

Social Media Publicity Checklist

Facebook:

- ☐ Profile created and filled out
- ☐ Topic-based Facebook group created
- ☐ Facebook Page created
- ☐ First months' posts written
- ☐ First months' posts scheduled

Twitter:

- ☐ Twitter account created
- ☐ Tweets written in "news" style
- ☐ Tweets scheduled out for one month

YouTube:

- ☐ YouTube channel created
- ☐ 5 videos created
- ☐ Videos scheduled

Pinterest:

- ☐ Pinterest account created
- ☐ Blogs linked
- ☐ Books linked
- ☐ Pins shared
- ☐ Boards joined

Social Media Publicity Checklist

LinkedIn:

- ☐ Profile created and filled out
- ☐ Topic-based group created
- ☐ First months' posts written
- ☐ First months' posts scheduled

Other: _____

- ☐ Account created
- ☐ Profile filled out
- ☐ Posts/photos selected
- ☐ Posts/photos scheduled

Notes:

Social Media Publicity Checklist

Relationship building:

- ☐ I engage people by answering questions
 - ☐ Daily
 - ☐ Weekly
 - ☐ _____
- ☐ I'm a resource
 - ☐ I share articles I find (including my own)
 - ☐ I share cool tools
 - ☐ _____
- ☐ I share my heart
 - ☐ I'm honest
 - ☐ I'm firm, yet kind in my expertise
 - ☐ _____
- ☐ I'm myself
 - ☐ I'm vulnerable
 - ☐ My personality shines through
 - ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____

Website Design Checklist

Branding:

☐ Favorite three colors:

☐

☐

☐

☐ Professional headshot taken

☐ Files received

☐ My personal style:

☐ Website colors/graphics match my book cover (optional)

☐ Website colors/graphics match my personal branded expertise

Design:

☐ I'll design it myself

☐ I'm hiring a professional web designer

☐ I'm not sure what to do and need help making a decision (KristenOnDemand.com)

Notes:

Website Design Checklist

Designer hiring:

- ☐ Web designer portfolios I like:
 - ☐ _____
 - ☐ _____
 - ☐ _____
- ☐ Web designer hired
 - ☐ Fee approved
 - ☐ Contract signed
 - ☐ Deposit paid
- ☐ Website design received
- ☐ Changes submitted to designer
- ☐ Website design approved
- ☐ Received site logins
- ☐ Received basic training/how-to on blog posts, basic maintenance, etc.

Notes:

Blogging Checklist

Blogs post ideas:

☐	_____
☐	_____
☐	_____
☐	_____
☐	_____
☐	_____
☐	_____
☐	_____
☐	_____
☐	_____
☐	_____
☐	_____
☐	_____
☐	_____

Notes:

Blogging Checklist

Blog writing:

- ☐ Brainstorm blog ideas (use previous page)
- ☐ Narrow down to five ideas
- ☐ Choose one of five to start
- ☐ Set timer for 30 minutes
- ☐ WRITE!
- ☐ Post to blog
- ☐ (Multiple posts only) Schedule posts into future
- ☐ Post comments on blog post

Blog publicity:

- ☐ Posted on social media
- ☐ Shared with my list
- ☐ Other: _____
- ☐ Other: _____
- ☐ Other: _____

Notes:

Guest Blogging Checklist

Blogs that feature authors like me:

☐	_____
☐	_____
☐	_____
☐	_____
☐	_____
☐	_____
☐	_____
☐	_____
☐	_____
☐	_____
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☐	_____
☐	_____
☐	_____
☐	_____

Notes:

Guest Blogging Checklist

Guest blog booking:

- ☐ Blog name: _____
- ☐ Blogger name: _____
- ☐ Blogger contacted
- ☐ Explain why my blog post is a good fit for their audience (send pitch)
- ☐ Book it!
- ☐ Write article
- ☐ Deliver article
- ☐ Send thank-you note
- ☐ Post comments on guest blog post
- ☐ Ask for a future writing spot

Guest blog publicity:

- ☐ Posted on social media
- ☐ Shared with my list
- ☐ Other: _____
- ☐ Other: _____
- ☐ Other: _____

Notes:

Author Central Optimization Checklist

- ☐ Amazon Author Central account set up (AuthorCentral.Amazon.com)
- ☐ Custom URL created:
 - ☐ Custom Amazon link
 - ☐ Personally-owned domain name forwarded
- ☐ Blog RSS feed linked
- ☐ Social media accounts added
- ☐ Author bio uploaded
- ☐ Professional headshot uploaded
- ☐ Photos from events uploaded
- ☐ Book(s) linked to account
- ☐ Videos uploaded (optional)
- ☐ Events scheduled (optional)

Notes:

Goodreads Checklist

Goodreads setup:

- ☐ Sign up for an Author Account at Goodreads.com
- ☐ Complete personalized profile
- ☐ Start a list of my favorite books
- ☐ Connect my blog

Goodreads promotion ideas:

- ☐ Publicize all my events
 - ☐ Book signings
 - ☐ Readings
 - ☐ Launch parties
 - ☐ _____
 - ☐ _____
 - ☐ _____
- ☐ Share writing
 - ☐ Shorts
 - ☐ Summaries
 - ☐ Book excerpts
 - ☐ _____
 - ☐ _____
 - ☐ _____
- ☐ Create a quiz

Goodreads Checklist

(Cont.) Goodreads promotion ideas:

- ☐ Post videos
- ☐ Add Goodreads Author widget to my website
- ☐ Advertise my book
- ☐ List a book giveaway
- ☐ Link to other social media platforms
- ☐ Host a Q&A discussion about my book
- ☐ Sell my e-book on Goodreads
- ☐ Join groups
 - ☐ Check in once a week
 - ☐ Interact
- ☐ Enter all my book's data
- ☐ Leave reviews of others' books
- ☐ _____
- ☐ _____
- ☐ _____

Notes:

Infographic Checklist

Type of graphic:

- ☐ Full infographic (mostly text + icons)
- ☐ Viral quote graphic (large photo + quote)
- ☐ Other: _____

Graphic creation:

- ☐ I'll create the graphic myself
 - ☐ Canva
 - ☐ Photoshop
 - ☐ Other: _____
- ☐ I'll hire a designer
 - ☐ Fiverr.com
 - ☐ Independent contractor
 - ☐ Other: _____
 - ☐ Contract signed/terms agreed
 - ☐ Deposit paid
 - ☐ Proof received
 - ☐ Revisions sent
 - ☐ Proof approved
 - ☐ Final file received
 - ☐ Original design file received
 - ☐ Final payment sent

Video Checklist

Type of video:

- ☐ Interviewed as guest
- ☐ "Talking head"
- ☐ Slideshow
- ☐ Screen capture
- ☐ Live demo
- ☐ Facebook Live
- ☐ Google Hangout
- ☐ Skype
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____

Video creation:

- ☐ Video software chosen
 - ☐ Camtasia
 - ☐ Screenflow
 - ☐ Other: _____
 - ☐ Other: _____
- ☐ Video recorded
- ☐ Video edited
- ☐ Video exported/rendered

Video Checklist

Video posted:

- ☐ YouTube (interviewed as guest, host's channel)
- ☐ YouTube (interviewing expert, my channel)
- ☐ YouTube (my channel)
- ☐ Vimeo
- ☐ Facebook
- ☐ Goodreads
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____

Video promoted:

- ☐ Shared on other social media (cross-promoted)
- ☐ Mailed to list
- ☐ Shared on blog
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____