

May

Week 3 (May 20-24)

~~Monday: Finalize book cover design and specifications.~~

~~Tuesday: Finalize book formatting, including back matter and chapter art positioning.~~

~~Wednesday: Work on author website design and content.~~

~~Thursday: Create the "About Me" page and integrate social media links on your website.~~

~~Friday: Set up a blog on your website and draft your first post.~~

Week 4 (May 27-31)

~~Monday: Schedule a professional photoshoot or take a high quality author photo.~~

~~Tuesday: Set up pre-orders on all sales platforms.~~

~~Wednesday: Update all social media platforms with the same logo, background picture, bio, and author photo.~~

~~Thursday: Plan your distribution strategy (Amazon, Kobo, Ingram Spark, Smashwords).~~

~~Friday: Start researching and setting up accounts on chosen distribution platforms.~~

June

Week 1 (June 3-7)

Monday: Announce your book launch date on social media and your website.

Tuesday: Reach out to P!nk News and other queer publications.

Wednesday: Plan your email marketing strategy, setting up an email subscription form with an incentive.

Thursday: Create and schedule social media posts announcing your book launch and highlighting key aspects.

Friday: Begin reaching out to Jewish publications with a press release or personal email.

Week 2 (June 10-14)

Monday: Compile lists of news outlets, individuals, organizations, and podcasts to contact.

Tuesday: Draft outreach emails for each group.

Wednesday: Develop a strategy for using images and videos on TikTok and Instagram.

Thursday: Write engaging blog posts related to your book's themes.

Friday: Reach out to Jewish publications and influencers for reviews and features.

Week 3 (June 17-21)

Monday: Prepare a press kit including your author bio, book synopsis, and high-quality images.

Tuesday: Continue writing and scheduling blog posts.

Wednesday: Plan and host a virtual or in-person event at a synagogue.

Thursday: Engage with relevant community groups online.

Friday: Identify and contact potential advance readers.

Week 4 (June 24-28)

Monday: Finalize plans for your book launch event.

Tuesday: Draft and schedule social media posts leading up to the launch.

Wednesday: Plan a Q&A session or a live reading of a chapter from your book.

Thursday: Promote the Q&A session on social media.

Friday: Review your progress and adjust your plan as needed.

July

Week 1 (July 1-5)

Monday: Send out a newsletter to your email list with an update and exclusive content.

Tuesday: Share engaging social media posts about the feminist and queer themes in your book.

Wednesday: Post a behind-the-scenes look at your writing process on your blog and social media.

Thursday: Reach out to liberal Christian groups and publications to introduce your book.

Friday: Share testimonials or early reviews from advance readers or influencers.

Week 2 (July 8-12)

Monday: Announce any events you will be hosting in August.

Tuesday: Post another teaser or excerpt from the book.

Wednesday: Review and update your distribution channels.

Thursday: Host a Q&A session or a live reading of a chapter from your book.

Friday: Continue engaging with your email list and social media followers.

Week 3 (July 15-19)

Monday: Plan additional blog posts and social media content leading up to the launch.

Tuesday: Develop engaging graphics and visuals for social media.

Wednesday: Plan and coordinate any final details for your launch events.

Thursday: Share a personal story or motivation behind writing the book.

Friday: Celebrate your progress and prepare for the final month before launch.

August

Week 1 (August 1-5)

Monday: Send a reminder newsletter about the upcoming launch.

Tuesday: Post countdowns on social media leading up to the launch.

Wednesday: Finalize all launch event logistics.

Thursday: Promote the event through your network and online.

Friday: Share final teasers and excerpts from the book.

Week 2 (August 8-12)

Monday: Host a final Q&A session or a live reading of a chapter from your book.

Tuesday: Engage with your audience by responding to comments and messages.

Wednesday: Announce the launch day plans and any special offers.

Thursday: Ensure all technical aspects for purchasing the book are in place on your website.

Friday: Finalize all event details and send reminders to attendees.

Week 3 (August 15-19)

Monday: Share a personal story or motivation behind writing the book.

Tuesday: Continue engaging with your email list and social media followers.

Wednesday: Review your progress and adjust your plan as needed.

Thursday: Celebrate your hard work and prepare for the launch week.

Friday: Finalize any last-minute details for the launch event.

Week 4 (August 22-26)

Monday: Share final teasers and countdowns on social media.

Tuesday: Engage with your audience by responding to comments and messages.

Wednesday: Finalize your launch day plan and logistics.

Thursday: Host a final pre-launch Q&A session.

Friday: Review and adjust any final details for launch day.

Launch Day: August 31st

Day Of: Celebrate the launch on social media with a special post.

Day Of: Host a virtual or in-person launch event.

Day Of: Send a launch day newsletter to your email list.