

Cover Reveal Checklist

There are many different marketing assets you can update after a cover reveal to make sure it's easy for readers to spot and recognize your upcoming release — so many that it can be a bit overwhelming. That's why we've created this printable checklist! Read about each tactic: insights.bookbub.com/cover-reveal-checklist

Book: _____ **Reveal date:** _____

Options for running cover reveals

Ask publisher

Ask your publicist or editor if they will be coordinating the cover reveal for you.

Pitch a reveal

Pitch an exclusive cover reveal to a relevant publication, blogger, or influencer.

DIY reveal

Publish your cover reveal on your own blog and/or social media accounts.

What to update after your cover reveal

- Retailer pages
- BookBub
- Goodreads
- Author website
- Bookmarks
- Business cards
- Author media kit
- Email newsletter header
- Email signature
- Display ads
- Facebook Page cover photo
- Facebook Group cover photo
- Twitter header
- Twitter pinned tweet
- Pinterest board
- Bonus:* Instagram post
- Bonus:* Instagram story