

How to launch your book



Launching your book:

1. Pick a venue ...
2. Choose a date when the venue is free ...
3. Book the venue ...
4. Think of something to add value – three free copies given away to whoever answers your sailing quiz; or a discount if you buy a copy.
5. Write a press release and send it out. Be crass: add order details at the end.
6. Create a personal invite and send it out. Be crass: add an order slip at the end.
7. Organise drinks and nibbles. Cheap and cheerful is OK.
8. Make sure you have copies of book to sell.
9. Turn up – see if you can persuade some notaries and other people like that to be there.
10. Look charming, smile a lot, and sign the bloody thing.
11. Have fun.
12. Recover.