

STREET TEAM WORKSHEET

for authors

Define the team

What's the purpose of your street team?

- ☐ BOOK LAUNCH SUPPORT
- ☐ SOCIAL MEDIA BUZZ
- ☐ ARC REVIEWS
- ☐ PREORDER CAMPAIGN
- ☐ FANDOM BUILDING
- ☐ OTHER:_____

2)

What do you need help with?

- ☐ POSTING ON SOCIAL MEDIA
- ☐ LEAVING REVIEWS
- ☐ SHARING PROMO MATERIAL
- ☐ PARTICIPATING IN GIVEAWAYS/CHALLENGES
- ☐ SPREADING THE WORD
- ☐ OTHER:_____

1)

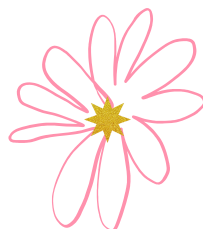
What are you offering them?

- ☐ FREE ARC/EBOOKS
- ☐ SNEAK PEEKS/DELETED SCENES
- ☐ EXCLUSIVE MERCH/SWAG
- ☐ ACCESS TO A PRIVATE SERVER/FACEBOOK
- ☐ NAMES IN ACKNOWLEDGEMENTS
- ☐ OTHER:_____



How often are they posting?

- ☐ ONCE A WEEK
- ☐ ANYTIME BEFORE LAUNCH
- ☐ ON LAUNCH DAY
- ☐ DURING SALES/BIG EVENTS
- ☐ OTHER:_____



4)

How will you keep in contact?

- ☐ DISCORD
- ☐ FACEBOOK GROUP
- ☐ EMAIL/NEWSLETTER
- ☐ ANOTHER SOCIAL MEDIA
- ☐ OTHER:_____



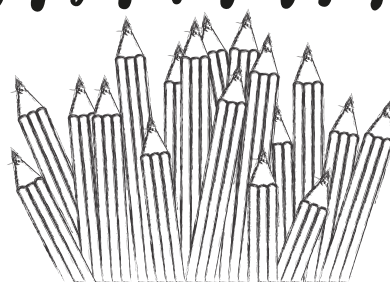
What is going in your Kit?

- ☐ BOOK BLURB + RELEASE DATE
- ☐ AUTHOR BIO + LINKS
- ☐ COVER IMAGE + GRAPHICS
- ☐ PREORDER + REVIEW LINKS
- ☐ SAMPLE CAPTIONS + HASHTAGS
- ☐ TIMELINE (WHEN TO POST)
- ☐ OTHER:_____



6)

Giveaway items listed at the bottom



Where will you promote for the team?

- ☐ NEWSLETTER
- ☐ INSTA/TIKTOK/FACEBOOK
- ☐ DISCORD GROUPS
- ☐ AUTHOR WEBSITE
- ☐ AUTHOR FRIENDS' GROUP (AS A COLLAB)
- ☐ OTHER: _____

What are the launch plans?

APPLICATIONS OPEN: _____

TEAM SELECTION DONE BY: _____

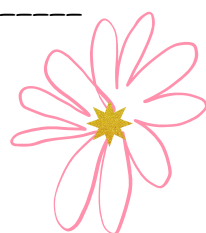
WELCOME EMAIL GOES OUT: _____

FIRST TASK: _____

BOOK LAUNCH DATE: _____

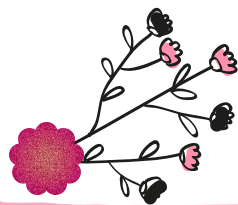
_____: _____

_____: _____



After launch!

- ☐ GIVEAWAYS/SWAG
- ☐ BEHIND-THE-SCENES
- ☐ VOTING POLLS
- ☐ ARC PRIORITY
- ☐ ACKNOWLEDGEMENTS
- ☐ OTHER: _____



Congrats!
You built a
team and are
now
managing it!
Great job!

Giveaway Items:

SIGNED BOOKS
STICKER PACKS
BOOKMARKS
THEMED BOOK BOXES
CANDLES AND SOAPS
LIMITED RUN SPECIAL EDITION BOOKS
CHARACTER PLAYLISTS
PERSONALIZED THANK-YOU VIDEOS
ACCESS TO ANNOTATED CHAPTERS
PRINTABLE COLORING PAGES

MOODBOARD ART
SPICY ART
ALTERNATE POV CHAPTERS
TEAM NAME MERCH
SPRAYED EDGES EXCLUSIVE PURCHASE
(WITH DISCOUNT)
DISCOUNT CODES FOR MERCH STORE
THEMED TEMPORARY TATTOOS

BUNDLED GIVEAWAYS

BOOKMARKS, STICKERS, CHAPTER
SNEAK PEAKS

CANDLES, CHARMS, SIGNED ARCS

SOAPS, BOOKISH MERCH, BONUS
SCENES

Shine
on!

Knowledge is power

