

Marketing Plan Overview Checklist

Free marketing tactics I want to do:

- ☐ Facebook
 - ☐ Fan Page
 - ☐ Group
 - ☐ Ads
- ☐ My own blog
 - ☐ My own articles
 - ☐ Videos
 - ☐ Accept guest posts
- ☐ Guest blogs
- ☐ YouTube:
 - ☐ "Talking Head" videos
 - ☐ Short PowerPoint Tips videos
 - ☐ Screencast/how-to demo videos
 - ☐ _____
- ☐ "Live" video
 - ☐ My own camera/phone
 - ☐ Facebook Live
 - ☐ YouTube Live
 - ☐ _____
- ☐ Twitter
 - ☐ News feed
 - ☐ **Ads**

Marketing Plan Overview Checklist

Free marketing tactics I want to do, continued:

- ☐ Media coverage
 - ☐ Press release
 - ☐ Live interview
 - ☐ Written/magazine interview
 - ☐ **TV morning show**
 - ☐ _____
- ☐ Giveaways:
 - ☐ Tip sheets
 - ☐ How-to guide
 - ☐ Checklist
 - ☐ Character profile cards
 - ☐ Photo pack
 - ☐ _____
 - ☐ _____
- ☐ Speaking
 - ☐ **My own workshops**
 - ☐ **Speak at a seminar**
 - ☐ **Keynote a live event**
- ☐ Goodreads
 - ☐ **Author profile setup**
 - ☐ **Book reviews for others**

Marketing Plan Overview Checklist

Free marketing tactics I want to do, continued:

- ☐ Other social media:
 - ☐ Pinterest
 - ☐ Instagram
 - ☐ LinkedIn
 - ☐ _____
 - ☐ _____
- ☐ Book signing
- ☐ Book reading
 - ☐ In a bookstore
 - ☐ In a library
- ☐ Book reviews for others (post on Amazon)
- ☐ "Coming Soon" book tease summary
 - ☐ In the back of each of my books
 - ☐ On my website
 - ☐ _____
 - ☐ _____
- ☐ Digital Media Kit
- ☐ Virtual Book Tour
- ☐ Add in my email signature "Author of..."
- ☐ Book Launch party
- ☐ Write a newspaper article
- ☐ Write a magazine article

Marketing Plan Overview Checklist

Free marketing tactics I want to do, continued:

- ☐ Skype:
 - ☐ International interviews
 - ☐ Local interviews
 - ☐ Classroom appearances
 - ☐ Library appearances
 - ☐ _____
- ☐ Local networking events
 - ☐ Writers' groups
 - ☐ Book Clubs
 - ☐ Schools
 - ☐ Business events
 - ☐ Trade shows
 - ☐ Festivals
 - ☐ _____
 - ☐ _____
- ☐ Kindle Select program:
 - ☐ Countdown Deal
 - ☐ Free Promotion
 - ☐ Matchbook
- ☐ Amazon Author Central page

Marketing Plan Overview Checklist

Paid marketing tactics I want to do:

- ☐ Get professional headshots
- ☐ Professional book trailer video
- ☐ Sell books on consignment
 - ☐ Bookstores
 - ☐ Gift/specialty shops
 - ☐ Coffee shops
 - ☐ Flower shops
 - ☐ _____
 - ☐ _____
- ☐ **Print materials:**
 - ☐ Bookmarks
 - ☐ Business cards
 - ☐ Posters
 - ☐ Postcards
 - ☐ _____
 - ☐ _____
- ☐ Facebook Ads
- ☐ Other advertising:
 - ☐ Colleague's newsletter
 - ☐ Magazine
 - ☐ Newspaper
 - ☐ _____
 - ☐ _____

Marketing Plan Overview Checklist

Paid marketing tactics I want to do, continued:

☐ Publish in other formats:

- ☐ Print
- ☐ Kindle
- ☐ EPUB (iBooks, Nook, etc.)
- ☐ PDF
- ☐ Audio
- ☐ Video

☐ Donate books:

- ☐ Library
- ☐ Hospital
- ☐ Doctor's office
- ☐ Shelters
- ☐ Churches
- ☐ Hair salons
- ☐ Clubs
- ☐ Charitable organizations

- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____

Marketing Plan Overview Checklist

Paid marketing tactics I want to do, continued:

- ☐ Anniversary party with prizes
- ☐ Contest
- ☐ Press release distribution
- ☐ Start an email list
- ☐ Send review copies to:
 - ☐ Bloggers
 - ☐ Podcasters
 - ☐ Facebook Group Admins
 - ☐ _____
 - ☐ _____
 - ☐ _____
- ☐ Build an author website
- ☐ Physical book tour
- ☐ Create courses from my books
- ☐ **Create custom promo items**
- ☐ **Trade show table**
- ☐ **Hire a PR firm**

Notes:

Marketing Plan Overview Checklist

Create my Marketing Plan:

- ☐ Check off 10 free tactics (see previous pages)
- ☐ Check off 4 paid tactics (see previous pages)
- ☐ Fill in a calendar:
 - ☐ One tactic per week for Month 1
 - ☐ ADD one tactic twice for Month 2
 - ☐ ADD one more tactic twice for Month 3
 - ☐ Repeat for Months 4-6

Test...

- ☐ What worked:
- ☐ _____
- ☐ _____
 - ☐ _____
- ☐ What didn't work:
- ☐ _____
- ☐ _____
- ☐ _____

Notes:
