KICKSTART YOUR LAUNCH

5 STEPS TO PLAN OUT YOUR LAUNCH AND MAX OUT YOUR SUCCESS

1. Own Your Title

If you aren't already, start talking about yourself as an author. Add your book title and expected launch date to your email signature. Create a Goodreads author account and become active on that platform.

2. Create Your Buzz

Talk about your book! Share the book's promise with everyone in your network - what transformation will it ignite? Book podcast interviews and guest blogs.

3. Grow Your Tribe

Build community around the message of your book. Use the following list-building tactics: a lead magnet aligned with your book and pre-order bonuses offered in exchange for email addresses. Mention these in all conversations involving the book.

4. Focus Your Visibility Efforts

Books are great credibility boosters, opening doors for podcast interviews, speaking events, guest blog posts and more. Spend at least two hours a week on your visibility efforts and make them count.

5. Implement Your Plan

Now that you know what to do, it's time to create your calendar and work through your plan. You got this!

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12 Months or More

- Determine your launch budget
- Use a lead magnet and welcome sequence to build your email list
- Email your list weekly, offering a launch-related update once a month
- Develop bonus content for pre-orders and value-adds
- Professionalize your social media accounts

6 Months

- Cultivate relationships with influencers and collaborators
- Start building your online community
- Create a content calendar for your launch
- Commission launch-related graphics and images
- Start researching podcasts, blogs and social media accounts that attract audiences similar to your ideal reader

3 Months

- Create your website book page
- Write your launch-related content and schedule it (blog, social media, emails)
- Send a save-the-date to your email list, including link to book page
- Schedule your launch-related videos/webinars
- Schedule podcast interviews and guest opportunities

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LAUNCH PLAN TIMELINE

2 Months

- Recruit your launch team and tell them what's expected
- Start your launch team Facebook group
- Get your launch team reading the book and sharing about it on social media
- Promote pre-orders and bonus content
- Go live on your social media channels of choice weekly

1 Month

- Finalize plans for launch events (parties, live videos, signings, etc)
- 5 out of 7 social media posts each week should be launch related
- Maintain an active presence in your launch team group
- Collect feedback from launch team to bolster social media efforts

Launch Week

- Post something launch-related on social media every day
- Promote guest blog posts and podcast interviews
- Kick off any launch week promotions
- Take a deep breath and CELEBRATE!

Where Will Your Unexpected Dreams Lead You?

For Kathi Lipp and her husband, Roger, going from Silicon Valley to a house and 33 wooded acres in a remote area of Northern California was never part of the plan. In the process, Kathi learned that many of life's biggest, most rewarding opportunities happen when you follow your heart, abandon the expected, and take a leap.

Join Kathi as she shares her humorous missteps and a lot of hard-won wisdom she's gained on her homestead journey. Discover dozens of helpful tips on cooking, homemaking, gardening, and more, to create a better life wherever you call home. Plus, you'll receive plenty of grace and encouragement to pursue your next unplanned adventure.
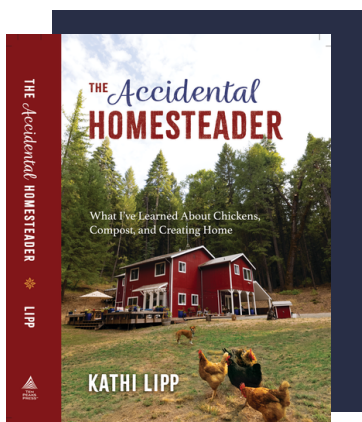
Order The Accidental Homesteader today and receive practical advice, inspiration for everyday living, and encouragement to follow your dreams.

Kathi Lipp

is the author of The Husband Project, Clutter Free, and (with Cheri Gregory) An Abundant Place. She is the host of the Clutter Free Academy and Writing at the Red House podcasts. She and her husband, Roger, are parents of four young adults. Kathi shares her story at retreats, conferences, and women's events across the United States.