

## Week-by-week LAUNCH plan

### AS SOON AS COMPLETE YOUR TEXT AND DIGITAL IMAGE FILES:

**Pick a great launch date**

A note about your launch time. The astrophysicists at Cape Canaveral don't just pick any old day of the year to launch space shuttles, and neither should you. Launch time is important. Understand that more people are hanging out online in winter. Pick a date with historical significance or personal meaning that will tie into your book.

### SIX MONTHS UNTIL LAUNCH:

- Build a great-looking bare bones website with information about the book, the author, and let everyone know it is "Coming Soon to Kickstarter."**
- Using MailChimp or another online email harvesting tool, set up a pop-up on your site to begin gathering names for your launch.**
- Post a link to your new website along with a message of "Here's a little something I've been working on..." on Facebook.**

## **FIVE MONTHS UNTIL LAUNCH:**

- If you've thought about audience before creating the book, you'll have an audience profile. If you don't, make it now, focusing on WHY people should be interested in the book.**
- Make a list of everyone you know and send a personal email to each with a link to your site, asking them to sign up for your newsletter. Do NOT send a mass mailing.**
- Reach out to between 5-10 Kickstarter backers and tell them about your project and what you like about theirs. Ask them any questions you may have about the process.**

## **FOUR MONTHS UNTIL LAUNCH:**

- Add a blog to your website, where you'll be telling the story of your Kickstarter book and where you will post updated information and links as you go through this process. Think of this as your news page and focus on information that others would care about.**
- Send a link to your email list alerting your growing legions of fans that the blog is up.**
- Make a list of bloggers whose interests match up with one of the audience profiles you've created. Comment on their pages, share their links.**
- Investigate printing options. You don't have to go with the first printer you pick (or even the one you have on your**

eventual project page), but you should have an idea about how much it will take to print your book.

- Create a budget for your project and figure out what the magic number is to make this all worthwhile for you.

### **THREE MONTHS UNTIL LAUNCH:**

- Create an Instagram account for your book if it is the kind of book that has lots of possibilities for images. For example, my book has a ton of tessellations, and the tessellation lovers are definitely hanging out on Instagram. Plan to post one image at least every other day. If you don't have an image-heavy book, plan to tell the story of the Kickstarter.
- Continue to share links, comment on pages, and be a part of the communities of the bloggers you are reaching out to.
- Using images from your book, create 10-20 funny, powerful, meaningful or inspiring JPEG's (image files) people can share on Facebook and Twitter.
- Write an "ask" letter to your new blogging friends, telling them about your project and letting them know how you can help THEIR audiences.
- Update your email list with what you've been doing and any big strides you've made.

## **TWO MONTHS UNTIL LAUNCH:**

- Create your Kickstarter reward levels, focusing on achieving the pivotal \$25 pledge. Make sure to include some other inventive levels as well as some higher ticket levels. Make it fun!**
- Continue to share links, comment on pages, and be a part of the communities of bloggers you are reaching out to.**
- Update your email list with what you've been doing and any big strides you've made.**
- Hire someone to create a creator video for your project or make a simple one yourself.**
- Check your budget again. Have you included shipping costs? Have you built in the amount of time you're working on this (if that's important to you)?**
- If you're on Twitter, start following people who are interested in the things your book is interested in.**
- Think about stretch goals. If your project does well and reaches its funding goal early, how are you going to keep backers engaged so that you can earn more for the project? Do you even want to do that or do you just want to get the book out?**

## **ONE MONTH UNTIL LAUNCH:**

- Post your reward levels on your blog to get feedback and send out a link to your blog to let friends and family know**

**you need help in fine-tuning them. Adjust your reward levels based on your feedback.**

- Create your Kickstarter page on the Kickstarter site. Be sure it is ready to go a week before launch because Kickstarter has to approve it before it goes live and that process is out of your hands.**
- Plan a launch party, inviting everyone in your geographic vicinity to come celebrate with you. Focus on making it fun for your friends but don't ask them to support. Ask them to share your project on Facebook, Twitter, Instagram.**
- Continue to share bloggers' links, comment on their sites and Facebook pages, and be active in the communities you think your book will appeal to.**
- Contact local media and let them know about your project.**

## **LAUNCH DAY:**

- Gird your loins, because it's going to be NUTS!**
- Host a launch party and have a great time. Thank everyone for their support. Consider doing a Facebook Live video of your party.**
- Send out news of your launch to every single social media account you have, your blog, and your email list, announcing the launch.**

- A lot of the early backers will be your friends. Personally thank them when their pledges come in.**
- Post an update at the end of the day, especially if you have achieved that pivotal 25% backed on the first day goal. This is the amount many projects need for social proof so if you've gotten it, celebrate to the high heavens.**
- Send out an official update through the Kickstarter page.**

