

Launch Team Lift-Off

Outline and Notes

The Role of the Launch Team

Primary Jobs of a Launch Team:

1. Read an Advanced Copy of the book before release
2. Post reviews on all the retailers and on Goodreads

Additional Goals:

3. Spread the word about your book to their circle of influence. Ideas can include:
 - Talk about the books on social media sites.
 - Blog about the books.
 - Direct people to author's website.
 - Write a review for their local newspaper.
 - Purchase copies to give away as Christmas and birthday gifts.
 - Pin the cover and book memes to Pinterest.
 - Share favorite quotes from the book on social media.
 - Suggest the book on reading forums, like those on Goodreads.
 - Like and share the book trailer on YouTube or Vimeo.
 - Donate a copy to a local library or church library.
 - Suggest the author's latest book to a book club.
 - The list can go on!

Know your goals and be clear about them with your team!

How to Start and Grow Your Team

Who makes a great Launch Team member?

- Your reader fans
- Possibly, book bloggers who have posted reviews for your books in the past

Create a sign-up form to capture contact info and a few basic questions. Ask for a link to previous reviews they've posted for your books.

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Sign-up forms can be created using Google Forms, Survey Monkey, or another free service.

Example sign-up form at <https://mistymbeller.com/about/join-my-launch-team/>

Grow the team:

- Send an invitation to your email list.
- Create a page on your website.
- Post an invitation on your blog or Facebook page.

Be clear up front about your expectations and benefits for team members!

During a Launch

- Communicate regularly with your team.
- Send ARCs at least a month or more before release.
- In your emails to the team about reviews, make sure you include links to the sites where they should post.
- Make it easy for your team to share on social media.
 - Create memes they can share.
 - Create pre-written posts they can share. It's helpful to create a page where these are stored that the group can access.
 - Include purchase links in all the posts!

What to Give Your Team

- ARCs
- Share insider info about your books
- Let them help name characters or choose settings
- Free signed print copies
- Christmas cards or small gifts
- Book swag created for your author brand
- Point system to earn prizes

Consider creating a private Facebook group for your launch to interact with you and each other.

Tips for Traditionally Published Authors

Know how your publisher will send ARCs and assist in that process, as needed.

(Could be collecting emails or physical mailing addresses for your team. Could be sending a link for the e-ARC to your team.)

Tips for Indie Authors

Software options to create ebook files (both Mobi and Epub):

- Calibre
- Draft 2 Digital
- Vellum

Software options to distribute ARCs to your team:

- BookFunnel.com
- Booksprout.co

Ten Tips to Keep Your Team Motivated

1. **Thank each team member individually.** Knowing you appreciate each of their efforts makes them want to do more.
2. **Make sure your team is made up of readers** (not necessarily authors).
3. **Send your ARCs early!** At least two months before release is ideal.
4. **Don't forget each team member's birthday!** When you make someone feel special, they WANT to help you as a thanks!
5. **Offer the option of a signed paperback** if that's their preferred method of reading. It's easy to send ebook ARCs these days, but offering to meet your readers where they will most enjoy your book is always appreciated! If your team is large, you can consider capping at 10 or 20 paperbacks—first come, first served.
6. **Remember your team at holidays.** Whether it's an e-card in their inbox or a branded Christmas ornament in the mail—or your own creative idea!
7. **Provide links where you want team members to post reviews.** Make it easy for them to post everywhere you ask!
8. **Make it easy for your team to share your book on social media.** Create memes for them to share, and maybe even prewritten posts they can copy and paste.

9. **Consider starting a FB group for your launch team** so they can interact with each other. Enthusiasm is contagious! But don't let this detract from one-on-one interaction between you and each team member.
10. **Share insider info about your books.** Let them know what you're working on, and offer chances for them to provide input (cover options, character names, etc.). When people feel invested, they'll want to share their excitement with others.