

Created by LaShaunda C. Hoffman

Based on her book
Building Online Relationships
One Reader At A Time

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Social Butterfly Promotion Checklist Before The Book Releases

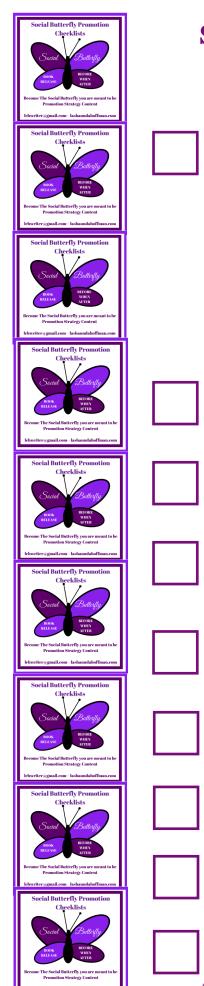
Do You Have A Promotion Mindset?

- Have You Faced Your Promotion Fears?
- Do You Believe In Yourself And Your Book?
- Do You Know Who Your Audience is?
- Do You Have A Promotion Plan?
- Are You Committed To Your Promotion?

Is Your Promotion Kit Ready?
(Do you have the following tools?)

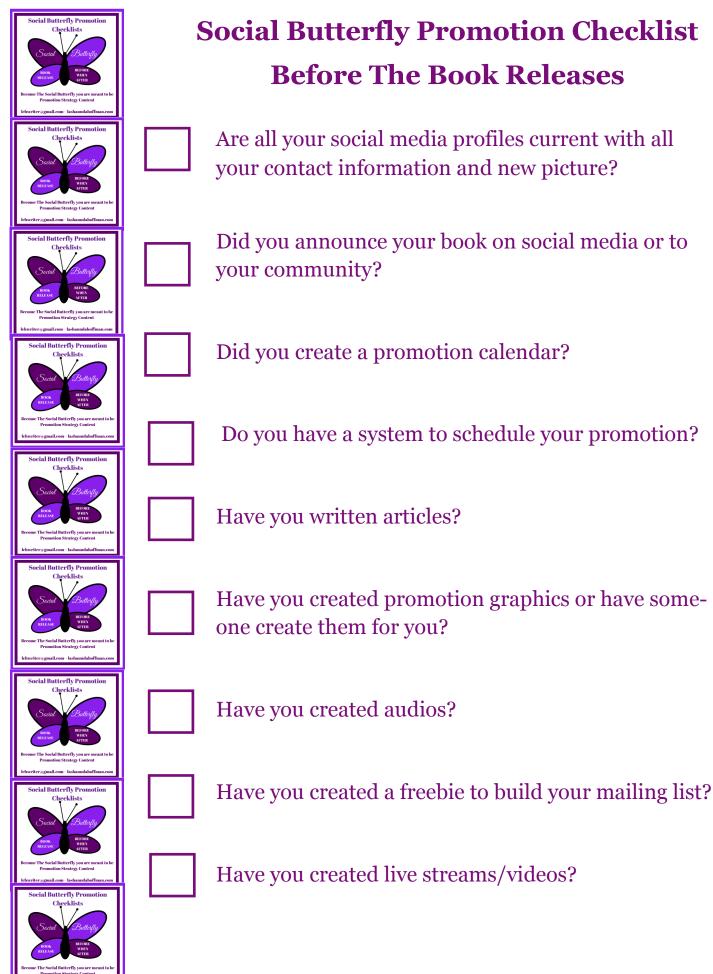
- MAILING LIST
- WHO ARE YOUR READERS AND WHERE ARE THEY?
- PROMOTION GOALS
- PROMOTION PLAN
- CALENDAR
- EMAIL ADRESS AND EMAIL SIGNATURE
- WEBSITE/BLOG YOUR HOME BASE
- SOCIAL MEDIA PLATFORMS
- ONLINE PROMOTION SITES
- VIDEO/LIVESTREAMING/AUDIO

