



GETTING ALL YOUR DUCKS IN A ROW

WHAT TO DO FIRST

Thank your BETA & ARC Readers. Remind them to post reviews (kind & honest) promptly.

Create a Desktop File for all the info for each of your titles. Place a copy of everything listed below within the folder. Copy the file to Dropbox (or another cloud source) for availability.

Get your book content ready. (Front matter, back cover blurb, cover endorsement, awards)

Create a long and short description of your book. (no spoilers)

Get a professionally created book cover.

Get your ISBNs (Bowker) and LCCN (Library of Congress).

Consider creating your own imprint and get a logo.

Create both a long (100-150 words) and short (one-two sentences) bio.

Get a professional headshot, as well as portraits and candid photos. (for book and website)

Make a cheat sheet of all the URLs for your social platforms. You will use these a lot.

Make (and keep updated) a cheat sheet of your favorite 3 reviews. Fantastic for graphics.

Keep a spreadsheet of all the available contests, entry deadlines, fees, and award dates.

Make a cheat sheet of your 3 favorite quotes from your book. These make great graphics.

Copy 3 short excerpts from your book. Suitable for graphics or other social posts.

Convert your elevator pitch into a graphic or a gif.

Create 5 – 10 tweets (or tweet-sized posts) to use everywhere.



MEDIA KIT CHECKLIST

- Headline:** Who, What, When, Where, How, and Why
Author, Book Title, Genre, Release Date, Signing/ Launch Event date and location, target audience, etc.
Brief “about the book”—short description.
This should give all the essential info in a quick, concise way.
Press Release Style
- Accolades:** Awards or Endorsements for this title (notable reviews)
- Excerpt:** Include a brief quote, paragraph, or excerpt from your book that is sure to hook the reader.
- Shareable Links:** Create a few tweet-able attention-grabbers with your book links that can be posted anywhere. Make it easy for others to share your news!
- Brief Bio:** All about you in 100-150 words
- Availability:** List topics you speak on, as well as availability, along with contact information
- Social Platforms:** Website URL, Contact Emails, Facebook Page, Instagram, etc.
These offer more information and keep others up-to-date.
- Graphics:** Cover Photo, Head Shots, QR Codes, Other Marketing Graphics
Make these web-friendly PNGs when possible
Include downloadable PDFs of everything.



WRITE A TRULY DUCKIE BIO

Introduce You: J. A. Doe writes engaging (Genre) Fiction for Target Readers who want to achieve a specific goal. She uses her Unique Talents and Skills to deliver her audience a Power Adjective experience.

She has won awards for her writing for book titles. She enjoys fun facts from her home in semi-vague location.

Provide Links: Links to your book pages “Visit her book page to learn more...”

Links to your social media “Connect with J. A. Doe on Insta...”

Link to Newsletter subscriber page, “Keep up with her latest...”

Link for Email Contact Me page “Contact J. A. Doe...”

Tips/ Tricks: Let your reader know what value you can offer them. Include a freebie with a newsletter subscription. Let them know you appreciate their time and attention.

Use Third-Person when writing your bio. Everyone knows you wrote it, but it comes across as more polished.

Use power words in active voice, just as you would in your books. Use the same tone as in your books, when possible.

Invite your reader to come back often, and be sure you have updated material for them to see.

Invite your reader to visit other pages on your website. When they visit multiple pages, staying longer than 8 seconds on each page, you increase your Google rank, improving SEO.

TIPS FOR A TERRIFIC HEADSHOT

Hire a professional photographer who specializes in headshots.

(No Instagram filters or selfies.)

Get plenty of rest the night before your shoot.

Wear solid colors or small prints, colors that contrast your natural coloring, and subtle jewelry or accessories. Bring an extra outfit or two to find the best look for you. The focus is always on the face.

Choose colors and styles (both in clothing and locations) that fit your signature brand.

Makeup should be appropriate for the conditions. This means slightly more than you would typically wear if you are shooting outdoors or with bright lights or strobes (flash.)

Backgrounds should be clean, uncluttered, without patterns—unless outdoors.

Lean forward, just a smidge. Turn your shoulders. Squint. Smile!

Let the photographer direct you. They'll see what works best.

Ask for some headshots AND for some portraits.

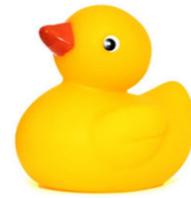
Request black-and-white versions of your photos.

Make yourself comfortable.

Talk to your photographer about retouching. There is almost always a little retouching needed, but don't ask them to go overboard. You want to look real, and you want your readers to recognize you at the book signing.

****BONUS****

You can use these tips when you're creating videos for social posts, too!



CHECKLIST FOR BOOK SIGNING KIT

- 🦆 Books
- 🦆 Pens for Autographs
- 🦆 Bookmarks
- 🦆 Business Cards
- 🦆 Book Easel(s)/ Display Items
- 🦆 Table Cloth Topper/ Banner
- 🦆 Candy & Dish/Basket
- 🦆 Information Flyers/ Post Cards
- 🦆 Notepad/ Sticky Notes/ Calendar
- 🦆 Basic Desk Supplies (tape, paper clips, rubber bands, pins)
- 🦆 Calculator
- 🦆 Power Strip
- 🦆 Gum/ Mints/ Make-up/ Comb/ Lip Balm/ Deodorant
- 🦆 First Aid Kit/ Hand lotion/ Sanitizer/ Pill Box
- 🦆 Mini Tool/ Sewing Kit
- 🦆 Scissors
- 🦆 Change Box/ Zipper Bag
- 🦆 Credit Card Swiper & Signage
- 🦆 Kleenex
- 🦆 Lanyard for Nametags
- 🦆 Camera/ Jump Drive
- 🦆 Laptop/ USB Cords/ HDMI Cables/ Chargers
- 🦆 Reading glasses
- 🦆 Email Sign-Up Sheet
- 🦆 Assistant

