



THE PRE-PUBLICATION ROADMAP

Give Your Book a Runway Before You Give It a Launch

PREPARE.
PLAN.
CONNECT.
LAUNCH
WITH IMPACT.



12 ESSENTIAL STEPS
TO PREPARE BEFORE
PUBLICATION



BUILD RELATIONSHIPS
FIND READERS & BOOK
CHAMPIONS



CREATE VISIBILITY
LONG BEFORE
LAUNCH DAY



LAUNCH WITH
CONFIDENCE &
MOMENTUM

YOUR BOOK RUNWAY

- ☒ Define Your Goals
- ☒ Know Your Readers
- ☒ Build Relationships
- ☒ Create Your Assets
- ☒ Find Book Champions
- ☒ Plan Your Launch
- ☒ Plan What's Next

*Plan Today.
Publish Tomorrow.
Impact Forever.*



YOUR STORY

YOUR MESSAGE

YOUR IMPACT

A STEP-BY-STEP ROADMAP

FOR AUTHORS WHO WANT MORE THAN
A BOOK LAUNCH—THEY WANT IMPACT.

THE **AUTHOR** COLLAB 
— More Readers. More Impact. Together. —

THE PRE-PUBLICATION ROADMAP

Give Your Book a Runway Before You Give It a Launch

Writing the book is only part of getting it ready for the world.

The months before publication give you something you will never have again: **runway**.

This is your opportunity to identify your readers, build relationships, prepare your marketing assets, gather Book Champions, explore reviews and awards, create anticipation, and decide what you want your book to accomplish long after publication day.

The goal isn't to do everything.

The goal is to do the **right things in the right order**.

Use this roadmap to decide what needs your attention **NOW**, what should happen **NEXT**, and which good ideas belong on your **NOT NOW** list.

BEFORE YOU BEGIN

Choose Your Destination

Before building your runway, answer the most important question:

What do I want this book to do?

Check everything that applies:

- ☐ Generate book sales
- ☐ Establish or strengthen my expertise
- ☐ Attract clients or customers

- ☐ Generate speaking opportunities
- ☐ Create media opportunities
- ☐ Build my email list
- ☐ Grow my community
- ☐ Support an existing business
- ☐ Lead to workshops or courses
- ☐ Create bulk-sale opportunities
- ☐ Open doors to partnerships
- ☐ Build a loyal readership
- ☐ Create social impact
- ☐ Lead readers to my other books
- ☐ Become the foundation for something bigger
- ☐ Other: _____

My three most important goals for this book:

1. _____
2. _____
3. _____

One year after publication, I would consider this book successful if:

RUNWAY RULE: Know where you want the book to take you before deciding how you're going to promote it.

RUNWAY STEP 1

Decide What You Want Your Book to Do

Go beyond sales goals.

Ask yourself:

- ☐ What doors could this book open?
- ☐ What do I want to become known for?
- ☐ What conversations do I want the book to start?
- ☐ What opportunities would I like it to create?
- ☐ Who do I hope it helps?
- ☐ What could grow from the book later?

My Book's Bigger Purpose

My book exists to:

The three opportunities I would most like it to create are:

1.

2.

3.

YOUR RUNWAY ASSIGNMENT

Write one sentence beginning:

Because I published this book...

RUNWAY STEP 2

Know Who You're Writing—and Marketing—For

Don't stop at defining your ideal reader.

Find their **ecosystem**.

My Ideal Reader

My book is primarily for:

They want/need:

The problem, desire, question, or experience that may lead them to my book is:

Where My Readers Already Gather

- ☐ LinkedIn
- ☐ Facebook groups
- ☐ Professional associations
- ☐ Conferences
- ☐ Podcasts
- ☐ Newsletters
- ☐ Blogs
- ☐ Book clubs
- ☐ Libraries

- ☐ Bookstores
- ☐ Community organizations
- ☐ Online communities
- ☐ Other: _____

Five places I could begin connecting with future readers:

1. _____
2. _____
3. _____
4. _____
5. _____

RUNWAY RULE: Don't build an audience from scratch if your readers are already gathering somewhere else.

RUNWAY STEP 3

Start Talking About Your Book Before It Exists

You don't need a purchase link to begin creating interest.

Stories I Can Share

- ☐ Why I'm writing the book
- ☐ What inspired it
- ☐ Behind-the-scenes moments
- ☐ Research discoveries
- ☐ Lessons I'm learning
- ☐ Excerpts

- ☐ Quotes
- ☐ Reader questions
- ☐ Cover/title decisions
- ☐ Writing milestones
- ☐ Challenges
- ☐ Stories that didn't make the manuscript
- ☐ Publication journey

Three stories I could share right now:

1. _____
2. _____
3. _____

Remember: You're not continually asking people to buy something.

