

Book Funnel Checklist

Ready, Aim, Fire! Your path to launch

To be successful, there should be certain parts to build momentum with a book launch.



This Book Funnel method is for:

- Aspiring authors, coaches, and consultants who want to start building revenue via books.
- Authors struggling with digital marketing and lead generation.
- Experts who see their book as a business asset but lack real-world marketing.

Why Training + Support is Even Better?

- **Unlike University:** Practical, results-driven training, not academic theory.
- **Done-for-You Support:** Save time, remove frustration, and get a book funnel set up in order to start selling right away on 'launch' (not months later).
- **Revenue-Focused:** Turn a book into a lead generation machine that attracts ideal clients.

<p>Aim</p>	<p>Aim for the outcome you want (suggest): <i>A bestselling book to position your business as the answer</i></p>
<p>Target Market</p>	<p>Do fearless research of your ideal clients, working back to what solutions they want and need.</p> <ol style="list-style-type: none"> 1. SparkToro use with the broad market 2. Narrow that market after reading problems and considering alignment with own business service or similar
<p>Planning</p>	<p>Plan specific marketing tactics and media spots that use partners. Guideline: use the 'More Clients' book 3-month launch plan. List out your known groups/clubs/referrers.</p>
<p>Community</p>	<p>What kind of community will you actively build (readers/business owners) and on which platform? (Training video). Skool is great for this. Ensure it's easy to manage.</p>
<p>Messaging</p>	<p>What will you say to social followers each week?</p> <p>Creative copy, book blurb that intrigues. Make a Content Prompter list (Notion guide).</p>
<p>Designs & Set up Email List</p>	<p>Brand colours chosen. Making 3D book imagery for social sharing, designing the book release PDF, poster, media kit design, designing your newsletter and Bio page (some call it a Links page). Consult with email marketing expert.</p>
<p>Implement</p>	<p>Putting it all together so that the book is set up three months prior and the marketing is ready to go with time to spare. (Reminders? Use the Asana book launch template)</p>
<p>Budget and Minimise Costs</p>	<p>Fix an amount to spend on launch and digital marketing. Include marketing training or any consulting fees, designs, ads, plus basic software costs.</p> <p>Don't spend \$5K on a website design, as this money needs to divide between email & social profile design, adverts (launch ad; Facebook book ad), subscriber form design, link page, personal profile look and feel, media outreach, event poster, bookmark, blurb writing, event, optional BookFunnel software. You can minimise web design costs with 'Kit.com', Canva designs, or Thinkific.</p> <p>There is a type of funnel (selling books) that will end up paying for its own advertising. This is called a 'self-liquidating funnel'.</p>

'Kit' email plans - look: [Flexible Pricing Plans for Every Stage of Your Creator Business](#)

Book Funnel & Author Presence

May 31, 2026 Intro Offer

- Introductory **Book Funnel and Author Presence** support is \$990 AUD.*
 - Get set up as a 'free' email user of Kit, with access and Creator Profile.
- Access to all current and new **reel/post templates** for **book marketing**, via Canva, or text prompts via Notion. ([Preview](#)).
- Access to current and future lessons in the **Book Funnel Flow** course.



See [Book Funnel and Author Presence Package](#) plan details.

We also have new book publishing complete packages, inclusive of editing, commercial plan and blurb edits. (I say *we*, but it's just me + a developer. BAA doesn't outsource editing).

Speak to Jennifer live on a call by booking in advance: [CALENDAR](#)

See <https://JenniferLancaster.com.au/testimonials> for rave client reviews.