



Checklist 14: Online Book Launch

Project Name: _____

Date: _____

Yes No

An online book launch recruiting affiliates is a fantastic way to make a lot of book sales and generate a lot of buyers fast.

Online Book Pre-Launch Checklist

- | | | | |
|----|---|--------------------------|--------------------------|
| 1 | Is your book completed and published? | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 | Have you an online book launch date? | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 | Have you made a list of potential affiliates and contacted them at least 8 weeks out from your launch date? | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 | Have you set up your affiliate signup page? | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 | Have you set up your affiliate resources page? | <input type="checkbox"/> | <input type="checkbox"/> |
| 6 | Have you created your copy swipes, emails, banners, social media posters, etc? | <input type="checkbox"/> | <input type="checkbox"/> |
| 7 | Have you scheduled out Facebook Lives and interviews with key affiliates and partners? | <input type="checkbox"/> | <input type="checkbox"/> |
| 8 | Have you scheduled podcast interviews with key podcast affiliates? | <input type="checkbox"/> | <input type="checkbox"/> |
| 9 | Is your book funnel completed with your book and the 1-3 upsell offers that make sense (for your affiliates and your buyers)? | <input type="checkbox"/> | <input type="checkbox"/> |
| 10 | Are your follow up emails ready? | <input type="checkbox"/> | <input type="checkbox"/> |
| 11 | Are your JV affiliate emails ready? | <input type="checkbox"/> | <input type="checkbox"/> |
| 12 | Have you set up your affiliate contest? | <input type="checkbox"/> | <input type="checkbox"/> |

Notes



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- 13 Have you tested your funnel?
- 14 Have you reconfirmed with your key affiliates 4 weeks, 2 weeks, 1 week and a couple of days before your launch?
- 15 Is your backend offer ready for when your launch is completed?

Notes