

# How to Prepare for a Successful Book Launch

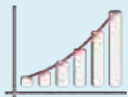
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I'm Ricardo Fayet,  
Founder at reedsy.com  
[ricardo@reedsy.com](mailto:ricardo@reedsy.com)

# Reedsy: A community of best-in-class professionals



SALES

MARKETING



WEBSITE DESIGN



EDITING



TRANSLATION



DESIGN



GHOSTWRITING



# The Reedsy Book Editor

A *free* writing & formatting tool

The screenshot displays the Reedsy Book Editor interface. On the left is a dark sidebar with a 'Manuscript' header and an 'Add +' button. Below it are sections for 'Front matter', 'Copyright', 'Table of Contents', 'Body', and 'Back matter', each with an 'edit' link. A 'Chapter 1' section is highlighted. At the bottom of the sidebar, it shows '12,340 words' and the 'reedsy' logo. The main editor area shows a document with the page number '1' at the top, the URL 'Reedsy.com', and a paragraph of text: 'We built this tool to let writers focus on telling their stories. Write in a beautiful, focused environment and export a professionally typeset book when you're done.' A floating toolbar with icons for undo, redo, bold, italic, underline, link, unlink, and quote is visible over the text. On the right is a 'Goals & insights' dashboard. It features a calendar for 'Today' with a '+1000 Word count' and '+1123 Added/Removed'. Below the calendar are two goal cards: 'Manuscript goal' showing 12,079 words (34% progress) towards a 40,000 word goal due on 30 Nov, and 'October sprint' showing 6,920 words (57% progress) towards a 10,000 word goal due on 29 Oct. Both goal cards include a 'Write X words/day to finish on time' prompt. At the bottom right, there is an 'Add writing goal' button.

# What we're going to cover

- What you *need* before you plan your launch
  - Target market, retailer optimization, metadata, reviews
- How to plan a successful book launch
  - Playing to the retailer algorithms
- The most effective *inbound* channels to boost your launch
  - Mailing list, reader groups, retargeting
- The most effective *outbound* channels
  - Meta ads, Amazon ads, newsletter swaps
- When and why it makes sense to hire professional help.

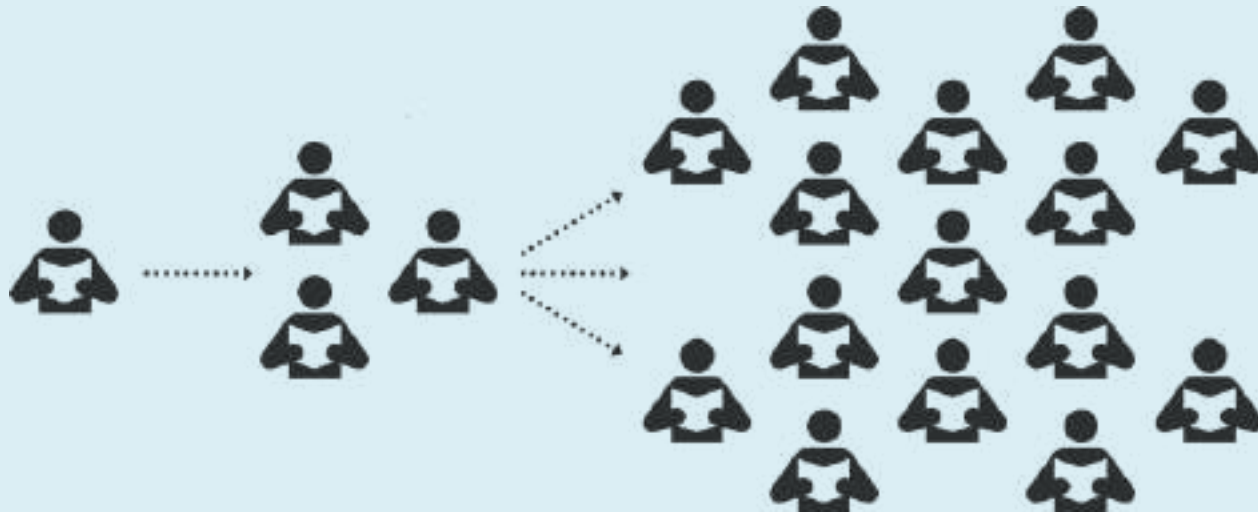
Before the book launch...

