
The Book Professor

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How to PLAN and ORGANIZE a Successful Book Launch Event

Presented by Nancy L. Baumann

Outline:

- **When is a live book launch event the right thing to do?**
 - **When does the planning begin?**
 - **How can I launch a book on a shoestring budget?**
 - **Five steps for planning a successful book launch**
 - **Q & A**
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When is a live book launch event the right thing to do? It's a good idea if:

1. **You have an excellent _____.**
2. **You have coordinated your _____ and your _____.**
3. **You are connected with your _____.**

When does the planning begin?

1. **When you have identified your _____.**
2. **When you know your _____.**

How can I host an event on a shoestring budget?

1. Build a team of _____, _____, and _____.
2. Seek multiple _____.
3. Invite the press and offer them _____
_____.
4. Use available tools such as _____,
_____, and _____.

Five steps for planning a successful book launch event:

- 1.
- 2.
- 3.
- 4.
- 5.



The Book Professor writing programs and author services were designed by Nancy L. Baumann, university professor and owner of Stonebrook Publishing, in order to help more writers produce polished, professional manuscripts.