

# Recommended General Book Promotion Time Line

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Tasks / Online tasks	Time in weeks	0	4	8	12	16	20	24	28	32	36	40	44	48	52	60	Done ✓						
<b>Create overall plan strategy</b> /Establish Google Alerts (specific & general)		[Red bar from 0 to 0]																					
Prepare author bio (long & short version)/begin following HARO, ProfNet, etc.		[Green bar from 0 to 24]																					
Write book description (25, 50 & 100 word)/Plan PR elements of book website		[Yellow bar from 0 to 24]																					
Create PR portion of information sheet for sales reps/create book website media room		[Red bar from 0 to 24]																					
<b>Thoroughly research potential media outlets</b> (using online & misc resources)		[Blue bar from 0 to 24]																					
Begin building media list/Select media to get galleys/releases/books/		[Purple bar from 0 to 24]																					
Solicit expert endorsements/Contact potential sites/blogs to link to (limit to relevant, quality sites)		[Yellow bar from 0 to 24]																					
Begin regularly responding to HARO, etc. queries		[Pink bar from 0 to 24]																					
Write promotional copy to be sent with galleys — cover letter, releases, etc.		[Light blue bar from 0 to 24]																					
Contact major magazines editors re: excerpts, mentions, articles		[Green bar from 0 to 24]																					
Explore online options (article submissions, etc.) for major mag sites & others		[Orange bar from 0 to 24]																					
Update website media room / Begin blogging, Twitter, Facebook		[Red bar from 0 to 24]																					
Send ARCs/galleys to national & trade magazines		[Green bar from 0 to 24]																					
Follow-up with national and trade magazines		[Light blue bar from 0 to 24]																					
Contact regional magazines (personal emails/eblasts/calls/some snail mail)		[Blue bar from 0 to 24]																					
Make additional galley follow-ups		[Orange bar from 0 to 24]																					
Submit trade announcement info to Publishers Weekly and ForeWord		[Yellow bar from 0 to 24]																					
Submit info for special trade features		[Light green bar from 0 to 24]																					
Write media releases & articles to have on hand/Update website media room		[Pink bar from 0 to 24]																					
Prepare other media kit materials/Post some media materials to website/blog		[Teal bar from 0 to 24]																					
Contact major TV shows (if appropriate)/get media training		[Yellow bar from 0 to 24]																					
Review media selection		[Red bar from 0 to 24]																					
<b>Review overall publicity plan</b>		[Purple bar from 0 to 24]																					
Finalize releases and other pr materials/Update website media room		[Light blue bar from 0 to 24]																					
Contact newspaper, online & radio media (personal emails/eblasts/calls/mail)		[Green bar from 0 to 24]																					
Send out review copies		[Light green bar from 0 to 24]																					
Begin scheduling interviews		[Teal bar from 0 to 24]																					
<b>Publication Day</b> Stage publication day event (if appropriate)		[Yellow bar from 0 to 24]																					
Begin book follow-ups (primarily to all who got a book)		[Purple bar from 0 to 24]																					
Continue scheduling interviews/Continue responding to journalist's queries (HARO, ProfNet, ect.)		[Teal bar from 0 to 24]																					
Monitor and respond to national and regional breaking news		[Pink bar from 0 to 24]																					
Review plans & evaluate responses to date		[Green bar from 0 to 24]																					
Implement second efforts (new release/newsletter/article)		[Orange bar from 0 to 24]																					
Compile promo sheet of review quotes/Regularly update online media pages		[Purple bar from 0 to 24]																					
Send promo schedule & update sheet to reps (as appropriate)		[Orange bar from 0 to 24]																					
Create & implement new campaign		[Light green bar from 0 to 24]																					
<b>Plan campaign for the new edition</b>		[Blue bar from 0 to 24]																					
	28	24	20	16	12	8	4	0	4	8	12	16	20	24	28	32	36	40	44	48	52	60	Done ✓

# The Author's Guide to Getting Found

*The What, When & Why of Being Discovered Online*

PR CAMPAIGNS AND CONSULTING SERVICES



## WEBSITE

6 months prior to pub date

You absolutely need a web page where people can find out more about your book. As you build anticipation for your book, you'll want to be able to quickly give a URL to anyone who might ask. especially in interviews. Consider creating a way for people to subscribe to your news by email. You should seriously consider contributing regularly to a personal blog on your website. Generating regular content will make you look current and give people examples of your work.

## FACEBOOK

6 months prior to pub date

Start building your social media presence around the same time you establish your web page. If you only have a landing page for your book with limited information while your website is being designed, Facebook can be helpful for keeping people updated with any news and announcements. Facebook is a good place to start building a community around your book. Images are very effective here.

## TWITTER

6 months prior to pub date

Twitter is a great platform for engaging in conversation with peers and potential readers. Finding followers on Twitter is easy to do and as you begin following people, they often follow you back. Search for topics and trends related to your book where you can join in the conversation. Look for influencers and work at creating relationships with these people. Staying closely tuned in here will do wonders for your online influence and can be an avenue for building relationships with bloggers and other media.

## OTHER SPECIALTY SITES

(LinkedIn, Pinterest, Google+, FoodGawker, etc.)

6 months prior to pub date

There are several other social media and community networks out there, but you don't need to be on all of them. Think about your brand and audience before deciding to position yourself on any of them. For example, authors of business books should take advantage of the professional community on LinkedIn, cookbook authors will reach their audience in places like Pinterest and FoodGawker.



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Questions: Email us at

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Connect with us on

you set them up long ago, right?)

This online presence will be supported by your own activity on your social media platforms (good thing create a lot of online buzz around your pub date to open the doors for more opportunity and media. Begin reaching out to bloggers to review your book close to the time of your book launch. The idea is to

**2 months prior to pub date**

## BLOGS

book giveaway.

Create an author profile on Goodreads and be sure to take advantage of their promotion opportunities. You'll want your profile and book to be discoverable here by the time people start posting reviews from any advanced copies that you sent out. The promotion opportunities include doing a free

**2 months prior to pub date**

## GOODREADS

Twitter account accessible through this page.

Authors have control over what their profile says on Amazon. If you don't include any information about yourself on Amazon, the hyperlink with your name won't lead a reader to find out more about you. You can upload your bio, include the images you want associated with your profile and even make your

**3 months prior to pub date**

## AMAZON AUTHOR PAGE

Putting your book on NetGalley is one way to easily get your book in front of "professional readers," who can start giving your book reviews. Having the ability to send influential bloggers a NetGalley link for instant access to your manuscript relieves the headache of shipping hard copies.

**3 months prior to pub date**

## NETGALLEY