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Pre-Launch. 1. Upload your book to Amazon Kindle 1-2 weeks before your official launch date. Choose your launch date and then upload your book to Amazon Kindle 1-2 weeks before that date. There are a few reasons why this is important. Firstly, you want give yourself enough time to download your book and make sure it is formatted correctly.

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Your street team is a group of dedicated readers who will help you get the word out during your book launch. They will be active on social media and will be prepared to leave good (honest) reviews on launch day. In many cases, a street team is made up of friends, family, and a number of engaged mailing list subscribers.

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Arrive at least 45 minutes before the start of the event. Make sure that your books are clearly visible to attendees. Ideally they should be placed facing the audience so when you read, your books are right there, beckoning to be bought.

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~~10 Tips for a Successful Book Launch — Writer's Digest~~

If your book launch will be open to the public, you need to promote well ahead of the date. Start as far in advance as you can, and ramp up your promotions as the launch gets closer. Make sure you send out a press release, create an event page and talk about the launch on social media.

~~9 Handy Tips For Planning A Successful Book Launch ...~~

Online Facebook events are an excellent way to launch a new book, both fiction and non-fiction. They offer an exciting opportunity for new readers to explore the settings and characters of your book, with intriguing hints to draw them into the story. The true crime story which Angela Buckley successfully launched on Facebook

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~~How to Host a Facebook Launch of Your Self-published Book~~

Announce your book release via social networks (and take the time to thank or respond to others who share your news). Send out your launch day press release. Add "buy now" links to your website and anywhere else relevant. Add a link to your book's sales page to your email signature and any relevant forum signatures.

~~Book Marketing Timeline: From Pre-launch to Post-launch~~

During your book launch period, share some of the content you usually share, too, so you're not a one-trick pony. Maddie Daws, the pen name of best-selling author Sandi Kahn Shelton, is an example of somebody who has this figured out.

~~Don't make these 3 book launch mistakes on social media ...~~

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In his new book *Launch*, marketing expert Michael Stelzner reveals a formula that made him a millionaire in the Great Recession. He calls it the Elevation Principle: great content plus other people minus marketing messages equals growth.

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