



**How to Create
a Launch Plan
for Your Indie Book**



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PUBLISHING

INTRODUCTION



Publishing a book is a huge accomplishment, but getting that book into the hands of readers? That takes strategy, intention, and a solid launch plan.

Whether you're about to publish your first novel or your fifth nonfiction book, having a thoughtful launch roadmap can be the difference between a quiet release and an impactful debut.

In this guide, I'm walking you through what I learned about launching an indie book the hard way—and how you can do it better.

STEP 1



Know Your Reader Before You Write Your Launch Plan

Before you do anything else, take a step back and ask: Who is this book for? What do they care about? Where do they spend time online? What makes them stop scrolling and take action? Knowing your reader is key to creating marketing content that connects.

For example, if your book is for Christian mothers who have experienced miscarriage, your visuals, tone, and launch strategy should reflect empathy, trust, and healing. If you're writing military fiction for former service members, you might want to focus your launch content around action, camaraderie, and nostalgia.

Don't skip this step. It will shape everything that follows.

STEP 2



Start Building Your Audience Early

A successful book launch starts long before the book is published. Ideally, you'll begin growing your audience 3–6 months ahead of launch. That means posting consistently on social media, showing behind-the-scenes peeks of your writing journey, and collecting emails from people who are interested.

Tools that helped me:

- [Kit](#) for email newsletters
- [Canva](#) for graphics
- Meta for scheduling and analytics

Build trust before you ever ask someone to buy. The more they've connected with your story ahead of time, the more likely they are to support your book.

STEP 3



Create a Content Calendar for the Launch Window

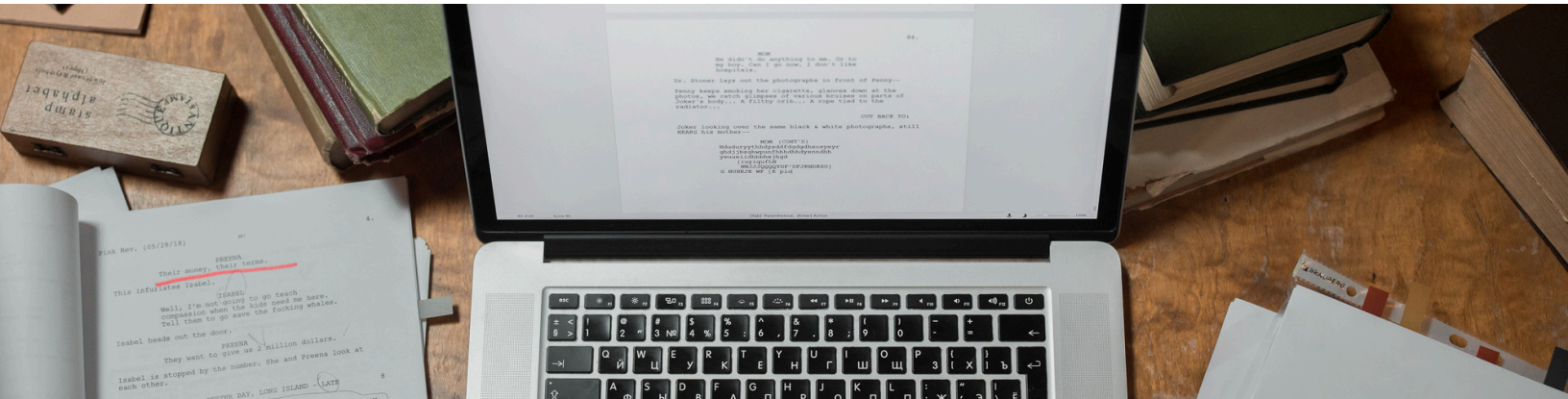
This is where so many authors get overwhelmed. What do you post? When? Where? You don't need to be everywhere. But you do need to be somewhere—consistently. I recommend starting with Instagram and Facebook, and adding TikTok or Pinterest if you enjoy those platforms.

Break your launch window into phases:

- **Pre-launch (1-2 months before):** Cover reveal, snippets, preorder link
- **Launch week:** Behind-the-scenes, celebration, early reviews
- **Post-launch (1-3 months after):** Testimonials, giveaways, media features, fan photos

Want help planning this out? I offer a [Canva-based social media calendar](#) for authors that covers Instagram, Facebook, TikTok, Threads and X.

STEP 4



Nail Your Author Platform

A strong online presence can do a lot of the heavy lifting during launch. Make sure you have:

- A clear bio that says what you write and who it's for
- A link in your bio that leads to your book or newsletter
- Highlighted stories (on Instagram) or pinned posts (on Facebook/X) about your book
- A few good author photos (not just your dog, even if he's adorable)

Your goal is to look like someone who takes their writing seriously—even if this is your very first book.