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# The formula to selling books

$$\text{Revenue} = \text{Traffic} \times \text{Conversion} \times \text{Virality}$$



# The deciding factor: conversions



Sold 100,000 copies

1 out of 10 readers viewing its  
page purchased it



Sold 10,000 copies

2 out of 10 readers viewing its  
page purchased it

*If you were Amazon, which one would you recommend?*



# Nailing your retailer product pages

By order of importance:

- Book cover
- Book description (blurb)
- Price and formats
- Customer and editorial reviews
- Look inside/Read sample
- *Amazon A+ content*
- *Author bio*



The screenshot shows the Amazon product page for the Kindle Edition of 'Magical Midlife Madness (Leveling Up Book 1)' by K.F. Breene. The page features the book cover on the left, which has a purple and gold design with the title 'MAGICAL MIDLIFE MADNESS' in large, ornate letters. To the right of the cover, the title and author are displayed, along with a 4.5-star rating from 25,773 ratings. Below this, there are three format options: Kindle (from \$3.99), Audible (from \$12.99), and Paperback (\$12.99). The main description area contains a blurb: 'A woman starting over. A new house with an unexpected twist. A cope wearing turtler acting as the world's worst life coach.' Below the blurb, there are sections for 'Look inside/Read sample' and 'Follow the Author', which includes a 'Follow' button for K.F. Breene. At the bottom, there is a 'Read more' link and a short bio: 'A hot new romp and game eBook taking midlife and older women who crave a little adventure by USA Today bestselling author K.F. Breene. Perfect for fans of Shannon Mayer, Jessi Gelfond, Darynda Jones, Robin Fitzmaurice, Elizabeth Hunter and Denise Grover Swank.'

# The importance of retailer categories

The screenshot shows the Amazon website interface. On the left, a sidebar lists various categories, with 'Kindle Store' and 'Kindle eBooks' highlighted. The main content area displays 'Amazon Charts: Most Sold Fiction' with a grid of five book covers. Each book listing includes the title, author, star rating, and Kindle price.

**Kindle Store**  
Kindle eBooks  
Arts & Photography  
Biographies & Memoirs  
Business & Money  
Children's eBooks  
Comics & Graphic Novels  
Computers & Technology  
Cookbooks, Food & Wine  
Crafts, Hobbies & Home  
Education & Teaching  
Engineering & Transportation  
Foreign Languages  
Health, Fitness & Dieting  
History  
Humor & Entertainment  
Law  
Lifestyle, Gay, Bisexual & Transgender eBooks  
Literature & Fiction  
Medical eBooks  
Mystery, Thriller & Suspense  
Nonfiction  
Parenting & Relationships  
Politics & Social Sciences  
Reference  
Religion & Spirituality  
Romance  
Science & Math  
Science Fiction & Fantasy  
Self-Help  
Sports & Outdoors  
Teen & Young Adult  
Travel

**Amazon Charts: Most Sold Fiction** [See more](#)

Book Title	Author	Rating	Kindle Price
The Raean Child		★★★★★ 703	\$4.99
The Sewing Machine		★★★★★ 249	\$2.99
The Legend of the Deepest Darkness	Hanna Hamilton	★★★★★ 224	\$2.99
Southern Magic	Amy Boyles		\$0.99
Hidden in Smoke		★★★★★ 733	\$2.99
The Great Alone: A Novel	Kristin Hannah	★★★★★ 1,888	
Little Fires Everywhere	Celeste Ng	★★★★★ 2,200	
Before We Were Yours: A Novel	Lisa Wingate	★★★★★ 6,140	
Redly Hazy One	Ernest Cline	★★★★★ 14,000	
An American Marriage: A Novel	Tayari Jones	★★★★★ 870	

Kindle book deals up to 90% off

# Selecting your three categories

You are now restricted to 3 categories per book/format.

If you don't update your categories, you will retain all your existing ones, but will only rank in 3 (chosen by Amazon)

**Categories update**  
You can now choose three categories that match Amazon store categories. If you make changes, all your existing categories will be removed and this action cannot be undone. Your new categories will not go into effect until you submit and publish your book.

**Your title's current categories**  
Nonfiction » Business & Economics » E-Commerce » Internet Marketing  
Nonfiction » Business & Economics » Marketing » General

Choose up to three categories that describe your book. Note: You must select your primary marketplace and audience first. What are categories? —

Choose categories

**i** You must answer the Adult-only content question above in order to choose new categories.

# Researching categories with Publisher Rocket



# How keywords work on Amazon

*A keyword phrase will get your book indexed for any combination of the words included in the phrase.*

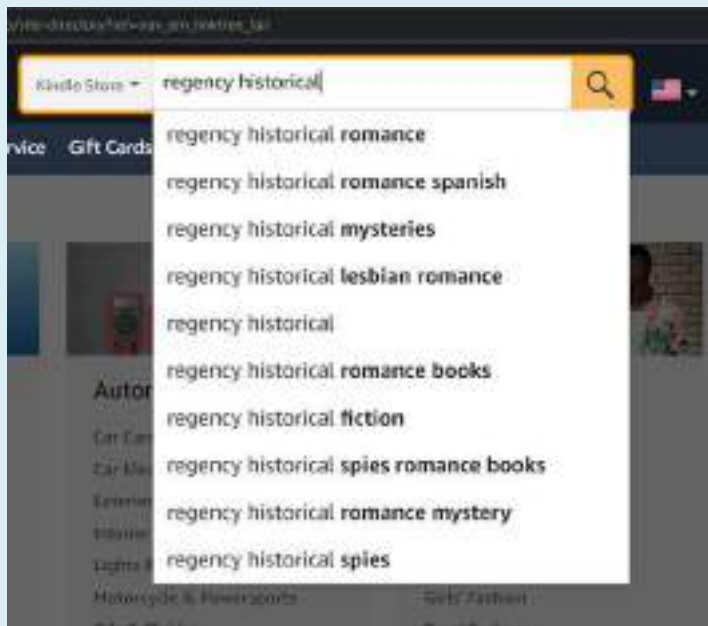
**Keywords** Enter up to 7 search keywords that describe your book. [How do I choose keywords?](#) ▼

Your Keywords (Optional)

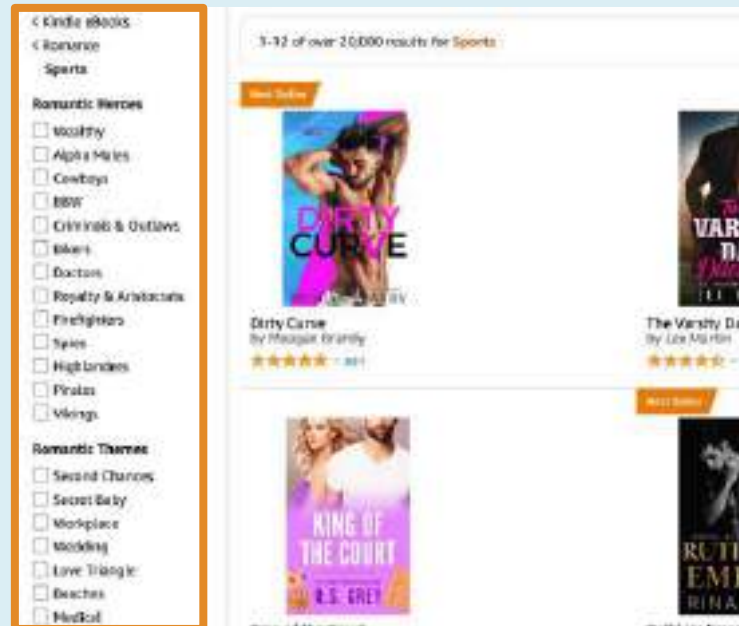
Mythical past high fantasy romantic epic tale	Legend myth fable reimagined modern retelling
Battle action jousting adventure war fantasy	Arthurian knights round table sword quest
Chivalrous knight historical fantasy romantic hero	Damsel in distress romantic heroine rescue
Mythical creature fantasy dragon	

