

Timeline for a Book Campaign

9-12 MONTHS FROM PUB DATE:

- Pub plans/marketing plans to be made.
- Begin to think about what needs to be done for this campaign:
 - Who is the target audience?
 - What is your brand or expertise?
 - What media should you focus on?
 - What are your expectations and goals for this book?
 - Are you planning on doing events?
 - Are you making galleys or e-galleys?
- If you plan to hire a publicist this is the time to start looking.
- If your social media isn't already established or your reach isn't where you would like it to be, start focusing on this element of your campaign.

6 MONTHS FROM PUB DATE:

- Galleys should arrive.
- You or your publicist should prepare a media list and galley letter.
 - If you want to schedule talks, organizers should be sent galleys.
- If you plan to try and place original pieces (essays, short stories, op-eds) now is the time to prepare them, begin monitoring the news to find excellent hooks for placement and also write the pitches.
- Social media plan needs to be made and execution begun.

2-5 MONTHS FROM PUB DATE

- Begin galley follow-ups
 - Keep pitches short, to the point, and personable. Do not badger media!
 - Reach out to event organizers.
 - Keep track of who is interested, who is passing, etc.
- If you are doing events/talks find out if any materials are required (PowerPoint, a poster, flyers, author photo jpg) get those things to the venue well in advance of the event.
- If you are working with a publicist you should be in touch regularly at this stage. He or she should provide updates on progress about every two weeks.
- Reach out to online outlets about placing your essays, short stories.

6 WEEKS-1 MONTH FROM PUB DATE:

- Begin to work on the final press materials and list
 - Add talking points, a Q&A, tour cities (if applicable)—any extra pieces to help spice up the presentation (pre-reviews if you've been able to garner any) or writing you've been able to place, blurbs from other experts or fiction writers.
- If events are part of your plan:
 - Send local media a press release and book with a note that you will be in town and available for interviews.
 - Talk to event organizers if you are unsure of the best media to approach in each city. They are usually happy to share their media list.
- If touring: Book travel, confirm venues, create final schedule.

1 MONTH FROM PUB DATE/RELEASE DATE:

- Finished book mailing goes out.
- Social media amps up: giveaways, highlight published pieces, etc.

2 WEEKS AFTER MAILING HAS GONE OUT THROUGH PUB DATE:

- Do finished book follow-ups
 - Pitch for interviews in your hometown and cities where you are well known.
- Place op-eds, blog pieces, tied to important and timely news.
 - Pay attention to the news-cycle and pitch yourself as an expert.
- If you are traveling for events:
- Pitch local media citing your event.
- Confirm interviews and add all details to your tour schedule

PUB MONTH:

- Continue to confirm interviews/events
- Keeping doing review follow-up, interview pitches, and tour follow-ups.