



DAY 4 ASSIGNMENT - Book Launch Activities

Launch Activity	Time Needed	Activities I Will Use
Identify Audience Segments		
Identify Launch Date		
Identify Paid Ad available date, & schedule it		
Create launch assets – email copy, social media posts & graphics		
Launch Announce & Invitation [Save the Date]		
Reminder email [launch is tomorrow]		
Email – Today is the day!		
Reminder email [Launch Closing, [last call]		
Bonus Contributors		
Identify Potential Bonus Contributors [create list]		
Invite Bonus Contributors		
Launch Team		
Invite Launch Team		