You're inviting them into the journey.

RUNWAY STEP 4

Make Sure Readers Can Find You

If someone hears your name today, what will they discover?

Author Visibility Check

- ☐ Professional headshot
- ☐ Current author bio
- ☐ Author website
- ☐ Book landing page
- ☐ LinkedIn profile

- ☐ Relevant social profiles
- ☐ Consistent author positioning
- ☐ Contact information
- ☐ Email signup
- ☐ Previous books listed
- ☐ Speaking/media information where appropriate

The first three things I need to update:

1. _____
2. _____
3. _____

RUNWAY STEP 5

Build an Audience You Can Reach

Followers are valuable.

An email list gives you a direct connection with people who have asked to hear from you.

My Reader Invitation

What could I offer prospective readers?

- ☐ Checklist
- ☐ Resource guide
- ☐ Assessment
- ☐ Worksheet
- ☐ Bonus chapter

- ☐ Sample chapter
- ☐ Book club guide
- ☐ Character profile
- ☐ Deleted scene
- ☐ Behind-the-scenes content
- ☐ Newsletter
- ☐ Other: _____

My reader freebie or invitation will be:

YOUR RUNWAY ASSIGNMENT

Create one simple way for interested readers to say:

"Keep me posted."

RUNWAY STEP 6

Build Your Book Marketing Toolbox

Don't wait for an opportunity before preparing what people will ask for.

Essential Assets

- ☐ Professional author headshot
- ☐ Short bio
- ☐ Medium bio
- ☐ Full bio
- ☐ 50-word book description
- ☐ Short book description

- ☐ Full book description
- ☐ Book cover image
- ☐ 3D book image
- ☐ Author one-sheet
- ☐ Media kit
- ☐ Suggested interview questions
- ☐ Author talking points
- ☐ Social graphics
- ☐ Quote graphics
- ☐ Press release
- ☐ Ordering information
- ☐ ISBN
- ☐ Publisher information
- ☐ Contact information

Missing assets I need to create:

RUNWAY STEP 7

Find Your First Book Champions

Some readers will do more than read your book.

They will talk about it.

Potential Book Champions

- ☐ Beta readers
- ☐ Advance readers
- ☐ Clients
- ☐ Colleagues
- ☐ Fellow authors
- ☐ Community leaders
- ☐ Association contacts
- ☐ Speakers
- ☐ Influencers
- ☐ Newsletter publishers
- ☐ Podcast hosts
- ☐ Book club leaders
- ☐ Friends who genuinely love the subject

My First 10 Potential Book Champions

- | | |
|----------|-----------|
| 1. _____ | 6. _____ |
| 2. _____ | 7. _____ |
| 3. _____ | 8. _____ |
| 4. _____ | 9. _____ |
| 5. _____ | 10. _____ |

RUNWAY RULE: Never underestimate the power of one enthusiastic reader.

RUNWAY STEP 8

Look for Recognition Before Publication

Some opportunities disappear if you wait until after publication.

Research Now

- ☐ Book awards
- ☐ Editorial reviews
- ☐ Advance endorsements
- ☐ Trade reviews
- ☐ Media opportunities
- ☐ Relevant bestseller categories
- ☐ Professional association recognition
- ☐ Local recognition
- ☐ Industry awards

Opportunity Tracker

Opportunity: _____

Deadline: _____

Requirements: _____

Next Action: _____

Repeat for every opportunity worth pursuing.

RUNWAY STEP 9

Build Relationships Before You Need Promotion

Ask:

Who already has the attention of my future readers?

Consider:

- ☐ Authors
- ☐ Podcasters
- ☐ Bloggers
- ☐ Journalists
- ☐ Speakers
- ☐ Association leaders
- ☐ Newsletter publishers
- ☐ Bookstores
- ☐ Libraries
- ☐ Book clubs
- ☐ Businesses
- ☐ Community organizations
- ☐ Conference organizers

My Collaboration Wish List

Person/Organization: _____

Why we align: _____

What I could offer them: _____

Possible collaboration: _____

RUNWAY RULE: Don't begin relationships with "Will you promote my book?"

Begin with **connection**.

RUNWAY STEP 10

Create Your 90-Day Launch Runway

Think of your launch as a season—not a day.