# Finding keyword ideas

Auto-complete in search bar



Sidebar tick categories



# The importance of also boughts

*Also boughts are Amazon's way of mapping where your book fits in the Marketplace, and decide who they will recommend it to.*

Customers who bought this item also bought Page 1 of 15

 <p>Slough House Five: A Novel (Modern Library 100 Best Novels) by Matt Scrogan ★★★★★ 5,366 Paperback 217 offers from \$1.27</p>	 <p>The Catcher in the Rye by J.D. Salinger ★★★★★ 13,527 Paperback \$8.82</p>	 <p>Dangling Ties: The Sequel to Catch-22 by Joseph Heller ★★★★★ 128 Paperback 107 offers from \$9.34</p>	 <p>A Clockwork Orange by Anthony Burgess ★★★★★ 1,591 Paperback \$13.88</p>	 <p>Fahrenheit 451 by Ray Bradbury ★★★★★ 18,224 Paperback <b>OT Best Seller</b> 273 offers from \$3.98</p>	 <p>1984 (Signet Classics) by George Orwell ★★★★★ 96,295 Mass Market Paperback <b>OT Best Seller</b> 168 offers from \$2.70</p>	 <p>Animal Farm: 75th Anniversary Edition by George Orwell ★★★★★ 16,810 Mass Market Paperback \$7.48</p>
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# Securing reviews at launch

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# Building your *street team* to secure customer reviews



*“As a self-published author, your street team is a group of people who can provide feedback and get the ball rolling with word-of-mouth. At a very basic level, this usually means writing reviews of your book.”*



# Where to find your first *gangers*

- Friends and family (who read books in your genre)
- Facebook communities of readers in your genre
- Amazon & Goodreads reviewers in your genre
- Other indie (or trad pubbed) authors in your genre
- ARC sites: Booksprout, NetGalley (co-op), Hidden Gems

# Simple strategy to get customer reviews *before* launch

- Step #1: set the ebook on pre-order one month prior to launch.
- Step #2: launch the paperback one week before the ebook.
- Step #3: as soon as the paperback is live, ask your ARC team to review the paperback on Amazon.

*Note: if you expect to sell more in print, launch the ebook prior to the print book.*

# Putting together a launch plan

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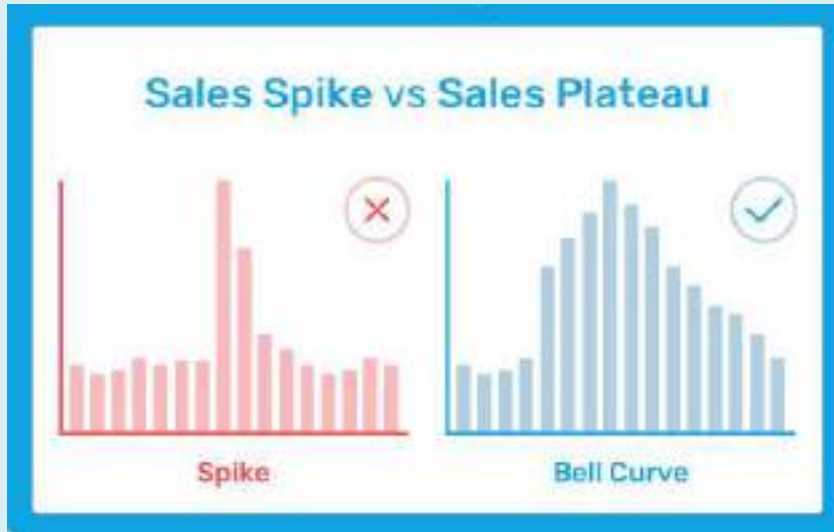
# Why a marketing plan?