TO-DO LIST FOR BOOK LAUNCH PARTY

- 🦆 Order Plenty of Your Books
- 🦆 Set the Date and Time
- 🦆 Reserve the Venue
- 🦆 Create a Facebook Event (or another online event site)
- 🦆 Send Invitations—Print, Newsletter, E-Vites
- 🦆 Create a Press Release, Media Kit, Online Promotions
- 🦆 Order Book/ Event Swag
- 🦆 Create and Print flyers
- 🦆 Order refreshments, confirm a week before
- 🦆 Make or Order Posters, Banners, Decorations
- 🦆 Purchase Prizes
- 🦆 Gather supplies for your Book-Signing Kit
- 🦆 Arrange a Microphone and/ or other Presentation Needs
- 🦆 Practice a speech, and maybe an excerpt to read
- 🦆 Create Promo Graphics and Schedule for Launch Day
- 🦆 Enlist help from Friends, Family, Writing Group, etc.
- 🦆 Day-Before Confirmations, Last-Minute Details
- 🦆 Decorate and Set-Up Venue
- 🦆 Double-Check your Multi-Media
- 🦆 Choose a confidence-boosting outfit, comfy shoes
- 🦆 Enjoy your party!

JUST A FEW RESOURCES



To get your ISBNs for your books:

<https://www.myidentifiers.com/>

You will need one for each format or edition: paperback, hardback, ebook, audio, large-print, etc.

Check for deep-discount specials (they run them 2-3 times per year) and Bowker coupon codes.

Information about Registering Your Book with the Library of Congress:

<http://loc.gov/publish/prepubbooklink/lccn-publisher-user-guide/>

Important:

- Set up your account before you publish, and apply for your LCCN before release.
- Your password will expire after 60 days, and you will have to create a new one.
- Must be 8 characters, at least one upper and one lower, and a number, no consecutive characters. (Not to be changed to any of the 11 most recent passwords.)

Set up your Amazon Author Page:

<https://authorcentral.amazon.com/>

You will need to be logged in to an Amazon account.

- Create a bio, upload a photo, add your blog feed, if applicable.
- Add your books. For each book, Amazon provides space for you to add reviews, description, notes from the author, inside flap and back cover material, and a bio.
- Keep your page updated. Include new books, photos, videos, endorsements, etc.
- You will need separate accounts per Author name. (Multi pen names= multi accounts)

Set up your Goodreads Author Page:

<https://www.goodreads.com/author/program>

You will need to be logged in to a Goodreads Account.

Create a bio, upload a photo, add your blog feed, if applicable.

Answer questions, tell what books you're reading, etc.

While Goodreads is owned by Amazon, the accounts aren't currently linked, so reviews and info on one platform don't merge with the other. You will need to go in and keep both updated.

Other Sources to Keep Book-Marked:

For Printables like Business Cards, Bookmarks, Postcards, Stickers, Table Cloths Banners, Swag, etc.

<https://www.moo.com/>

https://www.vistaprint.com/?no_redirect=1&xnav=logo

For Group Project Management (These are not free platforms, but maybe worth it for collaborations.)

<https://www.functionfox.com/>

<https://monday.com/>

<https://trello.com/home>

<https://basecamp.com/>

QR Code Makers for adding a quick link to flyers, book stickers, printables, etc.

<https://www.qrcode-monkey.com/>

<https://www.qr-code-generator.com/>

Book Promotion Websites—some free, some paid, but all require interaction for any benefit.

<https://allauthor.com/> Free profile with some cool features. The paid membership offers even more features, including promotions at no extra charge. Check out their “magic tool” and their gif and video graphics. Watch for discounts on membership specials.

<http://www.authorsden.com/> Free profile. No frills site.

<http://freshfiction.com/> Free profile. Fun site. Expensive promotion packages.

<https://www.bookbub.com/welcome> Free author profile. Expensive ads, but you can reach lots of readers with a free/ deep discount book sale.

<http://www.ereadernewstoday.com/> Moderate prices for book promos.

<https://www.bargainbooksy.com/> Reasonable prices for book promos.

<https://author.squirrel.co/login> This one is fun- you upload GPS coordinates of real-world locations from your books, and readers w/ the app will be notified when they are standing at that location and will get an excerpt from (and a purchase link to) your book.

<https://www.wattpad.com/> Free profile. Great exposure, especially to younger audiences, but will require some time for interaction and engagement.

<https://www.canva.com/> Free with paid options. Great graphics-building platform. Use your own photos or theirs—lots of templates. You can even DIY book covers, but read the fine print!

Photo Sources- some free, some paid. Most have free accounts. Be sure to check for usage rights.

<https://www.pexels.com/>

<https://www.flickr.com/>

<https://www.picmonkey.com/>

<https://pixabay.com/>

<https://picjumbo.com/>

<https://unsplash.com/>

<https://librestock.com/>

<https://stocksnap.io/>

When you want to add your links, but Instagram only lets you have one link in your bio, use this (free):

<https://linktr.ee/>

And for inspiration from other great authors, directors, comedians, foodies, artists, business people, and generally world-renown experts in their fields, visit

<https://www.masterclass.com/>

It's \$90 for one class, or for \$180, you have access to all the courses you can take in a year. Learn at your pace, and most courses include downloadable workbooks. These are not just great for business and writing, but also for research on several interesting topics. (wine, food, magic, music, sports, etc.)

For Audio Book creation

<https://www.acx.com/>

Editing software for your next book

<https://www.grammarly.com/>