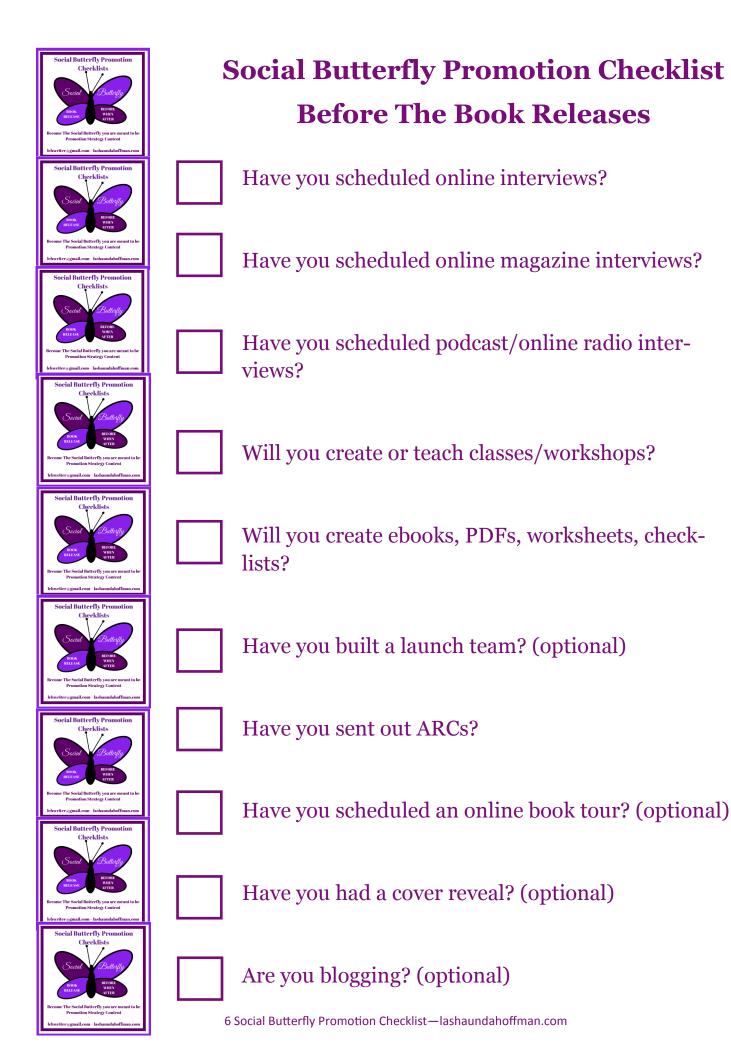
Each of these tools you can use to grow your readership and stay consistent with your promotion.