90–60 Days Before Publication

- ☐ Recruit advance readers
- ☐ Request endorsements
- ☐ Research awards
- ☐ Prepare marketing assets
- ☐ Begin sharing the journey
- ☐ Identify collaboration opportunities
- ☐ Prepare website/landing page

60–30 Days Before Publication

- ☐ Send advance copies
- ☐ Begin podcast/media outreach
- ☐ Prepare email campaign
- ☐ Create launch graphics
- ☐ Confirm collaborators

- ☐ Prepare social content
- ☐ Begin preorder campaign if applicable

Final 30 Days

- ☐ Increase visibility
- ☐ Confirm launch activities
- ☐ Send reminders
- ☐ Schedule emails
- ☐ Schedule social content
- ☐ Follow up with advance readers
- ☐ Prepare ordering links
- ☐ Make it easy for supporters to share

LAUNCH WEEK

My three priorities:

1. _____
2. _____
3. _____

RUNWAY STEP 11

Plan What Happens After Launch Day

Don't build everything around publication week.

30 DAYS

60 DAYS

90 DAYS

SIX MONTHS

FIRST BOOK ANNIVERSARY

Potential long-tail opportunities:

- ☐ Podcasts
- ☐ Speaking
- ☐ Articles
- ☐ Book clubs
- ☐ Libraries
- ☐ Bookstores
- ☐ Bulk sales
- ☐ Corporate partnerships
- ☐ Awards
- ☐ Seasonal promotions
- ☐ Collaborations
- ☐ Events
- ☐ Workshops

RUNWAY RULE: Publication day creates a moment. Your follow-through creates momentum.

RUNWAY STEP 12

Decide Where Your Book Goes Next

Your book may be the beginning of something much larger.

Could it become a:

- ☐ Workbook
- ☐ Journal
- ☐ Course
- ☐ Workshop
- ☐ Keynote
- ☐ Consulting program
- ☐ Coaching program
- ☐ Assessment
- ☐ Community
- ☐ Mastermind
- ☐ Resource library
- ☐ Companion book
- ☐ Series
- ☐ Audiobook
- ☐ Event
- ☐ Licensing opportunity
- ☐ Other: _____

Someday, this book could become...

And now comes the important part: **You don't have to build it today.**

NOW → NEXT → NOT NOW

Protect Your Runway

Good ideas can become distractions when every idea feels urgent.

Use these three categories to protect your attention.

NOW

What genuinely needs to happen before publication?

1. _____
2. _____
3. _____
4. _____
5. _____

NEXT

What should happen during launch or within the first 90 days?

1. _____
2. _____
3. _____
4. _____
5. _____

NOT NOW

What do I want to capture without committing to it today?

1. _____

2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____

Not now doesn't mean never.

It means you're giving today's priorities room to take off.

YOUR BOOK RUNWAY AT A GLANCE

Before publication, can you confidently say:

- ☐ I know what I want my book to accomplish.
- ☐ I know who my readers are.
- ☐ I know where my readers gather.
- ☐ I've started talking about my book.
- ☐ Readers can find me online.
- ☐ I'm building an audience I can reach.
- ☐ My essential marketing assets are ready.
- ☐ I've identified potential Book Champions.
- ☐ I've researched reviews and awards.
- ☐ I'm building relationships and collaborations.
- ☐ I have a 90-day launch runway.
- ☐ I have a post-launch plan.
- ☐ I've captured future opportunities without trying to pursue them all today.

HOW READY IS YOUR RUNWAY?

10–13 checked: CLEARED FOR TAKEOFF

Your runway is taking shape. Concentrate on execution and momentum.

6–9 checked: BUILDING MOMENTUM

You've established important pieces. Identify the gaps that could make the biggest difference.

0–5 checked: TIME TO BUILD THE RUNWAY

That's exactly what this roadmap is for. Choose your first three priorities and begin there.

YOUR FINAL RUNWAY PLAN

My publication date:

My primary book goal:

My ideal reader:

My #1 pre-publication priority:

My #1 relationship-building priority:

My #1 launch priority:

My #1 post-launch priority:

The idea I'm deliberately putting on my NOT NOW list:

The very next thing I will do:

ONE LAST THOUGHT

Your book doesn't need a perfect launch.

It needs preparation, people, purpose, and enough runway to build momentum.

Start before you're ready.

Build relationships before you need them.

Prepare for opportunities before they arrive.

Know where you want your book to take you.

And give yourself permission to leave some very good ideas for later.

Give your book a runway before you give it a launch.