STEP 5



Build Your Email List (Yes, Even If You Hate Email)

Social media is great, but your email list is gold. It's yours. You own it. And it's where people are more likely to buy. You don't need a huge list to have an impact—even 50 or 100 readers can help boost your launch if they're engaged.

Offer something free to get people to sign up. A sample chapter. A bonus scene. A devotional guide. Make it relevant to your book.

STEP 6



Set a Realistic Launch Timeline

Don't rush it. Give yourself time to get things in place. I recommend 3–4 months minimum from "manuscript is done" to "book is live."

Build in time for:

- Editing
- Formatting (ebook + print)
- Cover design
- Pre-order setup
- ARC reader outreach
- Final proofing
- Uploading to KDP or IngramSpark
- Building your launch assets (graphics, posts, emails)

This timeline will vary depending on your experience and how much support you have, but the more breathing room you build in, the less stressful launch week will be.

STEP 7



Use Pre-Orders to Build Momentum

Setting up a pre-order (especially for your ebook) allows you to start promoting and collecting sales early. Those sales can then count toward launch day rankings.

If you use Amazon KDP for your ebook, you can set a pre-order up to one year in advance. For print, it's a bit trickier. You can announce your launch date and promote it manually, but Amazon only allows print preorders via traditional publishing partners or workarounds like IngramSpark.

STEP 8



Get Reviews BEFORE Your Book Goes Live

Advanced reader copies (ARCs) are your best friend. You want people reading and reviewing your book before it launches. Ask trusted readers, friends, or followers if they'd like a free copy in exchange for an honest review.

Create a simple Google Form to collect ARC requests and emails. Send out the digital version via BookFunnel or email. Be clear about your launch date and ask people to leave a review on Amazon and/or Goodreads.

I did not do this early enough and I wish I had. I used a [NetGalley Coop](#) and through [Victory Editing](#) and many of my reviews came in after my book was already published.

TIP: *Start this earlier than you think you need to*

STEP 9



Launch Week Strategy

Launch week is the fun (and chaotic) part. Here are a few things to focus on:

- Share a personal story about why this book matters to you
- Post testimonials and reviews from ARC readers
- Go live on Instagram or Facebook to talk about your book
- Email your list with the official "Buy Now" link
- Thank your readers publicly

You don't have to be loud, just present. Be proud. Let people celebrate with you.

STEP 10



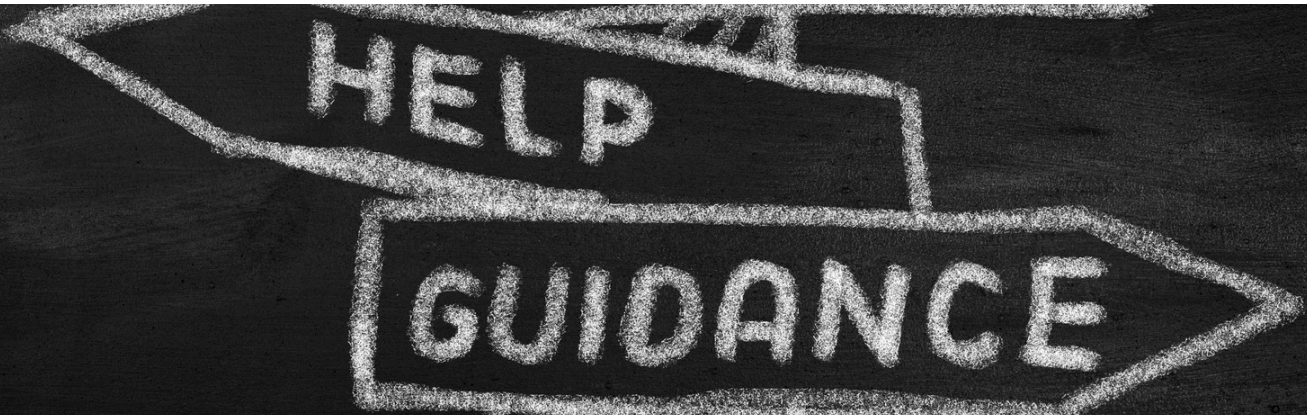
Keep Promoting After Launch

Don't ghost your book just because launch day is over. In fact, most sales come AFTER the launch week.

Continue:

- Sharing reviews
- Running occasional promotions
- Offering signed copies
- Creating book club questions
- Pitching yourself to podcasts or blogs

HOW I CAN HELP



At Mount Cooper Publishing, I help indie authors like you plan, prep, and launch your books with confidence. Whether you need a full launch strategy, formatting help, Canva templates, or someone to walk you through the POD setup maze, I'm here.

I've been in your shoes—trying to figure out ISBNs and IngramSpark policies, building launch graphics at midnight, wondering if it's okay to DM someone about an early review. The truth is, you don't have to go it alone. You wrote the book. Let me help you launch it into the world.

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