

Launch Party Policy

Policy #00008

The Launch Party Policy of Ink & Fable Publishing Ltd. outlines what the company will do to promote and celebrate the launch of a novel as well as what the author may do themselves.

1. Ink & Fable Launch Plans

Ink & Fable Publishing, as outlined in the marketing campaign provided to authors, require the author to appear on a livestream through Ink & Fable's Facebook page on the day of release as a means of promoting the book launch. The livestream will be organised around times that work best for both the company and the author.

Ink & Fable will also provide the author with a selection of interview questionnaires for the author to answer prior to launch day that will then be published to Ink & Fable's blog as another means of promoting the book. The publishing house aims to promote the book through as many channels as feasible so as to ensure launch day sales are as successful as possible.

2. Author Launch Party/Events

Authors are welcome to host launch parties both virtually and in person. Whilst the Ink & Fable team will do what they can to support the author in order to make the launch a success, the actual planning, costs, running and responsibilities of any potential launch parties will fall to the author.