FREE AUTHOR RESOURCE

IS YOUR

BOOK LAUNCH ON TRACK?

A 7-MINUTE
READINESS CHECK

Discover what is already working, spot what needs attention, and choose your next two priorities - whether your book launches in a few weeks or several months.

CREATED BY SANDRA BECKWITH

BuildBookBuzz.com

A quick snapshot, not a test

A successful book launch doesn't begin and end on publication day. It grows from the small, thoughtful steps you take to connect with the readers who will love your book.

This readiness check will help you recognize what you've already accomplished and see what you'll want to focus on next. Keep in mind that you don't need to do everything, and you certainly don't need to do everything at once.

HOW TO USE IT

Read the 16 statements on the following pages. Check the response that best describes where you are today.

I'VE GOT THIS! = Done or have a clear, realistic plan

STILL WORKING ON IT = Needs more attention

Give yourself one point for each "I've got this!" answer. Then see what your answers tell you.

If publication is still months away, some "Still working on it" answers may be perfectly appropriate. The point is to know what needs attention—not to feel behind.

01 KNOW YOUR READERS

Start with the people who will love your book.

CHECK ONE RESPONSE FOR EACH STATEMENT

01 I can explain what my book is about and why someone would want to read it.

☐ I've got this! ☐ Still working on it

02 I know who is most likely to love my book and what makes it appealing to those readers.

☐ I've got this! ☐ Still working on it

03 I know where my ideal readers spend time online or offline, so I can reach them.

☐ I've got this! ☐ Still working on it

02

CONNECT & COMMUNICATE

Give readers reasons to keep listening.

CHECK ONE RESPONSE FOR EACH STATEMENT

04 I know what to say about my book to make potential readers interested in it.

☐ I've got this! ☐ Still working on it

05 I've identified the best ways to communicate with my ideal readers, such as email, social media, or other channels.

☐ I've got this! ☐ Still working on it

06 I have a plan for staying in touch regularly by sharing content readers will find interesting or useful.

☐ I've got this! ☐ Still working on it

07 I've started building an email list or another reliable way to reach readers directly.

☐ I've got this! ☐ Still working on it

03 PREPARE YOUR BOOK & LAUNCH

Make sure the essentials are in place.

CHECK ONE RESPONSE FOR EACH STATEMENT

08 I have a publication date or general timeframe in mind.

☐ I've got this! ☐ Still working on it

09 I've done everything I can to make this a high-quality book people will buy, read, and recommend.

☐ I've got this! ☐ Still working on it

10 I've set at least one clear goal for my book launch, such as sales, reviews, or client leads.

☐ I've got this! ☐ Still working on it

11 My Amazon book sales page is ready, or I know what I need to do to make it effective and persuasive.

☐ I've got this! ☐ Still working on it

12 I have a plan for encouraging honest reader reviews before and after publication.

☐ I've got this! ☐ Still working on it

13 I've identified people, groups, or organizations that might help spread the word about my book.

☐ I've got this! ☐ Still working on it

04 LAUNCH & KEEP GOING

Plan for more than publication day.

CHECK ONE RESPONSE FOR EACH STATEMENT

14 I have a plan for announcing my book and keeping it visible during the first few launch weeks.

☐ I've got this! ☐ Still working on it

15 I'm realistic about sales potential during the launch period and understand that book marketing is a marathon not a sprint.

☐ I've got this! ☐ Still working on it

16 I've thought about how I'll continue promoting my book after the launch.

☐ I've got this! ☐ Still working on it

TOTAL "I'VE GOT THIS!" ANSWERS: _____ / 16

What your answers tell you

Count one point for every “I’ve got this!” answer. Your score is a snapshot of your preparation today—not a prediction of book sales or launch success.

12–16 You’re building great momentum!

You’ve already put many important pieces in place. Celebrate that progress! Review the statements you marked “Still working on it,” and decide which unfinished items matter most for your book and launch date.

7–11 You’ve got a good start!

You have a foundation to build on. Rather than trying to tackle every unfinished item, choose the gaps that will make the biggest difference in reaching your readers and preparing for publication.

0–6 You’ve taken the first step!

You now have a clearer picture of what goes into preparing for a launch. That’s productive progress. Start now with one or two manageable actions, especially those that help you understand and connect with the people most likely to read your book.

Choose your next two priorities

Look back at your “Still working on it” responses. Which items are most important for reaching your readers? Which need attention soonest, given your publication date?

1 MY FIRST PRIORITY

ONE ACTION I CAN TAKE

2 MY SECOND PRIORITY

ONE ACTION I CAN TAKE

Remember: You don’t have to do every possible launch activity. Choose what fits your book, readers, goals, and available time.

Your launch plan starts here

Now you know what you've already accomplished—and where you'd like to make progress. The next question is: What should you do first, and when?

THREE SIMPLE WAYS TO MOVE FORWARD

1. **Start with your readers.**
   Make sure you know who will love your book, where to find those readers, and what you can say that will interest them.

2. **Make your message worth hearing again.**
   Think about how you can stay in touch consistently with useful, interesting content—not just repeated requests to buy your book.

3. **Put your priorities on a timeline.**
   A task that matters six months before publication may be very different from one that matters a week before launch week. Start where you are.

Need more?

Discover what to do. And when.



THE ULTIMATE
BOOK LAUNCH TIMELINE & TASK CHECKLIST

The Ultimate Book Launch Timeline & Task Checklist organizes launch tasks into six phases. Pick the activities that fit your book and goals; skip those that do not.

This printable 12-page guide takes the guesswork out of planning, from building your audience months before publication to maintaining momentum after launch.

It is the tool you need wherever you are in the yet-to-be-published process.

Learn more and save $5 with coupon code SAVE5 at:

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You do not need a perfect launch. You need a plan you can actually use.

Sandra Beckwith | Build Book Buzz