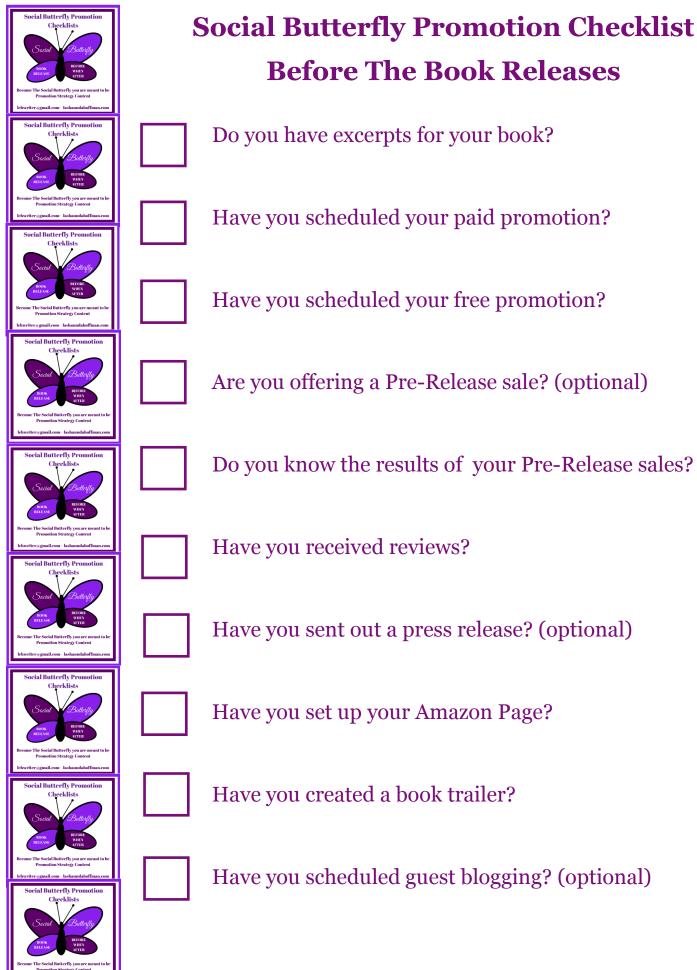


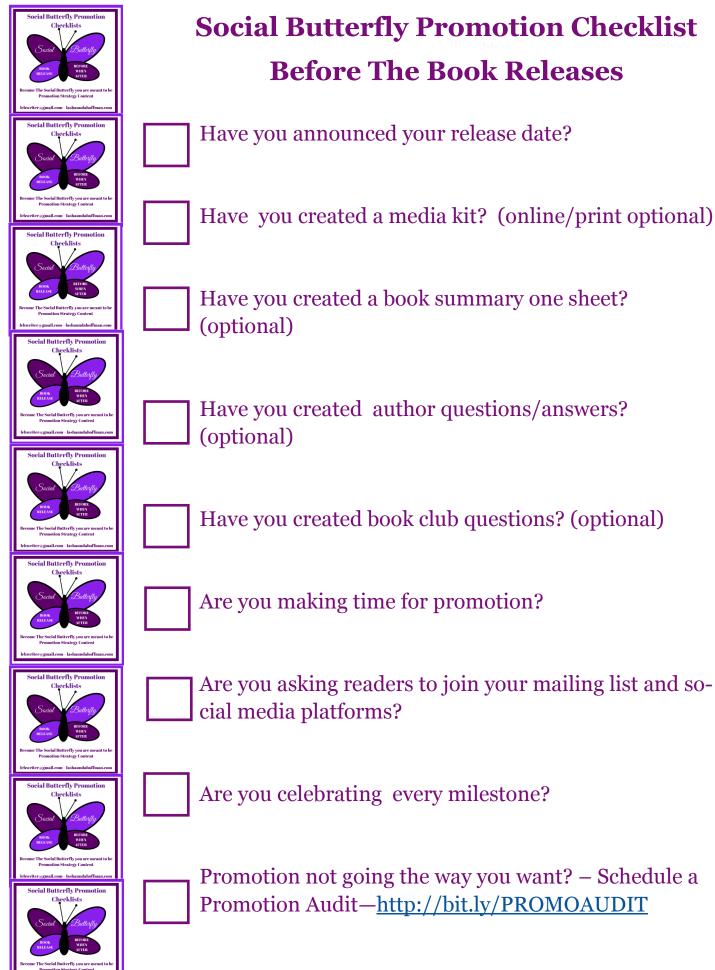
Social Butterfly Promotion Checklist Before The Book Releases

	Is Your Promotion Plan Ready?
ш	• What are your promotion goals?
	• What is your promotion budget?
	• What is your promotion schedule?
	• What is your promotion content?
	• What are your book sales goals?
	Is your home base ready for visitors?
	Do you have contact information on your home base?
	Does your book page have your book info? (buy links, blurbs, excerpts)
	Do you have a good headshot?
	Do you have a jpg of book cover? (front side)
	Do you have a blurb for book? (short and long)
	Do you have a bio? (short and long)
4	Do you have a signup form/link for your mailing list? Social Butterfly Promotion Checklist—lashaundahoffman.com











Social Butterfly Promotion Checklist Things You Need To Do Before The Book Releases