*“I spent far too long being completely unfocused, and it was only when I wrote a marketing plan with very specific aims and objectives that things started to happen. Suddenly people noticed my book – the tactics were working. And then it got to number 1 in the Kindle chart and stayed there for four weeks.”*

– Rachel Abbott, former #1 author on Amazon.co.uk

# Spikes vs plateaus

*Your #1 objective at launch is to achieve a sustained level of says over several days to get as much organic visibility as possible.*



**Step #1: Offer a deal (or more)**

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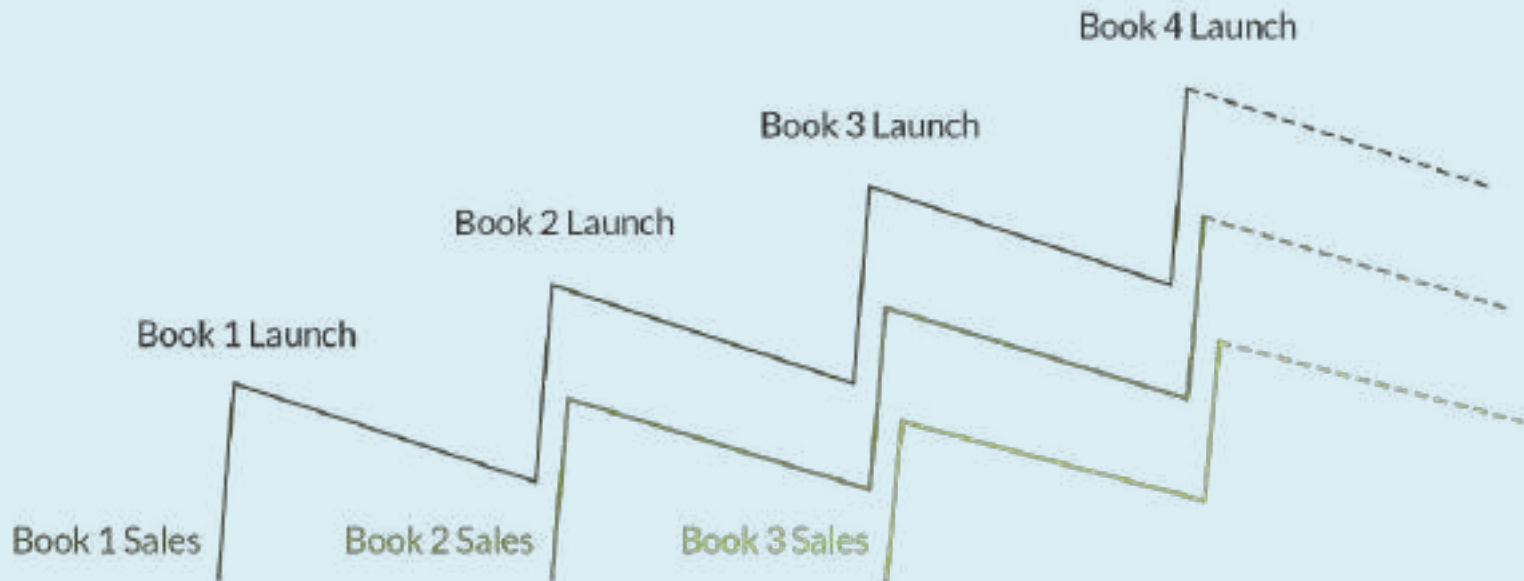
# Running a price promotion

