

# The Book Tour Checklist

*Every step from first stop to lasting authority*

TV HOST · BOOKS TO FILM · BOOK DEALS

A book tour isn't just a victory lap — it's the fastest way to turn your book into a platform. Every stop is a chance to be *seen*: by readers, by media, by the people who book speakers and buy in bulk. This checklist walks you through all six phases, so nothing falls through the cracks and every event works twice — once in the room, and again as content, press, and relationships. Print it, check the boxes, and tour like the expert celebrity you are.

1

8–12 WEEKS OUT

## Set the Strategy

- ☐ Define what success looks like — books sold, emails captured, media hits, or speaking leads. Pick your top two; they shape every other decision.
- ☐ Choose your mix: bookstores, libraries, conferences, podcasts, book clubs, and virtual events. A “tour” can be powerful without a single plane ticket.
- ☐ Anchor 3–5 dates first (your launch city, your hometown, your biggest audience hub), then build around them.
- ☐ Pitch venues and hosts with a one-page event sheet: your bio, book hook, audience draw, and what you'll promote on your channels.
- ☐ Assemble your media kit — headshot, cover art, author bio (50 and 150 words), talking points, and 3–5 suggested interview questions.
- ☐ Write a press release for the tour and a template pitch you can localize for each city's media.
- ☐ Pitch podcasts now — quality shows book 6–10 weeks ahead. Aim for shows your *reader* listens to, not just author shows.
- ☐ Set your budget: travel, books, signage, shipping, a virtual-event platform, and a buffer for the unexpected.

Ruth's tip: Don't wait for permission. Bookstores say yes to authors who bring an audience — show them your list size, your following, and your plan to fill seats, and you become the easiest yes of their week.

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4–6 WEEKS OUT

## Build the Buzz

- ☐ Announce the tour to your email list first — your subscribers should always hear it before social media does.
- ☐ Create a tour page (or a single graphic) listing every date, city, and registration link, and link it everywhere.

- ☐ Build a simple social calendar: 2–3 posts per week mixing behind-the-scenes prep, book excerpts, and event invitations.
- ☐ Partner up: ask local organizations, alumni groups, and friends in each city to co-promote — and offer to speak to their people while you're in town.
- ☐ Send your press release to local media 3–4 weeks before each stop; follow up one week out.
- ☐ Order books, bookplates, signage, and a banner or tabletop display — allow 2–3 weeks for shipping.
- ☐ Craft your talk: one signature story, three takeaways, and a soft invitation to stay connected. Rehearse the first two minutes until they're effortless.
- ☐ Create a QR code that leads to a free bonus (a chapter, a checklist, a quiz) so every attendee can join your email list in seconds.

Ruth's tip: Your talk is not a book report. Tell the story *behind* the book — the moment that made you write it. People buy the author first and the book second.

3

1–2 WEEKS OUT

## Confirm & Rehearse

- ☐ Reconfirm every detail with each venue: date, time, A/V, mic, book sales arrangements, and who introduces you.
- ☐ Do a full tech rehearsal for virtual events — camera, lighting, sound, screen share, and backup internet.
- ☐ Schedule your social posts and reminder emails for each stop (“tomorrow!” and “we’re live!”) so tour days run themselves.
- ☐ Arrange a photographer or recruit a friend at each stop — you’ll want photos and video more than you think.
- ☐ Pack your tour kit: books, pens (two that you love), payment reader, signage, QR-code stand, email signup sheet, stand for your phone, water, and snacks.
- ☐ Prepare answers to the five questions you’ll be asked everywhere — including the one you hope nobody asks.
- ☐ Confirm travel, and build in margin: arrive the night before for any stop that really matters.

Ruth's tip: Rehearse your *signing-table line*, too. When someone says “I loved your talk,” have a warm question ready — “What part spoke to you?” Connection sells more books than any pitch.

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EVENT DAY

## Show Up Like a Celebrity

- ☐ Arrive 45–60 minutes early — walk the room, test the mic, meet the staff by name, and sign stock if the store allows.
- ☐ Post a “I’m here — come say hi” story with location tag the moment you arrive.
- ☐ Capture content: 60 seconds of you speaking, the room, the signing line, and one short reaction clip from an attendee.

- ☐ Deliver your invitation clearly: the QR code on screen and on the table, and one sentence on what they'll get for scanning.
- ☐ At the signing table, take your time with each person — names spelled correctly, a photo if they'd like one.
- ☐ Thank the host and staff before you leave, and ask the magic question: "Who else do you know who'd love this talk?"
- ☐ Jot a 5-minute debrief in your phone before you drive away: what landed, what to tweak, names to remember.

Ruth's tip: The room is never the whole audience. One well-captured event becomes two weeks of content — and proof for the next venue, the next podcast, the next stage.

5

WITHIN 48 HOURS OF EACH STOP

## The Follow-Through

- ☐ Send a personal thank-you to the host or venue — and tag them when you post about the event.
- ☐ Email new subscribers a warm welcome with the promised bonus while they still remember meeting you.
- ☐ Post your favorite photo or clip and credit the venue, the city, and anyone you can tag.
- ☐ Follow up with every media contact, even those who didn't show — attach a great photo and your one-line story hook.
- ☐ Log the numbers: attendance, books sold, emails captured, and leads worth a personal note.
- ☐ Send connection requests (with a personal line) to the meaningful people you met.

Ruth's tip: Follow-through is where most authors drop the ball — which means it's where you stand out. The author who writes the thank-you note gets invited back.

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AFTER THE TOUR

## Turn the Tour Into Authority

- ☐ Repurpose everything: clips become reels, talks become articles, audience questions become your next newsletter series.
- ☐ Collect testimonials and event photos into a speaker one-sheet — your tour just became your audition for paid stages.
- ☐ Pitch media and podcasts again, now with proof: photos, attendance, and what audiences asked about.
- ☐ Nurture your new subscribers with a story-driven welcome sequence, not a sales blast.
- ☐ Review your numbers against the goals from Phase 1 and decide your next move: round two, virtual series, or bulk-sales outreach.
- ☐ Celebrate — really. You did the thing most authors only talk about. Then schedule what's next while the momentum is yours.

## About Ruth Klein

Ruth Klein is the founder of Expert Celebrity Branding® and the go-to expert for authors, coaches, and visionaries who want to build a legacy brand. A TV host whose work spans books to film and book deals, Ruth helps capable, credentialed experts turn their book into visibility, authority, and a brand that finally feels like them. Because when your brand feels like you again, everything clicks.

*With heart and clarity,  
Ruth*

### Your message matters — let's get it seen.

Want a partner in the spotlight? Let's map your book tour — and the brand it builds — in a complimentary strategy call.

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