## **FIRST WEEK ON KICKSTARTER:**

- Continue to thank backers as they come in. Send them a message through the site or through your own channels if you know them.**
- Celebrate the big wins, like when you reach the 25% mark, the 50% mark, the 75% mark, on social media.**
- Run pictures of your party on your blog and to your email list to update people on how it's going.**
- Check in with the bloggers you've developed relationships with and plan any coverage they're willing to offer; make it easy for them.**
- Answer any questions about your project from potential backers.**
- If you've already reached your goal, consider adding a stretch goal.**

## **SECOND WEEK ON KICKSTARTER**

- Run a Q&A with the creator on a third-party website.**
- Update all of your social media accounts, every day, with images from your book.**
- Continue to reach out and thank backers as they come in.**
- Follow up with all of the bloggers you haven't heard from to let them know of how well your project is doing.**
- Send out some inspirational JPEGs featuring your book to switch things up.**
- Celebrate any holidays connected to your book's theme with images from your book and inspirational messages.**
- Update a stretch goal if you have one or are starting one.**
- Write an official Kickstarter update to let backers know how it's going.**

## **THIRD WEEK ON KICKSTARTER**

- Update all of your social media accounts, every day, with images from your book.**
- Continue to reach out and thank backers as they come in.**
- Follow up with all of the bloggers you haven't heard from to let them know of how well your project is doing.**

- Send out some inspirational JPEGs featuring your book to switch things up.**
- Celebrate any holidays connected to your book's theme with images from your book and inspirational messages.**
- Update a stretch goal if you have one or are adding one.**
- Post the book's content in its entirety in a video on YouTube and Vimeo.**
- Write an official Kickstarter update to let backers know how it's going.**

## **FOURTH WEEK ON KICKSTARTER**

- Update all of your social media accounts, every day, with images from your book.**
- Continue to reach out and thank backers as they come in. Follow up with all of the bloggers you haven't heard from to let them know of how well your project is doing.**
- Send out some inspirational JPEGs featuring your book to switch things up.**
- Celebrate any holidays connected to your book's theme with images from your book and inspirational messages.**
- Update a stretch goal if you have one or are adding one.**
- Post the book's content in its entirety in a video on YouTube and Vimeo.**

- Write an official Kickstarter update to let backers know how it's going.**

## **LAST DAY ON KICKSTARTER**

- Continue to update backers as the day progresses.**
- Throw a party of some kind to thank local backers and send out images with a message of thanks on all of your social media accounts. Facebook Live the party if you can tolerate that.**
- Celebrate!**

## **WHAT YOU SHOULD BE DOING EVERY DAY OF YOUR CAMPAIGN**

You'll see that above I have often listed: Update your social media accounts. Here is an example of what that might look like on a single day.

- Send an email update to your list (use sparingly, not every day).**
- Post an inspirational JPEG or project update JPEG to Instagram and Facebook.**
- Write something about what you're learning about crowd-funding on LinkedIn.**
- Post a link to your Facebook update on Google+.**
- Tweet 4-6 times about what's going on with your**

**campaign, and be sure to tweet what you are learning @kickstartertips.**

- Update your Kickstarter backers with any big wins directly on the site.**
- Follow up with 10 bloggers about covering your Kickstarter project.**
- Respond to every single person who has backed your project that day.**
- Write a blog post, either an update on the project or something that tells the story of the project.**
- Post a funny video on YouTube.**
- If there is a social media holiday or hashtag appropriate for your campaign, use it.**

## **WHEW!**

Does that sound like a lot? Are you overwhelmed yet? Indeed, this kind of work can be a full-time job, so if you are kickstarting in addition to your real-world work, do consider crafting as much of the actual content for this work ahead of time. Make the videos, write the emails, create the simple messages and JPEGs and Twitter updates. There is no reason why much of this can't be done ahead of time and you will save yourself a lot of headaches and bellyaches by doing so.

## **TAKE CARE OF YOURSELF**

When I was doing my Kickstarter campaign, I really burned out by the third week. Granted, my campaign had already funded at 14 days, so I didn't really have to get going, but even hearing that ping come in again and again all day long was taking its toll on me. Being in front of a screen 12 hours a day can really send you into meltdown mode, whatever the reason.

Don't be a casualty of the Internet. Feed yourself well, drink or eat your veggies, get the sleep you need. You are not a machine and the people you're serving are not machines either. Your backers want you to be successful and they don't want you to have a personal crisis during your campaign. They want you healthy and active and creative. There's no room for starving artists on Kickstarter or anywhere else, but there is room for people who understand that a healthy mind and healthy body create the best work.

*So take care of yourself during this process. Do it for you, do it for backers. Heck, do it for your book, which aches to be brought into the world.*

*Are you on Kickstarter? Connect with me there (search for Emily Grosvenor), or send me a link to your campaign on Twitter at @emilygrosvenor.*