*“In a nutshell, running a price promotion is dropping your book to a discount price and spreading it around the web at that price.”*

- Price promotions are the best way to get *traffic*
- Your *street team* will be able to purchase at a discount
- All the more important if you're in KU
- Allows you to boost sales across your entire series



# The series trickle-down effect



# Maximizing the trickle-down effect

Book 1



Free promo

Book 2



\$0.99 promo

Book 3



Launch!

# Step #2: Leverage inbound marketing channels

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# Your #1 launch tool: your mailing list

- **Basic:** have a mailing list (on Mailerlite, ConvertKit, or similar)
  - **Basic pro:** reader magnet and welcome automation
- **Intermediate:** split your new release announcements
  - **Intermediate pro:** segment your list based on reader activity
- **Advanced:** re-send your launch announcements to non-openers
  - **Advanced pro:** use a different EMS for the second email



# Other inbound channels you can leverage

Facebook reader  
group

Social media  
pages

BookBub new  
release alerts

Facebook ads  
retargeting

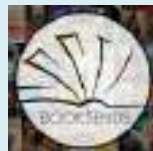
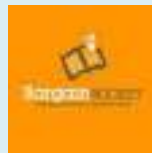
BookBub ads  
retargeting

*Tip: Schedule your announcements/ads carefully to distribute your sales and avoid annoying your readers.*

# Step #3: Leverage outbound channels



# Price promotion sites



[blog.reedsy.com/book-promotion-services](https://blog.reedsy.com/book-promotion-services)

# Meta Advertising (Facebook & Instagram)

**Della Falls**  
Sponsored · 0

Witches, mysterious murders and dangerous curses — all with a whole lot of Southern charm. Enjoy the Southern... See more

WHEN YOU WANT TO GET THE HEX OUT OF YOUR PARANORMAL TOWN.

amazon.com  
"Great start to a series full of witty characters" [Learn more](#)

Like Comment Share

**Jenna Rivers**  
Sponsored · 0

After spending what I thought to be the best years of my life in a lifeless marriage, being a slave to my husband and his needs... See more

amazon.com  
"I couldn't put it down and it ended way too soon" [Learn more](#)

Like Comment Share

**Instagram**

**jennariversbooks**  
Sponsored

[Learn more](#)

Like Comment Share

jennariversbooks After spending what I thought to be the best years of my life in a lifeless marriage, being a slave to my husband and his needs... more



# Meta Advertising Resources



 NICHOLAS ERIK



MATTHEW  HOLMES

# Amazon Sponsored Product ads

Search results for 'How to Market a Book'. The top result is 'How to Market a Book: Overpartners in a Crowded Market (Ready-Marketing Guides)' by Heidi Perle. It has a 4.5-star rating and 1,238 reviews. The price is \$15.50. A red box highlights this product.

Amazon Book Clubs page. It features a search bar for clubs, a 'Not in a club? Learn more' link, and a 'Report an issue with this product or seller' link. A 'QuickStart Guides' banner is visible. Below, there are 'Frequently bought together' recommendations and a 'Buy all 3: \$59' link.

'Other items customers considered' section. It displays five book covers: 'The Girl on the Train' by Lucy Farrow, 'The Marriage' by Lisa Thompson, 'Then She Was Gone' by Lisa Thompson, 'The Last Letter from My Soon-to-Be Ex' by Rachel S. D'Amico, and 'The Girl on the Train' by Lucy Farrow. Each item includes its title, author, and price.

'You might also like' section. It features three book recommendations: 'How to Market a Book: Overpartners in a Crowded Market' by Heidi Perle (\$15.50), 'Honest SEO: Demystifying the SaaS' by Heidi Perle (\$22.62), and 'Social Media Marketing Workbook' by Heidi Perle (\$11.59). A red box highlights this section.

