



Author and Illustrator To-Do List

- ☐ 12-18 months before publication date:
 - Submit all materials requested by your editor
- ☐ 5-6 months before publication date:
 - Follow Lerner on social media.
 - Set up your Amazon Author Central account.
 - Set up a Google Alert for your name and book title
 - Write and memorize an elevator pitch about your book.
 - Launch or build your social media following.
 - Review AIP packet sent by publicity team and submit requested forms/headshots
- ☐ 2-3 months before publication date:
 - Research schools, libraries, and bookstores near you to pitch for events
 - Begin reaching out to bookstores/libraries to set up events
 - Add your book title and pre-order or buy links to your online bios, social media accounts, and email signature.
 - Build or spruce up your author website to mention your book and create a "Contact Me" page for in-person/virtual visit requests.
 - Submit any additional materials requested by publicity
- ☐ 1-2 Months before publication date:
 - Create a list of local media that you can pitch about your book – begin pitching once you have bound books.
 - Research bloggers in your genre that you can pitch about the book – begin pitching when you have a NetGalley link or bound books.
 - Record your name pronunciation guide with TeachingBooks.net and submit a [headshot](#).
 - Create an author page and booklist on Shepherd.com.
 - Start preorder campaigns on social media.
- ☐ Ongoing:
 - Let publicity team know about any marketing, publicity, or event plans you are making to promote your book.
 - Continue to promote your book, reviews, articles, awards and recognition on your author website and social media accounts

Helpful Subscriptions

- ☐ Subscribe to newsletters from industry leaders like the following to stay informed about publishing news:
 - [Publisher Weekly's Children's Bookshelf](#)
 - [Booklists' enewsletters](#)
 - [School Library Journal's enewsletters](#)
 - [Horn Book Magazine's enewsletters](#)
 - [Shelf Awareness](#)

- [Book Riot \(children's/teens/Check Your Shelf\)](#)
- [Lambda Literary](#)
- [Comics Beat \(graphic novels\)](#)
- [The Beat \(graphic novels\)](#)
- Consider also subscribing to your local library's newsletter
- Feel free to sign up for [Lerner's enewsletters](#) to see what's happening here!