



50 Lovely Street (Rt. 177) P 860 • 675 • 1344  
 Avon, CT 06001-3138 F 860 • 673 • 7650  
[brianjud@bookmarketing.com](mailto:brianjud@bookmarketing.com)  
[www.bookapss.org](http://www.bookapss.org)

## Pre-Publication Book-Marketing Actions

Below is a checklist of things you can do before your book is published, and a suggested sequence in which you can do them. This is not meant to be an all-inclusive or exact time line, but a general guide to help you market your books more successfully. If you need help with any of these actions contact [BrianJud@bookapss.org](mailto:BrianJud@bookapss.org)

Book Marketing Action	Weeks Before Pub Date
<input type="checkbox"/> Join APSS ( <a href="http://www.bookapss.org">www.bookapss.org</a> )	52
<input type="checkbox"/> Define your target readers	36
<input type="checkbox"/> Segment your target markets	36
<input type="checkbox"/> Purchase your domain name	36
<input type="checkbox"/> Get APSS discount on website design ( <a href="http://www.NewMediaWebsiteDesign.com">http://www.NewMediaWebsiteDesign.com</a> )	36
<input type="checkbox"/> Copyright your manuscript ( <a href="http://www.loc.gov">www.loc.gov</a> )	26
<input type="checkbox"/> Social networking (Facebook, Twitter, LinkedIn, Pinterest)	26
<input type="checkbox"/> Develop a strategic plan ( <a href="http://tinyurl.com/l4zyabe">http://tinyurl.com/l4zyabe</a> )	26
<input type="checkbox"/> Calculate a budget	26
<input type="checkbox"/> Create your blog	26
<input type="checkbox"/> Decide on title	20
<input type="checkbox"/> Decide on format(s) – printed book, ebook, other or all	20
<input type="checkbox"/> Contact book clubs	20
<input type="checkbox"/> Join a local APSS Chapter ( <a href="http://www.bookapss.org">www.bookapss.org</a> )	20
<input type="checkbox"/> Celebrity endorsements	20
<input type="checkbox"/> Prepare a positioning statement and elevator pitch	16
<input type="checkbox"/> Manuscript to editor	16
<input type="checkbox"/> Create a trailer for your website; YouTube	16
<input type="checkbox"/> Illustrations/photographs	16
<input type="checkbox"/> Arrange for cover design	16
<input type="checkbox"/> Arrange for text layout	16
<input type="checkbox"/> Request for quotation to printers	16
<input type="checkbox"/> Get APSS discount with Ingram Spark ( <a href="http://www.bookapss.org">www.bookapss.org</a> )	16
<input type="checkbox"/> Have manuscript converted to ebook ( <a href="http://www.bookapss.org">www.bookapss.org</a> )	16
<input type="checkbox"/> Contact syndicated columnists and wire services	16
<input type="checkbox"/> Contact magazines with 90 – 120 day lead-time before their pub date	12
<input type="checkbox"/> Plan tradeshow to attend ( <a href="http://www.biztradeshows.com">www.biztradeshows.com</a> )	12
<input type="checkbox"/> Obtain ISBN with APSS discount on Bowker products and services	12
<input type="checkbox"/> Obtain Library of Congress Catalog Number	12
<input type="checkbox"/> Prepare sales promotional items ( <a href="mailto:guy@msgpromo.com">guy@msgpromo.com</a> )	12
<input type="checkbox"/> Prepare a list of special marketing periods ( <a href="http://www.holidayinsights.com">www.holidayinsights.com</a> )	12
<input type="checkbox"/> Write rear cover copy	12
<input type="checkbox"/> Get APSS discount with Baker & Taylor ( <a href="http://www.bookapss.org">www.bookapss.org</a> )	12
<input type="checkbox"/> Create distribution to non-bookstore retailers ( <a href="http://tinyurl.com/mn3zywc">http://tinyurl.com/mn3zywc</a> )	12
<input type="checkbox"/> Develop a list of publications/reviewers	12
<input type="checkbox"/> Develop a list of award competitions as appropriate book	12
<input type="checkbox"/> Prepare and send media releases	12
<input type="checkbox"/> Develop your brochure, literature, press kit and one-sheet	12
<input type="checkbox"/> RFQs to printers (with APSS discount on LSI printing - <a href="http://www.bookapss.org">www.bookapss.org</a> )	12
<input type="checkbox"/> Plan to exhibit with other APSS members at shows ( <a href="http://tinyurl.com/b8tk5t5">http://tinyurl.com/b8tk5t5</a> )	12
<input type="checkbox"/> Participate in chat rooms, forums and discussion groups online	*

<input type="checkbox"/> Advance Reading Copiers to reviewers	12
<input type="checkbox"/> Get the APSS discount on Publishers Weekly ( <a href="http://tinyurl.com/nyesf2s">http://tinyurl.com/nyesf2s</a> )	10
<input type="checkbox"/> Place pre-publication ads	10
<input type="checkbox"/> Investigate sale of subsidiary rights	10
<input type="checkbox"/> Create or purchase a mailing list for snail mail and email	10
<input type="checkbox"/> Prospecting for buyers in non-retail markets ( <a href="http://www.premiumbookcompany.com">www.premiumbookcompany.com</a> )	*
<input type="checkbox"/> Prioritize your prospects according to their likelihood of buying your books	8
<input type="checkbox"/> Send announcement to key buyers	8
<input type="checkbox"/> Read about and study good book-marketing practices ( <a href="http://tinyurl.com/ncfbmo">http://tinyurl.com/ncfbmo</a> )	*
<input type="checkbox"/> Establish links to/from your website	8
<input type="checkbox"/> Prepare business cards, bookmarks, letterhead, post cards	8
<input type="checkbox"/> Adjust your strategic plan; continue social networking	*
<input type="checkbox"/> Plan non-traditional promotional programs	*
<input type="checkbox"/> Blog regularly on yours and others' blogs	*
<input type="checkbox"/> Create a package to send to distributors	*
<input type="checkbox"/> Contact wholesalers and distributors (for each niche)	8
<input type="checkbox"/> Phone major television and radio shows	8
<input type="checkbox"/> Send press kits to interested shows	8
<input type="checkbox"/> Contact associations -- cause marketing; membership premium	8
<input type="checkbox"/> Take media training ( <a href="http://tinyurl.com/mxgvzm2">http://tinyurl.com/mxgvzm2</a> )	8
<input type="checkbox"/> Phone call follow-up media	*
<input type="checkbox"/> Plan author tour, store events, etc.	8
<input type="checkbox"/> Obtain bar code	8
<input type="checkbox"/> Final changes to printer	8
<input type="checkbox"/> Convert content to electronic version	8
<input type="checkbox"/> Contact chain and independent bookstores	8
<input type="checkbox"/> Send targeted mailing to specialized bookstores and retailers	8
<input type="checkbox"/> Follow-up larger wholesalers with mailing	6
<input type="checkbox"/> APSS discount on PW Select ( <a href="http://booklife.com/about-us/pw-select.html">http://booklife.com/about-us/pw-select.html</a> )	6
<input type="checkbox"/> Mail brochures/flyers to prospective buyers	6
<input type="checkbox"/> Phone follow-up to all prospective customers	6
<input type="checkbox"/> Arrange for shipping discounts ( <a href="http://www.partnership.com/micro_site/index/APSS">http://www.partnership.com/micro_site/index/APSS</a> )	6
<input type="checkbox"/> Plan a mobile marketing campaign (Apps, texting, QR codes, etc)	6
<input type="checkbox"/> Plan and conduct virtual tours	6
<input type="checkbox"/> Participate in book fairs and trade shows (BEA, ALA, etc <a href="http://tinyurl.com/b8tk5t5">http://tinyurl.com/b8tk5t5</a> )	*
<input type="checkbox"/> Contact magazines about periodical rights for excerpts	4
<input type="checkbox"/> Contact magazines about serial rights	4
<input type="checkbox"/> Marketing on www.goodreads, etc	*
<input type="checkbox"/> Prepare and send metadata to online retail sites	4
<input type="checkbox"/> Brainstorm nontraditional markets ( <a href="http://www.bookapss.org">www.bookapss.org</a> )	*

## Your book is published

\* Ongoing activity