

Timing: Publicity / Marketing Action

6-7+ Months Before Publication

- Publishers usually send out an author questionnaire. Incredibly important for setting the tone and helping the publisher formulate how to frame your book to booksellers, media, and potential readers.
- Create and fine tune basic publicity and outreach plans for title. *What media outlets and reviewers to target, cities the author plans/is willing to travel. Find out the travel budget (if any) from publisher.
- Publisher should set up phone call or in person meeting to talk through the plans and get a sense of what the author is comfortable with: how much time do they have to collaborate? What is their schedule and availability like? Are they good with social media?
- Once you have a cover and pre-order link, begin to share the good news and encourage pre-orders.

4-5 Months Before Publication

- Publisher sends bound or e-book copies of the book with press release to all relevant long-lead media, influencers, and potential event spaces.
- Pre-mailing pitches and follow-up with long leads (mostly print media on a monthly+ schedule), 2-3 weeks after the mailing.
- Blurbs begin to come in and should be shared widely.

- Make sure the book appears with proper cover, description, price, and author bio on all e-retailer sites (Indiebound, B&N, Google, Amazon are top sites). If there are any issues with the e-retailer feeds, distributor can provide guidance for fixes.
- If author has a website and/or social presence (including Goodreads) make sure that the info is up and appears correctly in these spaces as well.
- If you are booking author events, this is the time to set those up.

1-3 Months Before Publication

- Follow-up with contacts who received the galley to secure advance reviews, features, interviews, and events.
- Ideally, early advance copies will be available to mail out 4+ weeks before the publication date. Supplement the galley list and send top-tier contacts from galley list finished books
- Share media hits, good quotes, and links with distributor/sales. Keeping them informed of press + tour helps them sell the books and helps them advise monitor stock + event orders (ONGOING)
- Check-in with short lead reviewers to let them know about the book and that they'll receive a copy of the final book
- Follow-up with indie booksellers for feedback and to encourage Indie Next and regional picks
- Pitch or follow-up with any local/regional media for all tour cities about 1-month before their scheduled event.

- Create (or add to events feed) Facebook events for each public event. Make sure to tag and invite author/artist and venues. Encourage them to share too.

1 Month Before Publication

- Pitch and follow-up with all relevant media contacts and influencers in advance of launch to secure as much coverage as possible at launch date. Also, do targeted outreach in the markets where your events are held to boost attendance. Share pre-pub reviews and other good media hits with the venues to give them additional reasons to push event + book on social media.
- Make sure to celebrate the publication day in multiple ways: e-blast, social media, etc. and encourage the author to do the same.
- As much as possible, all media + marketing to peak in the weeks following launch.

1 Month After Publication

- Follow-up with all relevant media contacts to secure additional coverage.
- Continue outreach in markets where author has forthcoming events
- Continue sharing good press hits with publisher/distributor and on social media

2 Months After Publication & beyond

- Realistically, unless the tour is ongoing for months after publication or you really luck out with a big seller and/or there is a newsworthy hook, the window for press attention shrinks considerably after publication month. HOWEVER, there are opportunities like year-end and topic-specific gift lists and roundups where your book may appear later on. Also, poetry isn't usually seen as "time-sensitive," reviews usually continue to roll in up to 2 years after the original release date.
- Continue to push on social and come up with other ways to remind people about the title occasionally. Take part in events and conversations. Take part in the community in a way that doesn't drain you and pull you away from your writing goals.

Helpful articles and resources:

Lit Hub Ask the Publicist's "What's the One Thing I can Do for My Book:"

<https://lithub.com/ask-the-publicists-whats-the-one-thing-i-can-do-for-my-book/>

Poets & Writers How Independent Publicists work with authors:

https://www.pw.org/content/the_art_of_publicity_how_indie_publicists_work_with_writers

Fiction/Non/Fiction podcast "How Literary Publicity Works" (audio): <https://lithub.com/notice-me-how-literary-publicity-works/>