'Customers who bought this item also bought' section. It displays five book covers: 'Things We Don't Talk About' by Heidi Perle, 'Never Never' by Heidi Perle, 'Things We Left Behind' by Heidi Perle, 'Love' by Heidi Perle, and 'The Girl on the Train' by Lucy Farrow. Each item includes its title, author, and price. A red box highlights this section.

# Amazon Sponsored Product ads: some ground rules



- Set up a mix of automatic and manual targeting campaigns. The automatic will progressively learn from the manual.
- Segment your campaigns into ad groups, and don't include more than 20-30 keywords/ASINs per ad group.
- Increase your bids by 5%-10% every week on targets that have received fewer than 1,000 total impressions.
- Monitor your click through rate and pause targets with a CTR under 10% (and no attributed sales).
- **Pro tip:** run some campaigns while on pre-order to build out relevant Also Boughts. Only target ultra-relevant comp titles.

# Other potential channels

Newsletter  
swaps

BookBub  
Advertising

Influencer  
marketing

TikTok

In person events

Any other creative ideas you  
might have

Take inspiration from other successful authors in your niche!

# Step #4: Put the plan together

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# Crafting your book launch plan

	Day 1	Day 2	Day 3	Day 4	Day 5
<b>Inbound</b>	Email ½ mailing list	Email 2nd half mailing list	Post in Facebook reader group		Email non-openers through different EMS
	BookBub new release alert	Daily TikTok videos about launch			
	Meta ads retargeting: mailing list + page followers				
<b>Outbound</b>	Robin Reads book #1	Freebooksy book #1	Bargainbooksy book #2	NewInBooks book #3	Fussy Librarian book #1
		NL swap author A	NL swap author B	Fb post author C	
	Meta and BookBub ads to series page				

# Crafting your book launch plan

	Day 0	Day 1	Day 2	Day 3	Day 4	Day 5
<b>Distribution</b>	Ebook 1 launch					
<b>Pricing</b>	Run a price promo of \$0.99					
<b>Amazon actions</b>						
<b>ARC &amp; Street team</b>						
<b>Mailing list</b>	Email your mailing list about book launch					
<b>Giveaway</b>	Let your partner authors from the giveaway know about your launch					
<b>Promo sites</b>		Robin reads promo	E-reader News Today promo Book Dealio promo	The Fussy Librarian promo Book Rebel promo	BargainBooksy promo Book Care promo	Kindle Nation Daily promo BookGorilla promo
<b>Fb &amp; Instagram advertising</b>	Run traffic ads pointing to your Amazon book page Target the mentioned audience on the marketing plan. Test and iterate image and ad copy.			Based on results from past 3 days, adjust your ads and further increase your budget.		If your ads have been produced, start decreasing.
<b>Amazon advertising</b>	Set up 3 Amazon ad campaigns to promote your book: - Sponsored product ads with manual targeting (list of keywords I provided) - Sponsored product ads with automatic targeting - Product Display ads with category targeting Make sure you bid high and set high budgets as well.				Stop the campaigns/keywords that are not producing results. Double down on the campaigns/keywords that are working. Search for more keywords similar to the keywords that are working. Set up a Sponsored Product campaign targeting the influencers.	
<b>Bookbub advertising</b>	Set up several Bookbub ad campaigns and test: - targeting: use comp authors and titles mostly - ad creative: A/B test several images Set a high budget and bid to test and iterate quickly				Keep testing and iterating. Increase your spend if you're not getting the level of sales.	



