

Social Butterfly Promotion Checklists



**Become The Social Butterfly you are meant to be
Promotion Strategy Content**

lchwriter@gmail.com-- lashaundahoffman.com

Created by LaShaunda C. Hoffman

Based on her book

Building Online Relationships

One Reader At A Time

This checklist was created by LaShaunda C. Hoffman
You have permission to share this checklist

Hoffman Content LLC
<http://lashaundahoffman.com>
lchwriter@gmail.com

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 ADDRESS 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?

- 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)

Do you have a signup form/link for your mailing list?

Social Butterfly Promotion Checklist

Before The Book Releases



Are all your social media profiles current with all your contact information and new picture?



Did you announce your book on social media or to your community?



Did you create a promotion calendar?



Do you have a system to schedule your promotion?



Have you written articles?



Have you created promotion graphics or have someone create them for you?



Have you created audios?



Have you created a freebie to build your mailing list?



Have you created live streams/videos?

Social Butterfly Promotion Checklist Before The Book Releases



Have you scheduled online interviews?

Have you scheduled online magazine interviews?

Have you scheduled podcast/online radio interviews?

Will you create or teach classes/workshops?

Will you create ebooks, PDFs, worksheets, checklists?

Have you built a launch team? (optional)

Have you sent out ARCs?

Have you scheduled an online book tour? (optional)

Have you had a cover reveal? (optional)

Are you blogging? (optional)



Social Butterfly Promotion Checklist

Before The Book Releases



Do you have excerpts for your book?

Have you scheduled your paid promotion?

Have you scheduled your free promotion?

Are you offering a Pre-Release sale? (optional)

Do you know the results of your Pre-Release sales?

Have you received reviews?

Have you sent out a press release? (optional)

Have you set up your Amazon Page?

Have you created a book trailer?

Have you scheduled guest blogging? (optional)



Social Butterfly Promotion Checklist

Before The Book Releases



Have you announced your release date?

Have you created a media kit? (online/print optional)

Have you created a book summary one sheet? (optional)

Have you created author questions/answers? (optional)

Have you created book club questions? (optional)

Are you making time for promotion?

Are you asking readers to join your mailing list and social media platforms?

Are you celebrating every milestone?

Promotion not going the way you want? – Schedule a Promotion Audit—<http://bit.ly/PROMOAUDIT>



Social Butterfly Promotion Checklist

Things You Need To Do Before The Book Releases

Social Butterfly Promotion Checklists



BOOK RELEASE BEFORE WHEN AFTER

Become The Social Butterfly you are meant to be Promotion Strategy Content

lsbwriter@gmail.com lashaundahoffman.com

Social Butterfly Promotion Checklists



BOOK RELEASE BEFORE WHEN AFTER

Become The Social Butterfly you are meant to be Promotion Strategy Content

lsbwriter@gmail.com lashaundahoffman.com

Social Butterfly Promotion Checklists



BOOK RELEASE BEFORE WHEN AFTER

Become The Social Butterfly you are meant to be Promotion Strategy Content

lsbwriter@gmail.com lashaundahoffman.com

Social Butterfly Promotion Checklists



BOOK RELEASE BEFORE WHEN AFTER

Become The Social Butterfly you are meant to be Promotion Strategy Content

lsbwriter@gmail.com lashaundahoffman.com

Social Butterfly Promotion Checklists



BOOK RELEASE BEFORE WHEN AFTER

Become The Social Butterfly you are meant to be Promotion Strategy Content

lsbwriter@gmail.com lashaundahoffman.com

Social Butterfly Promotion Checklists



BOOK RELEASE BEFORE WHEN AFTER

Become The Social Butterfly you are meant to be Promotion Strategy Content

lsbwriter@gmail.com lashaundahoffman.com

Social Butterfly Promotion Checklists



BOOK RELEASE BEFORE WHEN AFTER

Become The Social Butterfly you are meant to be Promotion Strategy Content

lsbwriter@gmail.com lashaundahoffman.com

Social Butterfly Promotion Checklists



BOOK RELEASE BEFORE WHEN AFTER

Become The Social Butterfly you are meant to be Promotion Strategy Content

lsbwriter@gmail.com lashaundahoffman.com

Social Butterfly Promotion Checklists



BOOK RELEASE BEFORE WHEN AFTER

Become The Social Butterfly you are meant to be Promotion Strategy Content

lsbwriter@gmail.com lashaundahoffman.com

Social Butterfly Promotion Checklist

When The Book Releases (Part 2)



Have you scheduled your promotion?

Are you having an online release party? (optional)

Did you announce your book on social media or to your community?

Is your launch team in play? (optional)

Do you have any reviews posted?

Have you checked your categories on Amazon?

Did you make the Best Selling List?

Did you take a picture of your listing?

Did you share the picture with your community?

Did you treat yourself for making the list?



Social Butterfly Promotion Checklist When The Book Releases (Part 2 cont.)



Do you have reviews to share?

Have you created graphics with the reviews?

Are you doing an online book tour? (optional)

Do you have an email campaign?

Did you create a social media campaign?

Are you doing interviews?

Are you sharing the links to the interviews?

Are you blogging? (optional)

Are you sharing excerpts for your book?

Did you create a readers' group? (optional)



Social Butterfly Promotion Checklist

When The Book Releases (Part 2 cont.)



Have you updated your email signature?

Are you inviting readers to join your mailing list?

Are you where your readers are?

Are you engaging with readers or hearing crickets?

What are the results of your paid promotion?

What are the results of your free promotion?

Do you know what your book sales are?

Have you had any book discussions? (optional)

Are you making time for promotion?

Are you stepping out of your comfort zone? – Do something that scares you.



Social Butterfly Promotion Checklist

When The Book Releases (Part 2 cont.)



Are you doing interviews and sharing the links?

Are you scheduling interviews for future dates?

Are you getting invited to online events, groups etc?

Are you checking what's working for your promotion and what's not?

Are you having an amazing time?

Are you stressed out and need to take a break?

Are you celebrating each milestone – take pictures to share to your community?

Are you engaging with new readers—asking them to join your mailing list and social media platforms?

Are you responding to emails?

Promotion not going the way you want – Schedule a Promotion Audit—<http://bit.ly/PROMOAUDIT>



