

Launch Week

A One-Page Checklist for Indie Authors · Carleton Publishing House

Clear steps from the week before you publish → publish day → the week after. Process only — no legal, tax, or sales promises. Use what fits; skip what doesn't.

A. Pre-launch (about 7 days out)

- Final proof pass on the live file (typos, front/back matter, links)
- Cover + title + subtitle match everywhere you'll list the book
- Categories & keywords chosen (write them down once)
- Retailer accounts ready (KDP / others you actually use)
- Price set; free or discount promo planned only if you want one
- ARC or early-reader asks already sent (or consciously skipped)
- One place readers can find you after (site, Substack, or email)

B. Publish day

- Upload / hit publish on your chosen store(s)
- Confirm the live page looks right (cover, blurb, look-inside)
- Note the live URL(s) somewhere you'll keep
- Tell your existing circle once — no blast, one clear note
- Soft ask: honest review if they finish it (never paid or fake)

C. Week one

- Check the live page daily for formatting glitches only
- Log what you tried (where you shared, what happened) — learning log
- Thank anyone who shares or reviews
- Decide one next small move (not ten): e.g. refine blurb, or plan next title step
- Rest: protect energy; launch week is not forever hustle

Optional tip if this helped: Cash App \$wvcarleton · Venmo @immortalarts

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