

# Book Launch Party

## CHECKLIST

1. Order copies of your book
2. Pick the date and time
3. Book the venue
4. Make a Facebook event
5. Invite your guests
6. Promote the event: online, press release, flyers
7. Order swag
8. Arrange food, drinks, cake
9. Make posters / banners
10. Buy raffle prizes
11. Buy decorations
12. Buy other supplies
13. Arrange a microphone
14. Get 1-day special event insurance
15. Enlist help
16. Prepare a speech and practice it
17. Schedule social media updates for launch day
18. Final confirmations
19. Before the party: last-minute media, set-up
20. Enjoy your success!