



Help! How Do I Run My Launch Team
Learning Lab – Wednesday, June 17, 2026
3:45 to 6:00 pm (Eastern)

I've been on over 425 Launch Teams since 2012. Whether I participated as a team member, helped an author with their launch or for the last almost seven years—managed the teams myself for authors. You could say I love launch teams—hence my company name The Launch Team Geek.

I know a lot about Launch Teams. I've experienced some phenomenal launch teams and some less than stellar teams. From all these launches, I've come to my sweet spot of what works and what doesn't. For me. There are different ways teams are run just as there are different personalities. What I give you today is my system. It works.

My way is not the only way—but my teams have provided assistance for the authors' successes. Now, let me teach you how you can do the same for your own launch team management. Let's get to it.

I. Street Teams and Launch Teams

II. I Only Need a Launch Team if I Indie Publish, Right?

A - Traditional Publishing:

B - Independent/Hybrid Publishing:

III. Create a Timeline for Your Launch Session.

IV. To Swag or Not to Swag

V. How Do I Find a Launch Team?

VI. Create a Facebook Group

VII. Keeping Track of What the Team Does

VIII. Create Graphics Using Canva

IX. Make Sure They Are Informed

X. Create a Task List to Send to Team

XI. How Much is Too Much to Ask of the Team?

XII. Interacting with the Team

XIII. Facebook Lives or Zoom or Not?

XIV. Launch Day Party

XV. End with a Definite Date.

XVI. Send a Launch Team Survey

XVII. Do a Launch Team Recap as Soon as Possible.