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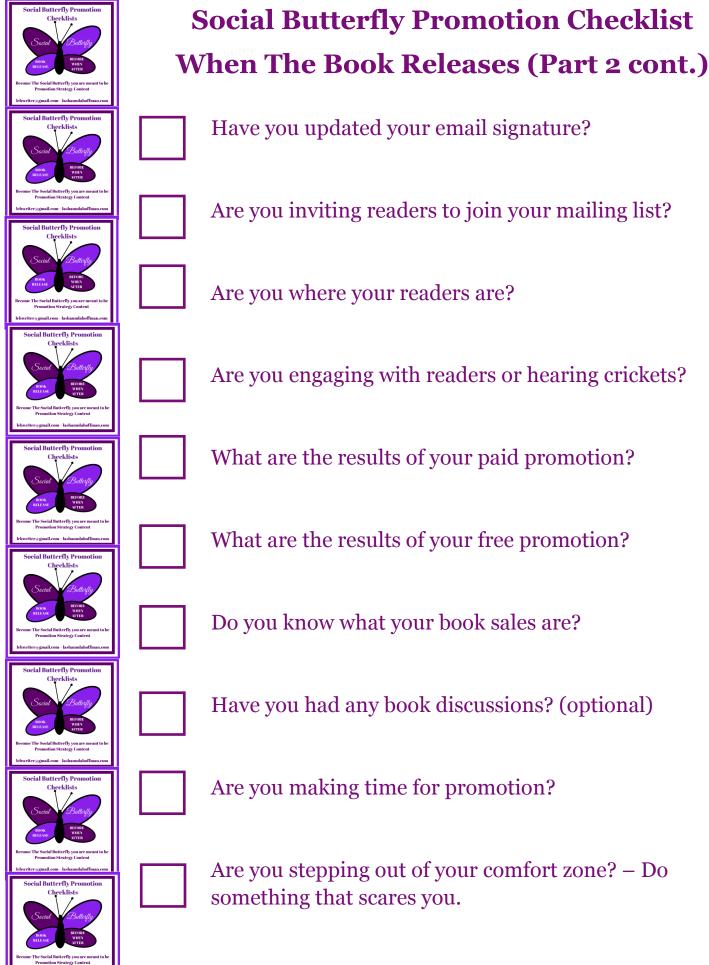


Social Butterfly Promotion Checklist Before The Book Releases NOTES









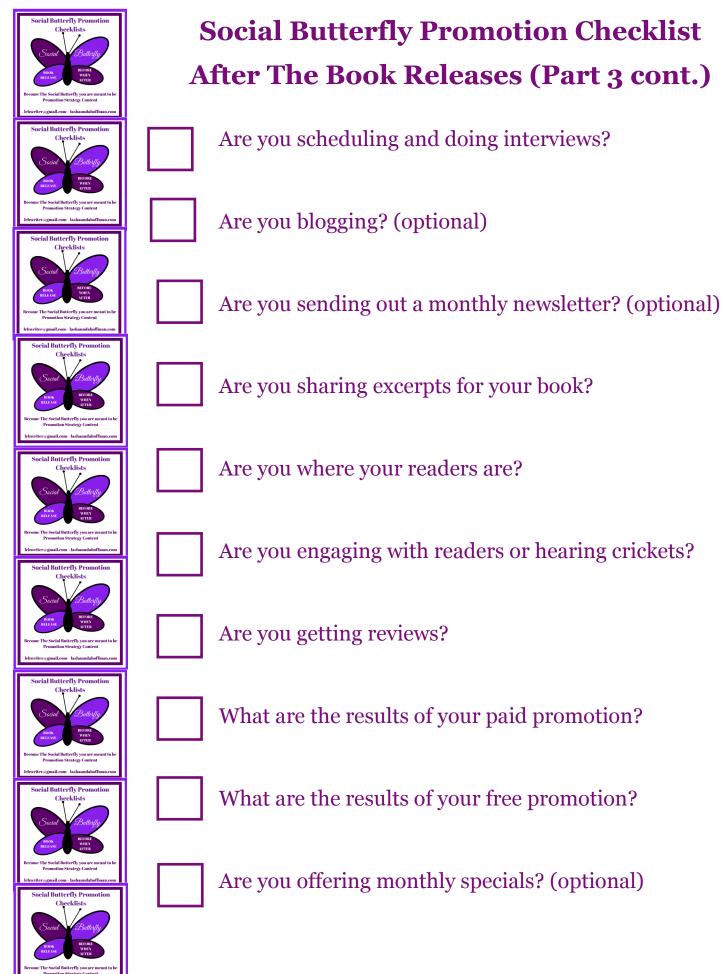


Social Butterfly Promotion Checklist Things You Need To Do When The Book Releases

