

The Launch Calendar

Six weeks out to two weeks after, with the advance reader and outreach trackers.

Counted backwards from publication day. Fill in your dates first, then work the list. The two weeks after the launch are on this page because they are the part that is always missing from other people's calendars.

Publication day	Title
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THE CALENDAR

WHEN	WHAT	YOUR TASKS
Six weeks out Date _____	Manuscript final. Not nearly final. Final, formatted, proofed. Cover done. Start building your advance reader list. This is the long lead item and the one that fails if you start it late.	☐ _____ ☐ _____ ☐ _____ ☐ _____
Four weeks out Date _____	Advance copies go out. Metadata locked. Pre-order set up, if you are doing one. Start the outreach list: newsletters in your category, podcasts, communities, reviewers who cover books like yours.	☐ _____ ☐ _____ ☐ _____ ☐ _____
Two weeks out Date _____	Outreach sent. Launch week content drafted and scheduled, all of it, so that launch week involves no writing. Confirm your advance readers actually have the file and can open it, because a meaningful fraction cannot and will not tell you.	☐ _____ ☐ _____ ☐ _____ ☐ _____

One week out Date _____	Reminder to advance readers with the exact publication date and clear instructions for leaving a review on the day. Final proof check on the live listing. Personal notes to the twenty people most likely to buy on day one, sent individually, not as a group.	☐ ☐ ☐
Publication day Date _____	Publish, check the listing, tell your list, tell your people, and then stop refreshing.	☐ ☐ ☐
The two weeks after Date _____	This is where the work is, and where almost everyone stops. Follow up with advance readers who have not reviewed. Continue outreach. Keep posting. The window that matters is longer than the day, and the day is the part everyone plans.	☐ ☐ ☐ ☐

ADVANCE READERS

[illegible]

OUTLET OR PERSON	TYPE	SENT	CHASED	RESULT
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[illegible]

Do not touch your metadata while you wait. You cannot read a signal off a listing you keep changing.