

## 6 Month Book Release Shedule

### Day 0: Preparation

**Build Landing Page**

**Set Up/Integrate Autoresponder**

**SEO/Market Research,**

**Begin Booking Podcast Appearances**

**Begin Press Release**

Month 1							
	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Week 1	List Maintenance	Daily Social Post, Write/Send Weekly Email	Daily Social Post, Write Launch Emails 1-4,7,10,13	Daily Social Post	Daily Social Post	Daily Social Post	Podcast Appearance This Week
Week 2	List Maintenance	Daily Social Post, Write/Send Weekly Email	Daily Social Post, Write Launch Email 5	Daily Social Post	Daily Social Post	Daily Social Post	
Week 3	List Maintenance	Daily Social Post, Write/Send Weekly Email	Daily Social Post, Write Launch Email 6	Daily Social Post	Daily Social Post	Daily Social Post	Podcast Appearance This Week
Week 4	List Maintenance	Daily Social Post, Write/Send Weekly Email	Daily Social Post, Write Launch Email 8	Daily Social Post	Daily Social Post	Daily Social Post	Work On Press Release

Month 2							
	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Week 5	List Maintenance	Daily Social Post, Write/Send Weekly Email	Daily Social Post, Write Launch Email 9	Daily Social Post	Daily Social Post	Daily Social Post	Podcast Appearance This Week
Week 6	List Maintenance	Daily Social Post, Write/Send Weekly Email	Daily Social Post, Write Launch Email 11	Daily Social Post	Daily Social Post	Daily Social Post	
Week 7	List Maintenance	Daily Social Post, Write/Send Weekly Email	Daily Social Post, Write Launch Email 12	Daily Social Post	Daily Social Post	Daily Social Post	Podcast Appearance This Week
Week 8	List Maintenance	Daily Social Post, Write/Send Weekly Email	Daily Social Post, Write Launch Email 14	Daily Social Post	Daily Social Post	Daily Social Post	Work On Press Release

Month 3							
	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Week 9	List Maintenance	Daily Social Post, Write/Send Weekly Email	Daily Social Post, Write Launch Email 15	Daily Social Post	Daily Social Post	Daily Social Post	Podcast Appearance This Week
Week 10	List Maintenance	Daily Social Post, Write/Send Weekly Email	Daily Social Post, Write Launch Email 16	Daily Social Post	Daily Social Post	Daily Social Post	
Week 11	List Maintenance	Daily Social Post, Write/Send Weekly Email	Daily Social Post, Write Launch Email 17	Daily Social Post	Daily Social Post	Daily Social Post	Podcast Appearance This Week
Week 12	List Maintenance	Daily Social Post, Write/Send Weekly Email	Daily Social Post, Write Launch Email 18	Daily Social Post	Daily Social Post	Daily Social Post	Finalize On Press Release

Month 4							
	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Week 13	List Maintenance	Daily Social Post, Write/Send Weekly Email	Daily Social Post, Write Launch Email 19	Daily Social Post	Daily Social Post	Daily Social Post	Send Press Release, Podcast Appearance This Week
Week 14	List Maintenance	Daily Social Post, Write/Send Weekly Email	Daily Social Post, Write Launch Email 20	Daily Social Post	Daily Social Post	Daily Social Post	
Week 15	List Maintenance	Daily Social Post, Write/Send Weekly Email	Daily Social Post, Write Launch Email 21	Daily Social Post	Daily Social Post	Daily Social Post	Podcast Appearance This Week
Week 16	List Maintenance	Daily Social Post, Write/Send Weekly Email	Daily Social Post, Write Launch Email 22	Daily Social Post	Daily Social Post	Daily Social Post	

Month 5							
	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Week 17	List Maintenance	Daily Social Post, Write/Send Weekly Email	Daily Social Post, Write Launch Email 23	Daily Social Post	Daily Social Post	Daily Social Post	Podcast Appearance This Week
Week 18	List Maintenance	Daily Social Post, Write/Send Weekly Email	Daily Social Post, Write Launch Email 24	Daily Social Post	Daily Social Post	Daily Social Post	
Week 19	List Maintenance	Daily Social Post, Write/Send Weekly Email	Daily Social Post, Write Launch Email 25	Daily Social Post	Daily Social Post	Daily Social Post	Podcast Appearance This Week
Week 20	List Maintenance	Daily Social Post, Write/Send Weekly Email	Daily Social Post, Write Launch Email 26	Daily Social Post	Daily Social Post	Daily Social Post	

Month 6							
	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Week 21	List Maintenance	Daily Social Post, Write/Send Weekly Email	Daily Social Post, Write Launch Email 27	Daily Social Post	Daily Social Post	Daily Social Post	Podcast Appearance This Week
Week 22	List Maintenance	Daily Social Post, Write/Send Weekly Email	Daily Social Post, Write Launch Email 28	Daily Social Post	Daily Social Post	Daily Social Post	Podcast Appearance This Week
Week 23	List Maintenance, Send Launch Email 1	Daily Social Post, Write/Send Weekly Email, Send Launch Email 2	Daily Social Post, Send Launch Email 3, Write Launch Email 29	Daily Social Post, Send Launch Email 4, Send Launch Email 5, Send Launch Email 6	Daily Social Post, Send Launch Email 7, Send Launch Email 8, Send Launch Email 9	Daily Social Post, Send Launch Email 10, Send Launch Email 11, Send Launch Email 12	Send Launch Email 13, Send Launch Email 14, Send Launch Email 15, Send Launch Email 16
Week 24	List Maintenance, Send Launch Email 17, Send Launch Email 18, Send Launch Email 19	Daily Social Post, Write/Send Weekly Email, Send Launch Email 20, Send Launch Email 21, Send Launch Email 22	Daily Social Post, Send Launch Email 23, Send Launch Email 24, Send Launch Email 25	Daily Social Post, Send Launch Email 26	Daily Social Post, Send Launch Email 27	Daily Social Post, Send Launch Email 28	Send Launch Email 29

