

Marketing Budget Checklist

Month: _____

Paid marketing tactics to try:

- ☐ _____ **Cost:**_____
- ☐ _____ **Cost:**_____
- ☐ _____ **Cost:**_____
- ☐ _____ **Cost:**_____
- ☐ _____ **Cost:**_____

Royalties earned this month:

- ☐ _____

Out-of-pocket overhead (editing, design, etc.):

- ☐ _____ **Cost:**_____
- ☐ _____ **Cost:**_____
- ☐ _____ **Cost:**_____
- ☐ _____ **Cost:**_____
- ☐ _____ **Cost:**_____

Amount left:

- ☐ _____

#1 Paid marketing tactic priority for this month:

- ☐ _____