

Recommended General Book Promotion Time Line Check List

IBPA Publishing University • Session 303

Kate Bandos, ksbpromotions.com /

Marika Flatt, prbythebook.com / Anthony Pomes, squareonepublishers.com

Tasks / Online Tasks	Due Date	Done ✓
6 - 8 months prior to publication date		
Create overall plan / strategy		
Establish Google alerts (specific & general)		
Prepare author bio — long version & short version		
Begin following HARO, ProfNet, etc.		
Write book description — 25 word, 50 word, 100 word		
Plan PR elements of book website		
Create PR portion of information sheet for sales reps		
Create book website media room		
Thoroughly research potential media outlets (using online & misc resources)		
Begin building media list		
Select media to get galleys/releases/books		
Solicit expert endorsements		
Contact potential sites/blogs to link to (limit to relevant, quality sites)		
Begin regularly responding to HARO, etc. media queries		
Contact major magazines editors re: excerpts, mentions, articles		
Explore online options (article submissions, etc.) for major mag sites & others		
Write promotional copy to be sent with galleys — cover letter, releases, etc.		
Update website media room / Begin blogging, Twitter, Facebook		
4 months prior to publication date		
Send ARCs/galleys to national & trade magazines		
Follow-up with national and trade magazines		
Contact regional magazines (personal emails/eblasts/calls/some snail mail)		
Make additional galley follow-ups		
Submit trade announcement info to Publishers Weekly and ForeWord		
Submit info for special trade features		
Write media releases & articles to have on hand		
Update website media room		
Prepare other media kit materials		
Post some media materials to website/blog		
Contact major TV shows (if appropriate)/get media training		
Review media selection		
Review overall publicity plan		
Finalize releases and other pr materials		
Update website media room		
Contact newspaper, online & radio media (personal emails/eblasts/calls/mail)		
Send out review copies		
Begin scheduling interviews		
Publication day (Stage publication day event, if appropriate)		
Begin follow-ups (primarily to all who got a book)		
Continue scheduling interviews		
Continue responding to journalist's queries (HARO, ProfNet, etc.)		
Monitor and respond to national and regional breaking news		
Review plans & evaluate responses to date		
Implement second efforts (new release/newsletter/article)		
Compile promo sheet of review quotes		
Regularly update online media pages		
Send promo schedule & new coverage to reps (as appropriate)		
Create & implement new campaign		
Plan campaign for the new edition		
© 2000, KSB Promotions Inc. (updated 5/10) www.ksbpromotions.com		