Book Launch Checklist (Nigeria)

Book: _____ Launch date: _____ Venue: _____

Two months before

[ ] Fix the date; book the venue.

[ ] Confirm chairman of the occasion, chief launcher, book reviewer.

[ ] ISBN on the copyright page and back cover.

[ ] Get a printing price.

[ ] Draw up the guest list.

One month before

[ ] Approve the proof; order the run.

[ ] Send invitations (printed and WhatsApp).

[ ] Give the reviewer a copy.

[ ] Arrange the MC and programme.

[ ] Plan payments: account details, POS, receipts.

Three weeks before

[ ] Books delivered and checked.

[ ] Copies set aside for high table, press and legal deposit.

[ ] Remind guests.

On the day

[ ] One trusted person on sales; confirm each transfer.

[ ] Sign copies; photos with permission.

[ ] Thank chairman, launchers and guests by name.

The week after

[ ] Post photos and a buy link.

[ ] Deposit copies with the National Library within one month.

[ ] Count sales and stock.

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