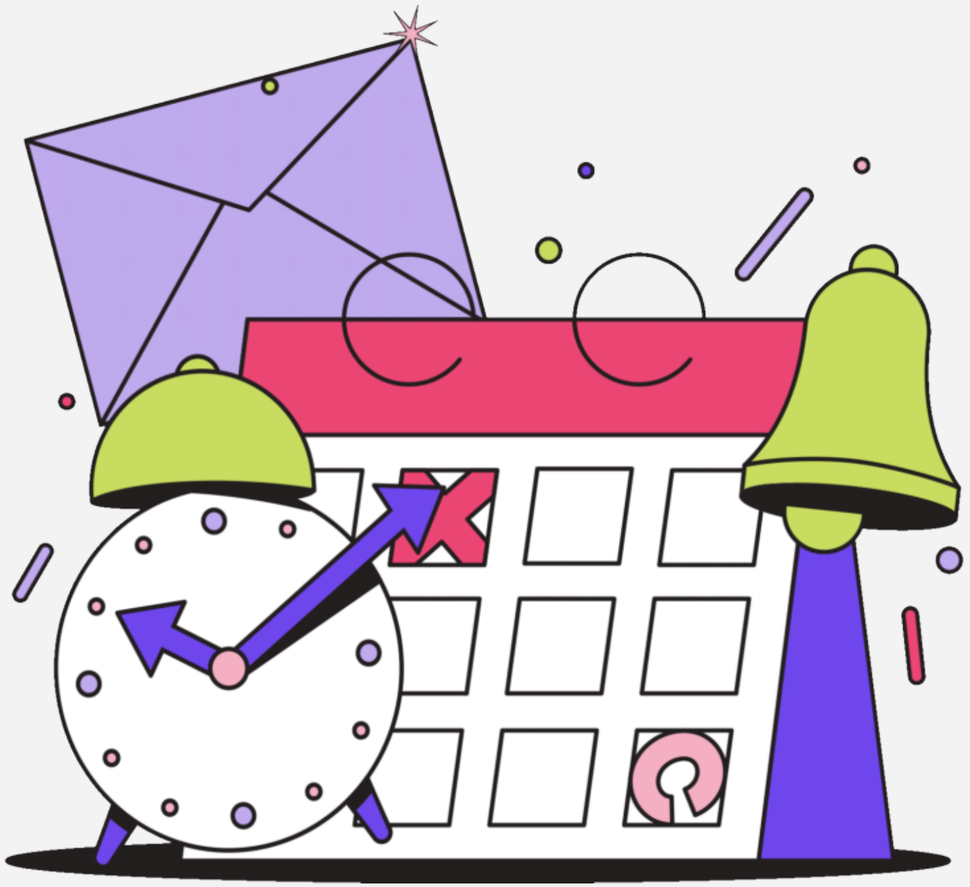
Cheat Sheet!

Book Launch Content calendar : Nov-Dec

A monthly content calendar will help you stay organized and schedule your content.



Week	Instagram	LinkedIn	Twitter	Pinterest	YouTube
Week 1 (Nov 1-7)	Cover reveal, behind-the-scenes, poll	Journey story, book theme significance	Daily teasers and one-liners	Cover reveal, mood board	Story behind the book video
Week 2 (Nov 8-14)	Excerpt reading, behind-the-scenes moments, character introduction	Lessons learned, book excerpt	Daily character facts and teasers	Character sketches, book inspiration	Q&A about the book
Week 3 (Nov 15-21)	Pre-order details, testimonials, reasons to read	Importance of pre-orders, incentives post	Pre-order countdown tweets	Pre-order graphic, countdown pin	Why pre-order video
Week 4 (Nov 22-30)	Launch preparation, quote graphic, interactive quiz	Value readers get, virtual launch event	Daily countdown tweets with GIFs	Launch event info, holiday gifting pin	Launch party announcement
Week 5 (Dec 1-7)	Live celebration, reader photos, highlights reel	Gratitude post, early reviews	Launch day hype tweets	Promo graphic, top reads pin	Launch day vlog
Week 6 (Dec 8-14)	Carousel of reviews, fan reactions, call for photos	Heartfelt review, call for reviews	Retweets of reader reviews	Graphic featuring reviews, readers love pin	What readers are saying video
Week 7 (Dec 15-21)	Holiday gifting post, cozy holiday reel, giveaway announcement	Holiday gifting post, gifting reminder	Holiday gifting tweets	Holiday gift guide, cozy winter reads pin	Holiday gift reasons video