Book Launch Readiness Checklist

Check the essentials before setting your book launch in motion.

ACTION CHECKLIST

- [ ] Confirm your manuscript is edited and final changes are proofread.
- [ ] Test your eBook on a phone, tablet and dedicated reader where possible.
- [ ] Check your cover, title, author name and metadata agree across platforms.
- [ ] Check that the description communicates genre, audience and the central premise.
- [ ] Verify your purchase links, sample pages and author contact details.
- [ ] Confirm release date, distribution deadlines and any pre-order requirements.
- [ ] Prepare launch messages for the channels your intended readers use.
- [ ] Check permissions for images, quotations and promotional materials.
- [ ] Set a budget, assign responsibilities and record planned launch activities.
- [ ] Decide how you will track link clicks, enquiries and other useful signals.

Free educational worksheet. Adapt to your project; no sales or marketing outcomes are guaranteed.

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YOUR WORKING NOTES

Book title and target release date

Three items not yet ready, with owner and deadline

A one-sentence reader-facing promise or premise

Primary book page and backup purchase link

Launch-week activities, dates and channels

One week after launch: what will you review?

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