

Reflection Sheet: Your Personal Launch Strategy

Every book launch is unique. This reflection sheet helps you develop a launch strategy that suits you, your book, and your personality.

1. Your Goals

Why are you publishing this book?

What would constitute a successful launch for you personally?

What expectations do you have for the publication?

2. Your Readers

Who do you want to read your book?

Why might this target audience find your book interesting?

Where are you most likely to reach these people?

3. Your Visibility

Which marketing activities do you enjoy?

🌐 Website: <https://www.grin.com/selfpublishing>

✉ Contact: info@grin.com

📍 Publisher's office: München





- Social Media
- Newsletter
- Blog
- Readings
- Interviews
- Live-Events
- Community-activities

Other:

Which activities would you prefer to avoid?


4. Your Communication


What story do you want to tell about your book?

What insights into your writing process do you want to share?

What makes your book special?

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5. Launch Day

How do you want to experience the day of publication?

Do you want to celebrate quietly or publicly?

Who do you want to involve on this day?

6. After the Launch

How do you want to stay in touch with your readers in the long term?

Which marketing activities can you continue to implement even weeks after the launch?

7. Final Thought

There is no such thing as a perfect book launch. A launch is successful if it suits you, your book, and your resources. Authenticity has a stronger long-term impact than any short-term marketing campaign.

You can find in-depth tips in the **corresponding magazine article**:

👉 [Ready for the launch? How to make your book publication a success](#)

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👉 <https://www.grin.com/newsletter/>