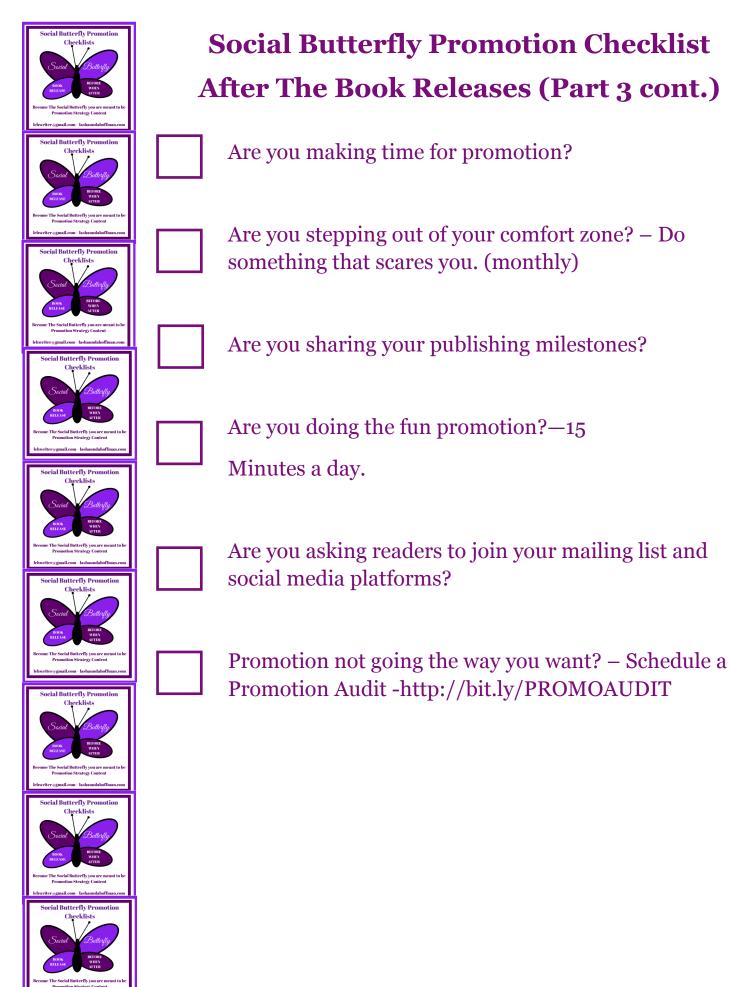


Social Butterfly Promotion Checklist When The Book Releases NOTES











Social Butterfly Promotion Checklist Things You Need To Do After The Book Releases



Social Butterfly Promotion Checklist After The Book Releases NOTES



Thank you for downloading this checklist. This is what I use to help me promote my award winning books.

I don't recommend you try to do everything on this list. Pick what works for you. Try to do something every day, and you will stay consistent with your promotion.

Use this checklist with every book, and you will be on your way to becoming a Social Butterfly.

Being a Social Butterfly is all about being consistent with your promotion, building relationships, and having fun.

I've learned if you aren't having fun—you won't do it.

I would like to invite you to join the Social Butterfly movement by joining the Social Butterfly Membership.

If you find this checklist helpful, you will find the membership even more helpful. Each month we break down your promotion plan into bite-size action steps you can implement daily.

You have the option of working at your own pace inside the membership or meeting with me twice a month on the Master Mind calls.

http://bit.ly/SBMCALL

See ya on the net,

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