THE RELEASE ROADMAP

EVERYTHING YOU NEED TO PLAN A HIGH-CONVERTING RELEASE... WITHOUT THE PANIC.

90 DAYS BEFORE LAUNCH

START WITH THE FOUNDATION. THIS IS YOUR RUNWAY.

SET YOUR LAUNCH DATE

My Launch Date: _____

Holidays/Events to Avoid: _____

FINALIZE YOUR MANUSCRIPT

Editor/proofreader booked: ☐ **Yes** ☐ **No**

Final file deadline: _____

ORDER YOUR COVER

Designer name/source: _____

Delivery date: _____

START TEASING THE BOOK

Tropes/vibes to share first: _____

First teaser post date: _____

SET UP PREORDER (OPTIONAL):

Platforms: ☐ **Amazon** ☐ **Kobo** ☐ **Apple** ☐ **Other**

Preorder date live: _____

PROSE THE BOOK PROSE THE BOOK TBP

60 DAYS BEFORE LAUNCH

BUILD MOMENTUM: VISIBILITY + SYSTEMS.

RECRUIT YOUR ARC TEAM

ARC reader goal number: _____

Confirmed so far: _____

Review deadline: _____

Platform(s) for reviews: ☐ **Amazon** ☐ **Goodreads** ☐ **BookBub** ☐ **Other:** _____

Notes (how you'll track, send, or follow up): _____

_____

BUILD YOUR STREET TEAM

Street Team size goal: _____

Members confirmed: _____

Main platform: ☐ **Facebook** ☐ **Discord** ☐ **Email Group** ☐ **Other:** _____

First Street Team task (ex: share teaser graphic): _____

_____

Incentive/reward for participation (optional): _____

_____

PLAN EMAIL SEQUENCES

Emails to schedule: ☐ **Teaser** ☐ **Blurb Reveal** ☐ **Cover Reveal** ☐ **Preorder Push** ☐ **Launch Day**

Drafts completed: ☐ **Yes** ☐ **No**

Schedule send dates: _____

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POLISH METADATA

Blurb finalized by: _____

Keywords: _____

Categories: _____

MAP PROMO PLAN

Promo Budget: _____

Approach: ☐ **DIY** ☐ **Hire** ☐ **Hybrid**

Promo Channels (check all that apply)

☐ **Promo sites (BookBub, Fussy Librarian, Robin Reads, etc.)**
☐ **Newsletter swaps**
☐ **Social media ads (FB/IG, TikTok, Pinterest)**
☐ **Amazon ads**
☐ **Book tour / PR service**
☐ **Influencer or BookTok features**
☐ **Giveaways / contests**

Notes: _____

_____

_____

_____

_____

_____

CREATE BONUS/MAGNET

Type (sneak peek, bonus scene, etc.) _____

Delivery Plan: _____

_____

_____

_____

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30 DAYS BEFORE LAUNCH

YOU'RE GETTING CLOSE. TIME TO SHOW UP BIG.

ARC + STREET TEAM DISTRIBUTION

ARC send date: _____

Total # of ARC Readers: _____

Total # of Street Team Members: _____

Finalized review deadline: _____

First promo/share date: _____

Materials sent (check all that apply)

☐ **ARC copy (ebook/PDF)**
☐ **ARC instructions (how/where to review)**
☐ **Social graphics / teaser posts**
☐ **Quotes / excerpts**
☐ **Hashtags / campaign taglines**
☐ **Preorder links**

FOLLOW-UP

First reminder sent: ☐ **Yes** ☐ **No** Date: _____

Second reminder sent: ☐ **Yes** ☐ **No** Date: _____

Notes: _____

FINALIZE RETAIL LISTINGS

☐ Blurb triple-checked ☐ Categories confirmed ☐ Pricing finalized

Last Check Date: _____

LAUNCH GRAPHICS

Graphics needed: ☐ **Countdown** ☐ **Coming Soon** ☐ **Early Reviews**
☐ **Quotes** ☐ **Social Banners** ☐ **Ads**

Designer/DIY: _____

Due Date: _____

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CONFIRM BOOK PROMOS

PROMO TYPE/HOST	PROMO DATE	COST

PR + OUTREACH

Podcasts pitched: _____

_____

Interviews/blog features scheduled: _____

_____

Influencers/bookstagrammers confirmed: _____

_____

ENGAGE AUDIENCE

Engagement plan (check all that apply):

☐ **Q&A** ☐ **Sneak Peek** ☐ **Behind-the-Scenes**

☐ **Reader Challenge** ☐ **Other:** _____

ENGAGE AUDIENCE

All launch week posts drafted: ☐ **Yes** ☐ **No**

Scheduled in: ☐ **Meta** ☐ **TikTok** ☐ **Buffer/Other**

Backup content ready (in case): ☐ **Yes** ☐ **No**

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RELEASE WEEK

IT'S GO TIME. KEEP THE ENERGY UP.

LAUNCH DAY EMAIL

Sent: ☐ **Yes** ☐ **No**

Sent date/time: _____

SOCIAL MEDIA

Daily posting plan: ☐ **Reviews** ☐ **Thank-you's** ☐ **Quotes**
☐ **Excerpts** ☐ **Lives**

Notes: _____

_____

ARC FOLLOW-UP

Reminder sent: ☐ **Yes** ☐ **No**

Follow-up date: _____

CELEBRATE!

You did it! How are you going to celebrate? _____

_____

POST LAUNCH

THE WORK'S NOT OVER...BUT IT GETS EASIER.

ADS & SALES METRICS

Total sales Week 1: _____ Total sales Week 3: _____
Total sales Week 2: _____ Total sales Week 4: _____

Best promo platform: _____

Highest ROI ad: _____

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PROMO STACKING

Additional promos booked: ☐ **Yes** ☐ **No**

Sites/platforms: _____

_____

Dates scheduled: _____

_____

Ads extended/adjusted: ☐ **Yes** ☐ **No**

REVIEWS & SOCIAL PROOF

Reviews goal (by end of Month 1): _____

Average rating: _____

Pull top 3 review quotes for graphics ☐ **Yes** ☐ **No**

Share new reviews weekly ☐ **Yes** ☐ **No**

READER ENGAGEMENT

Send thank-you email ☐ **Yes** ☐ **No** Date: _____

Invite readers to newsletter ☐ **Yes** ☐ **No**

Offer bonus/behind-the-scenes content ☐ **Yes** ☐ **No**

Street Team wrap-up message sent ☐ **Yes** ☐ **No**

EVALUATE LAUNCH

What worked: _____

_____

_____

_____

What to adjust: _____

_____

_____

Next book launch date (if known): _____

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YOU'VE GOT THIS!

A book launch is a big deal, and it's easy to feel like there are a million moving pieces. This roadmap is here to take the guesswork out of it so you can focus on what really matters: getting your story into the hands of readers.

Use it, scribble on it, customize it, make it yours. The more you use this worksheet, the more confident and repeatable your launches will feel.

And remember: you don't have to do it all alone. If you ever need support (whether it's launch strategy, marketing systems, or just an extra set of hands) we're here to help!

📩 Reach out anytime at info@thebookprose.com

📱 Stay connected with us for tips & resources:

Instagram: @thebookprose
Threads: @thebookprose
Website: www.thebookprose.com

Your book deserves to be seen. We can't wait to see what you launch next.

— The Book Prose Team