

# The Author's Launch Week Playbook

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7 Days to a Strong Book Launch

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A book launch is not a single event — it is a sequence. The authors who launch well are not the ones who do the most on day one. They are the ones who sustain momentum across the entire week and build infrastructure that keeps working after the launch is over.

This playbook gives you a day-by-day plan for your first seven days after publication. It assumes you have already done the pre-launch work (building an email list, lining up reviewers, setting up distribution). If you have not done that yet, start there — this playbook is for launch week itself.

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## Before Launch Week

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These should already be in place before day one:

- Your book is live on all intended channels (Amazon, IngramSpark, your website)
  - Your email list is built — even a small one
  - Advance reader copies (ARCs) went out 4–6 weeks ago
  - You have 5–10 people ready to post reviews on day one
  - Your social media profiles are updated with book info and links
  - Your author website has a dedicated book page with purchase links
  - You have a direct-to-consumer option (your own storefront) if applicable
  - You have written and scheduled your launch week emails in advance
  - You have a simple social media content plan for the week (not improvised)
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## Day 1 — Launch Day

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*The goal today is visibility. You want as many people as possible to know the book is live.*

- Send your launch announcement email to your full list — this is the most important thing you do all week
- Post your launch announcement on social media — personal and professional accounts
- Ask your inner circle (friends, family, colleagues) to share, buy, and leave reviews today
- Confirm your pre-arranged reviewers have posted (or remind them gently)
- If running an Amazon bestseller campaign, this is when it kicks off — concentrate purchases on a single day and category
- Update your email signature with a link to the book

- Celebrate — this is a real accomplishment, and your audience wants to see you own it

## Day 2 — Social Proof

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*Yesterday was the announcement. Today is about proving the book is real and people are reading it.*

- Share screenshots of early reviews, reader messages, or purchase confirmations (with permission)
- Post a behind-the-scenes story — how the book came to be, what the writing process was like, a moment of doubt you overcame
- Send a personal thank-you to anyone who bought, shared, or reviewed on day one
- Check your Amazon listing — is the description displaying correctly? Are reviews appearing? Is the category right?

## Day 3 — Value

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*Stop talking about the book for a moment. Give your audience something useful from it instead.*

- Share a key insight, framework, or excerpt from the book — something that stands on its own as valuable content
- Post it as a social media post, a short blog entry, or a newsletter segment
- Frame it as a gift, not a teaser — the reader should get something useful whether or not they buy
- If you have a podcast, YouTube channel, or speaking engagement — use it to teach from the book, not just promote it

## Day 4 — Outreach

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*Today is about reaching beyond your existing audience.*

- Pitch yourself to 3–5 podcasts, blogs, or media outlets relevant to your topic or genre
- Contact bookstores — independent bookstores especially — about stocking the book or hosting an event
- Reach out to professional organizations, alumni networks, or communities where your book is relevant

- Ask colleagues or peers in your field to share the book with their audiences — make it easy by giving them a pre-written blurb and link
- Follow up with anyone who said they would help promote but has not yet

## Day 5 — Direct Sales

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*If you have a direct-to-consumer storefront, today is the day to push it.*

- Send a dedicated email about buying direct — explain why it matters (you keep the margin, they get a signed copy, you can bundle extras)
- Offer a launch-week incentive for direct purchases — a signed bookplate, a bonus chapter, a short consultation, a bundle with another product
- Post the direct purchase link on social media with a clear explanation of why buying direct supports you
- If you do not have a direct sales channel, use today to promote your preferred retailer link instead

## Day 6 — Gratitude and Community

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*The launch energy is winding down. Today is about deepening the relationships you have built this week.*

- Send a mid-week update email to your list — share what launch week has been like, how many copies sold, what readers are saying
- Publicly thank people who helped — reviewers, sharers, early buyers, your team
- Engage with every comment, review, and message you have received this week — even a short reply matters
- Post a reader spotlight or share a review that meant something to you

## Day 7 — What Comes Next

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*Launch week ends, but your book's life is just beginning. Today is about setting up what happens next.*

- Write down what worked this week and what you would do differently — this is your launch debrief

- Set up a recurring marketing rhythm — one email per week, one social post per day, one outreach pitch per week, or whatever you can sustain
  - Plan your next three months of book marketing — events, guest appearances, content, promotions
  - If sales spiked early in the week and tapered off, that is normal — the long game matters more than launch week numbers
  - Remember: the authors who sell well over time are the ones who keep showing up, not the ones who had the biggest day one
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## The Bottom Line

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Launch week is a sprint. Book marketing is a marathon. The playbook above gets you through the sprint — but the real work is building the habits and infrastructure that keep your book visible for months and years.

The most important thing you can do after launch week is not stop.

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*This playbook is published by Paperbacks & Pixels — a concierge publishing agency for authors who mean business.*

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