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Pre-Order

Checklist

**FOR SELF-PUBLISHED
AUTHORS**

Pre-Order Checklist for Self-Published Authors

8–10 Weeks Before Release Date

- Set Your Goals:** Determine what you want to achieve during your pre-order campaign (e.g., sales, visibility, email list growth).
- Finalize Your Book Files:** Ensure your book cover, title, and description are ready for promotion.
- Select Pre-Order Platforms:** Choose where you will offer your book for pre-order (Amazon, Barnes & Noble, your website, etc.).
- Plan Your Marketing Strategy:** Outline your promotional tactics, including email marketing, social media, and collaborations with influencers, bloggers, and reviewers.

6–8 Weeks Before Release Date

- Build Your Launch Team:** Have a dedicated team who will read your book early, leave online reviews, share to their social media, and help promote your book during your pre-sale period.
- Design Pre-Order Incentives:** Decide on “free with purchase” items (exclusive chapters, printable bookmarks, etc.) and have them ready for delivery to readers.
- Start Email Marketing:** Send the first announcement email to your list, teasing your book and pre-order incentives.

4–6 Weeks Before Release Date

- Launch Your Pre-Order Campaign:** Make your book available for pre-order on the platforms you selected a few weeks ago.
- Begin Social Media Promotions:** Share teasers, countdowns, and graphics on social media platforms. Follow a consistent posting schedule.
- Engage with Influencers and Bloggers:** Reach out to influencers or bloggers in your genre for book reviews, pre-order campaign sharing, etc.

2–4 Weeks Before Release Date

- Continue Email and Social Media Efforts:** Send reminder emails and keep up the momentum on social media. Highlight the benefits of pre-ordering your book.
- Host a Giveaway or Contest:** Consider hosting a giveaway and offer a special prize to increase engagement.
- Monitor Pre-Order Progress:** Track your pre-order numbers and adjust your marketing tactics as needed.

1 Week Before Release Date

- Send Final Push:** Create a sense of urgency with a “last chance to pre-order” email and social media posts.
- Prepare for Launch Day:** Make sure everything is in place for a smooth transition from pre-orders to live sales.
- Double-Check Pre-Order Fulfillment:** Ensure all pre-order incentives and bonuses are ready to be delivered on your book’s launch day.

Launch Day

- Celebrate Your Success:** Announce the official release of your book. Send out a celebratory email and thank your pre-order supporters.
- Deliver Pre-Order Bonuses:** Send out any promised freebies to your pre-order customers as a token of appreciation.

Final Tips:

- Track and Adjust:** Regularly monitor your pre-order campaign and be ready to tweak your strategy based on its performance.
- Stay Engaged:** Keep interacting with your audience, even after your book’s launch, to maintain momentum.

This checklist will help you stay organized and maximize the impact of your pre-order campaign, setting your book up for success from day one!