



*Write your book...we'll handle the tech.*

## *Author Promotional Checklist*

Congratulations on getting your book published. Whether it's your first book, your fifth, or your fifteenth let's run through this checklist to make sure you have the tools you need to promote your book.

✓ **Your author website** – Do you have one? Can you access it through your author domain name? If you don't have a website, My Author Home offers free websites for authors with their careers in mind. Visit <http://myauthorhome.com/why/> for more information. No matter where you have your website, make sure you update with all the details about your new book.

✓ **Social Media** – Even if you don't post on every platform (And you don't have to! I promise.) make sure you pick up your author name on those platforms by registering an account. That way no one else will have your name. Don't forget to share your book on your own social media accounts!

✓ **Your PR Team** – Get a list of bloggers, social media groups and accounts, or other venues which would be ready to promote and share information about your book ready. You can cultivate these connections by offering guest blog spots on your own blog. Need a start? All Unscramblet clients have access to our Promotional & Publishing Services directory.

✓ **Your favorite calendar** – You'll want to schedule enough time from the initial announcements to the cover reveal and all the pre and post-publication activities. Make sure you schedule time to celebrate! Try to aim for at least 6 weeks pre-publication and 6 weeks after your publication date.

✓ **Your support team** – Your publisher's marketing department, your virtual assistant, your best writing buds, your fellow release day authors are all there for you to connect with. Publishing is a ride. Make sure your team is around you to keep you grounded and ready for the next book.

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