing / finishing] [book title]**, **[one-line pitch]**. **[It comes out on (date) / I'm aiming for (season).]**

[One or two sentences on what excites you about it, or a short teaser: a first line, a character's name, the setting.]

You'll hear about it here first**[, and people on this list get (an early chapter / the cover first / a launch price), if that's true]**.

From here on you'll hear from me about every **[frequency]**. Thanks for reading this far.

[Your name]

Keep them short. Each one should take under a minute to read on a phone. Write to one person, not "everyone". If a sentence sounds like an advert, cut it.

Early readers and reviews

Reviews come from readers who got the book early and liked being asked. Three messages: an invitation, one follow-up near release, and a thank-you.

MESSAGE A · INVITATION — 8 weeks out

SUBJECT **Would you like an early copy of [book title]?**

Hi **[name]**,

My new book, **[book title]**, comes out on **[date]**. It's **[one-line pitch]**.

I'm putting together a small group of early readers and thought of you because **[real reason: you read my last book, you love this genre, you asked]**. You'd get a free copy in **[ebook / paperback / your choice of format]** about **[number]** weeks before release.

If you enjoy it, an honest review around release day would mean a lot. There's no obligation, and honest means honest: if the book isn't for you, that's useful to know too.

If you're in, just reply with the format you'd like by **[date]**.

Thank you,
[Your name]

MESSAGE B · FOLLOW-UP NEAR RELEASE — 2 weeks out, or 1 week after

SUBJECT **[Book title] is out on [day]**

Hi **[name]**,

A quick note: **[book title]** goes live on **[date]**. Thank you again for reading it early.

If you've finished it and would like to leave a review, here's where: **[store link]**. Some stores ask reviewers to mention that they received a free copy, so please check that store's review guidelines before you post.

If you haven't got to it yet, no rush at all. And if it wasn't for you, that's completely fine.

[Your name]

MESSAGE C · THANK YOU

After release

SUBJECT **Thank you**

Hi **[name]**,

I wanted to say thank you for reading **[book title]** early**[, and for taking the time to share what you thought]**. It made a real difference to this launch, and to me.

[One specific line: something they said that stayed with you, or a detail you're glad they noticed.]

I'll be looking for early readers again for **[next book / later this year]**. Would you like me to ask you first?

[Your name]

Rules to never break

- × **Never pay for a review.** No money, gifts or anything of value in exchange for reviewing.
- × **No review swaps.** Don't trade reviews with other authors.
- × **Never require a positive review.** A free copy comes with no strings attached to the rating.
- × **Don't review your own book**, and don't ask anyone who earns from it to review it.
- × **Disclose free copies where the store asks.** Remind early readers to do the same.
- × **Don't argue with reviews.** Reviews are for readers. Thank people privately and let the rest go.

Check the current guidelines. Each store and review site has its own rules, and they change. Before you contact anyone, read the current review guidelines of every store you sell in, and follow the strictest one.

Early reader tracker

NAME	CONTACT	FORMAT	SENT	FINISHED	REVIEWED	THANKED
			☐	☐	☐	☐
			☐	☐	☐	☐
			☐	☐	☐	☐
			☐	☐	☐	☐
			☐	☐	☐	☐
			☐	☐	☐	☐
			☐	☐	☐	☐
			☐	☐	☐	☐
			☐	☐	☐	☐

Help readers find it

Categories and keywords tell a store who your book is for. Start from books that are already reaching your readers, then work out what those readers type into a search box.

Comparable titles

Choose recent books (the last few years) that a reader of yours would also enjoy. Avoid the biggest bestsellers: they rarely tell you much about where a new book fits.

TITLE	AUTHOR	YEAR	WHY IT'S COMPARABLE	CATEGORIES IT'S LISTED IN

Category candidates

Write the full path as the store shows it. Be honest about fit: a book in the wrong category disappoints the readers who find it there.

CATEGORY PATH	STRONG FIT	MAYBE	NOTES
	☐	☐	
	☐	☐	
	☐	☐	
	☐	☐	
	☐	☐	
	☐	☐	

Keyword phrases brainstorm

Think in phrases a reader would actually type, not single words. Fill each box, then pick your strongest phrases below.