# Hiring professional help: yes or no?

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# Building your platform

# Everytime you publish

**Author Website**

Website design & development:  
\$500-\$2,500

**Mailing Lists**

Mailing list & automations setup:  
\$1,000-\$3,000

**Amazon Metadata**

Blurb writing & keywords/categories:  
\$250-\$500

**Marketing Plan**

**Marketing launch plan:**  
**\$1,000-\$3,000**

**Ads Management**

\$500-\$1,500 per month

# Does it make sense to outsource specific channels?

	You're good at it	You're not good at it
You enjoy doing it	Don't outsource.	Learn to get better. Pay for a course (or a consultant).
You don't enjoy doing it	Start doing it, but watch for burnout. Outsource when you have the means to.	Outsource.

# Where to find a good book marketer?

The screenshot shows the Reedsy search interface. At the top, there are navigation tabs for Editing, Design, Publish, Marketing, Translation, Ghostwriting, Website, and Reviews. The 'Marketing' tab is active. Below the navigation, there are search filters for 'Show me marketers that specialize in:' with options for Marketing Strategy, Email Marketing, Advertising (checked), and Metadata & SEO Optimization. There is also a 'Refine your search:' section with a 'Genre' dropdown and a 'Keywords (e.g. crime, horror)' search box. A 'Request quote' button is visible. Below the filters, it says 'Showing 2 professionals'. The first profile is for Sara U., a digital marketer with a 5-star rating and a 'Request quote' button. Below the profile are book covers for 'The Girl on the Train', 'How to Start a Living with Writing', 'How to Write Non-Fiction', and 'Don't Run'.

The screenshot shows the 'Submit your marketing brief' form. The title is 'Submit your marketing brief' with the subtitle 'Introduce yourself and tell our professionals about your book'. The form is divided into several sections: 'Marketing request' (a green bar), 'Select your book' (with a dropdown for 'Select your book' and a text box for 'Enter your book title...'), 'Set a deadline' (with a dropdown for 'When would you like the professionals to return with quotes by?'), 'Publication date' (with a dropdown for 'When are you planning to publish your book?' and radio buttons for 'Estimate' and 'Already published'), 'Required services' (with checkboxes for Marketing Strategy, Email Marketing, Advertising, and Metadata & SEO Optimization), and 'Genre' (with a dropdown for 'Select your genre'). On the right side, there is a 'Your brief will be sent to:' section with a profile picture and a 'Submit brief' button. Below that, there is a 'Not ready yet?' button and a 'What happens next?' section explaining the process.

25+ vetted book marketers, curated by me.

# 🎓 My free book & marketing newsletter

The screenshot shows the Reedsy website for the book 'How to Market a Book' by Ricardo Fayet. The page features a dark blue background with a stylized mountain range and clouds. The book cover is prominently displayed on the left, showing a person reading a book. The title 'HOW TO MARKET A BOOK' is in large white letters, with the author's name 'RICARDO FAYET' and the subtitle 'Overperform in a crowded market' below it. To the right of the book cover, the pricing is listed: 'EPUB & Kindle FREE' and 'PAPERBACK \$11.99'. Below the pricing, there is a call to action: 'Read for free, grab your copy now'. A white input field for 'Enter your email' and a blue 'Download now' button are positioned below the call to action. At the bottom right, there is a small profile picture of Ricardo Fayet and his name 'Ricardo Fayet, co-founder @Reedsy'. The Reedsy logo is in the top left corner, and navigation links for 'Connect', 'Blog', 'Apps', 'Tools', 'About', and 'Join us' are in the top right corner.

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Connect Blog Apps Tools About [Join us](#)

## HOW TO MARKET A BOOK

RICARDO FAYET

Overperform in a crowded market

EPUB & Kindle **FREE**

PAPERBACK **\$11.99**

Read for free, grab your copy now

Enter your email

Download now

Ricardo Fayet, co-founder @Reedsy

Grab your complimentary copy of the book here:

[blog.reedsy.com/books/how-to-market-a-book/](https://blog.reedsy.com/books/how-to-market-a-book/)

# Thank you!

[ricardo@reedsy.com](mailto:ricardo@reedsy.com)

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