Social Butterfly Promotion Checklist

Things You Need To Do

When The Book Releases



Social Butterfly Promotion Checklists



Become The Social Butterfly you are meant to be
Promotion Strategy Content

lchwriter@gmail.com lashaundahoffman.com



Social Butterfly Promotion Checklists



Become The Social Butterfly you are meant to be
Promotion Strategy Content

lchwriter@gmail.com lashaundahoffman.com



Social Butterfly Promotion Checklists



Become The Social Butterfly you are meant to be
Promotion Strategy Content

lchwriter@gmail.com lashaundahoffman.com



Social Butterfly Promotion Checklists



Become The Social Butterfly you are meant to be
Promotion Strategy Content

lchwriter@gmail.com lashaundahoffman.com



Social Butterfly Promotion Checklists



Become The Social Butterfly you are meant to be
Promotion Strategy Content

lchwriter@gmail.com lashaundahoffman.com



Social Butterfly Promotion Checklists



Become The Social Butterfly you are meant to be
Promotion Strategy Content

lchwriter@gmail.com lashaundahoffman.com



Social Butterfly Promotion Checklists



Become The Social Butterfly you are meant to be
Promotion Strategy Content

lchwriter@gmail.com lashaundahoffman.com



Social Butterfly Promotion Checklists



Become The Social Butterfly you are meant to be
Promotion Strategy Content

lchwriter@gmail.com lashaundahoffman.com



Social Butterfly Promotion Checklists



Become The Social Butterfly you are meant to be
Promotion Strategy Content

lchwriter@gmail.com lashaundahoffman.com

Social Butterfly Promotion Checklist When The Book Releases

NOTES

Social Butterfly Promotion
Checklists



Become The Social Butterfly you are meant to be
Promotion Strategy Content

lchwriter@gmail.com lashaundahoffman.com

Social Butterfly Promotion
Checklists



Become The Social Butterfly you are meant to be
Promotion Strategy Content

lchwriter@gmail.com lashaundahoffman.com

Social Butterfly Promotion
Checklists



Become The Social Butterfly you are meant to be
Promotion Strategy Content

lchwriter@gmail.com lashaundahoffman.com

Social Butterfly Promotion
Checklists



Become The Social Butterfly you are meant to be
Promotion Strategy Content

lchwriter@gmail.com lashaundahoffman.com

Social Butterfly Promotion
Checklists



Become The Social Butterfly you are meant to be
Promotion Strategy Content

lchwriter@gmail.com lashaundahoffman.com

Social Butterfly Promotion
Checklists



Become The Social Butterfly you are meant to be
Promotion Strategy Content

lchwriter@gmail.com lashaundahoffman.com

Social Butterfly Promotion
Checklists



Become The Social Butterfly you are meant to be
Promotion Strategy Content

lchwriter@gmail.com lashaundahoffman.com

Social Butterfly Promotion
Checklists



Become The Social Butterfly you are meant to be
Promotion Strategy Content

lchwriter@gmail.com lashaundahoffman.com

Social Butterfly Promotion
Checklists



Become The Social Butterfly you are meant to be
Promotion Strategy Content

lchwriter@gmail.com lashaundahoffman.com

Social Butterfly Promotion Checklist

After The Book Releases (Part 3)



Are you scheduling your promotion?

Did you schedule your paid promotion?

Are you are keeping up with your numbers?

How many books have you sold?

How many new people are following you?

How many new people signed up for your mailing list?

Did you make any sells from your scheduled promotion?

Did you make any sells because of your paid promotion?

Are you meeting new readers daily?

Are you participating in any online events?

Are you creating your own online events? (optional)

Did you create an email campaign? (monthly)

Did you create a social media campaign? (monthly)



Social Butterfly Promotion Checklist After The Book Releases (Part 3 cont.)



Are you scheduling and doing interviews?

Are you blogging? (optional)

Are you sending out a monthly newsletter? (optional)

Are you sharing excerpts for your book?

Are you where your readers are?

Are you engaging with readers or hearing crickets?

Are you getting reviews?

What are the results of your paid promotion?

What are the results of your free promotion?

Are you offering monthly specials? (optional)



Social Butterfly Promotion Checklist After The Book Releases (Part 3 cont.)



Are you talking about your book?



Did you thank your readers for reviews?



Have you showcased their reviews?



Have you showcased your readers in your newsletter or on social media?



Are you sending out a monthly newsletter? (optional)



Do you have promotion planned for the holidays? (optional)



Do you know what your book sales are? (check monthly)



Have you scheduled or had any book discussions? (optional)



Have you updated your email signature? (monthly)

Social Butterfly Promotion Checklist After The Book Releases (Part 3 cont.)



Are you making time for promotion?

Are you stepping out of your comfort zone? – Do something that scares you. (monthly)

Are you sharing your publishing milestones?

Are you doing the fun promotion?—15 Minutes a day.

Are you asking readers to join your mailing list and social media platforms?

Promotion not going the way you want? – Schedule a Promotion Audit -<http://bit.ly/PROMOAUDIT>



Social Butterfly Promotion Checklist

Things You Need To Do

After The Book Releases





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,
LaShaunda C. Hoffman
Promotion Strategist
Lashaundahoffman.com
lchwriter@gmail.com





3

**Steps
To
Becoming
A
Social
Butterfly**

lashaundahoffman.com

**1. Join
See Ya On The Net Promotion Training Group**

**2. Buy
Building Online Relationships**

**3. Join
The Social Butterfly Membership**

Become A Social Butterfly Today

Join See Ya On The Net Promotion Training Group

<https://www.facebook.com/groups/SYOTNWorkshop/>

Buy Building Online Relationships

<http://bit.ly/LCHBOOK>

Join The Social Butterfly Membership

<http://bit.ly/SBMCALL>