

# Tips for Hosting a Successful Book Launch Party

*This is an extra resource to go along with the original article:*

[8 Steps to the Perfect Book Launch](#)

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## **Tips for hosting a successful virtual event:**

1. Schedule your posts in advance so that you don't have to spend valuable time typing and proofreading.
2. Change your Facebook banner to celebrate your book release.
3. Post a steady stream of content to keep your visitors engaged. Talk about your book, why you wrote your book, and your writing process.
4. Host a contest and giveaway prizes (especially copies of your book).
5. Enlist the help of friends or family to monitor your Facebook page for questions or comments.
6. Encourage page visitors to buy your book. Embed a link to your book on Amazon.
7. Consider running more than one virtual launch party, especially if you want to market to people from other time zones who may not be able to make it to the initial launch.

## **Tips for hosting a successful in-person event:**

1. Select a date at least six months in advance. This gives your invitees enough time to plan to attend. Choose a date that doesn't conflict with a holiday or other event.
2. Choose a venue for your launch that is conveniently located and will accommodate all of your guests.
3. Spread the word on social media. Pay for ads on social media to encourage people to attend your book launch (if it's a public event).
4. Share the launch party details with local media, including newspapers, local bloggers, and TV and radio stations.
5. Make a schedule for the evening. Decide when you're read excerpts, sign books, giveaway prizes, and mingle with your guests.
6. Don't forget the refreshments. Refreshments encourage guests to stick around longer.
7. Be sure that you have enough books on hand for party guests who want to purchase.
8. Invite everyone you know and be prepared to mingle with each person who attends.