

Recommended General Book Promotion Time Line

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Tasks / Online tasks	Time in weeks	28	24	20	16	12	8	4	0	4	8	12	16	20	24	28	32	36	40	44	48	52	60	Done ✓
Create overall plan strategy/Establish Google Alerts (specific & general)																								
Prepare author bio (long & short version)/begin following HARO, ProfNet, etc.																								
Write book description (25, 50 & 100 word)/Plan PR elements of book website																								
Create PR portion of information sheet for sales reps/create book website media room																								
Thoroughly research potential media outlets (using online & misc resources)																								
Begin building media list/Select media to get galleys/releases/books/																								
Solicit expert endorsements/Contact potential sites/blogs to link to (limit to relevant, quality sites)																								
Begin regularly responding to HARO, etc. queries																								
Write promotional copy to be sent with galleys — cover letter, releases, etc.																								
Contact major magazines editors re: excerpts, mentions, articles																								
Explore online options (article submissions, etc.) for major mag sites & others																								
Update website media room / Begin blogging, Twitter, Facebook																								
Send ARCs/galleys to national & trade magazines																								
Follow-up with national and trade magazines																								
Contact regional magazines (personal emails/eblasts/calls/some snail mail)																								
Make additional galley follow-ups																								
Submit trade announcement info to Publishers Weekly and ForeWord																								
Submit info for special trade features																								
Write media releases & articles to have on hand/Update website media room																								
Prepare other media kit materials/Post some media materials to website/blog																								
Contact major TV shows (if appropriate)/get media training																								
Review media selection																								
Review overall publicity plan																								
Finalize releases and other pr materials/Update website media room																								
Contact newspaper, online & radio media (personal emails/eblasts/calls/mail)																								
Send out review copies																								
Begin scheduling interviews																								
Publication Day Stage publication day event (if appropriate)																								
Begin book follow-ups (primarily to all who got a book)																								
Continue scheduling interviews/Continue responding to journalist's queries (HARO, ProfNet, ect.)																								
Monitor and respond to national and regional breaking news																								
Review plans & evaluate responses to date																								
Implement second efforts (new release/newsletter/article)																								
Compile promo sheet of review quotes/Regularly update online media pages																								
Send promo schedule & update sheet to reps (as appropriate)																								
Create & implement new campaign																								
Plan campaign for the new edition																								
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