The reader
Who they are, what they want from a book

Setting
Place, time period, world

Characters and tropes
Types of hero, relationships, familiar story patterns

Mood
How it feels: cozy, dark, funny, slow-burn, tense

Problem or topic
For nonfiction: what the reader is trying to fix or learn

"Books like..."
Phrases readers use when they want more of something

Your shortlist

#	PHRASE	SEARCHED IT	WHAT CAME UP
1		☐	
2		☐	
3		☐	
4		☐	
5		☐	
6		☐	

- ☐ Search each phrase in the store as a reader would. If the results look like your book, keep it.
- ☐ Don't repeat words that are already in your title, subtitle or categories unless the store's help pages say to.
- ☐ **Check the current store help pages** for how many categories and keywords you can set, length limits, and what isn't allowed in keywords. These differ by store and change.

An hour or two a week

You don't need to be everywhere. Pick one or two places where readers of your genre already talk about books, and show up there on a schedule you can keep.

My platforms

1

2

Why readers are there

Posts per week

The weekly checklist

- [ ] **15 min:** pick two or three ideas from the list below.
- [ ] **30 to 45 min:** make them all in one sitting.
- [ ] **5 min:** schedule them, or note the days to post.
- [ ] **2 x 15 min:** reply to comments and talk with other readers and writers in your genre.
- [ ] **1 post:** invite people to your newsletter.
- [ ] **5 min:** note what got replies. Do more of that.

Post ideas

Your process

- A page of messy notes
- Where you write today
- A scene you cut, and why
- A problem you're stuck on
- An editing before and after
- The moment you typed "the end"

The world of the book

- A real place that inspired it
- An object that matters in the story
- A strange fact from your research
- A character's opinion on something
- A map or sketch
- A short line from the book

What your readers love

- Books you loved in your genre
- A trope you'll always read
- Great first lines
- "Which would you choose?"
- Your reading this month
- A question about their favorites

What not to do

- × Spam your buy link in every post or comment.
- × Buy followers, likes or comments.
- × Join engagement pods or follow-for-follow schemes.
- × Send your book to strangers in private messages.
- × Tag people who didn't ask to be tagged.
- × Reply to reviews, or post about bad ones.

The first seven days

Launch week is about telling the people who already care, clearly and more than once, then getting out of the way.

The day before
PREPARE

- [ ] Check that every buy link works.
- [ ] Confirm the release email is scheduled.
- [ ] Write your launch day post.

Day 1
RELEASE

- [ ] Release email to your list.
- [ ] Message early readers with the live link and a thank-you.
- [ ] Post on your platforms. Tell friends and family yourself.
- [ ] Do something to celebrate. Actually do it.

Day 2
REPLY

- [ ] Reply to every message and comment.
- [ ] Check that every format shows up on each store page.

Day 3
SHARE

- [ ] Post something from the world of the book, not a buy link.
- [ ] Share a reader reaction you have permission to use.

Day 4
FOLLOW UP

- [ ] Send message B to early readers who have finished, if you haven't already.
- [ ] Thank anyone who shared the book.

Day 5
BEHIND THE SCENES

- [ ] A short reading, a photo of your desk, or the story of the cover.

Day 6
REST

- [ ] Nothing to post. Step away from the store pages.

Day 7
LOOK AHEAD

- [ ] Newsletter: thank you, and what's next.
- [ ] Write three things to repeat and three to drop next time.

Have ready before day 1

- [ ] All buy links in one document
- [ ] Cover image in a few sizes
- [ ] The final blurb
- [ ] Short bio and an author photo
- [ ] Two or three approved reader quotes
- [ ] The release email, scheduled

ONE LAST THING

Write the book first.

A launch plan is only as good as the book under it, and most of the work is still the writing.

Authr is book-writing software built around that work. A team of AI agents in editorial roles works inside your manuscript with you. They comment and suggest edits. Every change is a suggestion you accept or reject.

- Roles like Lead, Writer, Reviewer, Line editor, Beta reader, Researcher and Continuity.
- Agent teams that run a relay on one brief.
- A story bible for your characters, places and facts.
- Export to Word on every plan. EPUB and print-ready PDF on Pro.
- Free for your first book. Authr's agents come with Pro, which starts with a 3-day free trial.

authr.shop

Good luck with the launch.