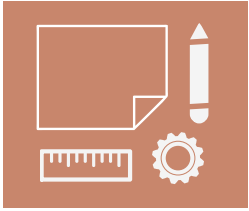


BOOK MARKETING PLANNER

GET MORE EYEBALLS ON YOUR WORK SO YOU CAN STAND
OUT AS A CREDIBLE, PROFITABLE AUTHOR



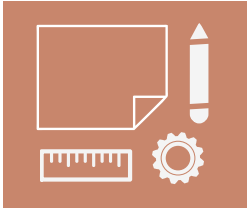


BOOK MARKETING PLANNER

THIS PLANNER BELONGS TO:

CONTACT DETAILS:

BHAG (BIG HAIRY AUDACIOUS GOAL)



PURPOSE

Get clear on the purpose behind your book so you can easily communicate why you are writing it and what it's for to your audience and influencers. Purpose is the essence of your marketing message and your why is what makes people care. What are your goals?

PERSONAL REASONS FOR THE BOOK

AUTHOR GOALS

BOOK GOALS



IDEAL READER

Knowing exactly who will read your book, why and when, will help you know how to market it, what messages to use, which channels to select and what time is best to promote. Lets create an avatar:

PERSONA DETAILS (NAME, AGE, GENDER)

<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	
---	--

PSYCHOGRAPHICS, VALUES, BELIEFS

PROBLEM THEY HAVE THAT THIS BOOK SOLVES



RESEARCH

Chances are your's is not the ONLY book about this topic. Do your research to discover experts, authors and existing books and check the content they cover, what they look like and how they are positioning themselves. How can you be different?

SIMILAR BOOKS ON AMAZON

COVER IDEAS

A large, empty rectangular box with a thin grey border, intended for sketching or describing a book cover concept.A large, empty rectangular box with a thin grey border, intended for sketching or describing a book cover concept.A large, empty rectangular box with a thin grey border, intended for sketching or describing a book cover concept.



WEB PRESENCE

If you have a website, it's time to add a BOOK page with a coming soon message. If you don't have a website, time to buy the domain for your author name and get a website up so you have somewhere to send people to learn more and order. Remember to add an EOI or lead gen/pre-order/shopping cart [HERE](#) is an example author page.

KEYWORD RICH HEADLINES

AUTHOR BIO

BOOK BLURB - WHAT'S IN IT FOR ME?



DATABASE

The key to a successful book is having a following. Start creating a database (a spreadsheet is fine for now but ideally you have a lead-gen system like MailChimp) and you can start now to add people to your list. Time to think of who will be on it:

AFFILIATES (FAMILY, WORK, FRIENDS)

KEY OPINION LEADERS, INFLUENCERS

ORGANISATIONS, GROUPS



SOCIAL MEDIA

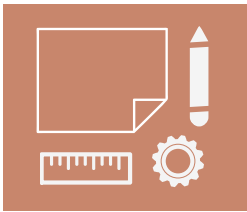
Now it's time to systemise your social media using the 30/30/30/0 rule so that your content is a blend of relevant, engaging and timely messages that captivate and resonate with your audience. Start creating content ideas:

NEWS IDEAS, TIMELY MESSAGES, RELEVANT POINTS

TIPS, TOOLS, INFORMATION

ABOUT ME, MY JOURNEY, HELP NEEDED

FUN, INSPIRATION, MOTIVATION



PRE-LAUNCH

Time to gather social proof that your book is good. Get reviews from your database, select the categories you want to rank well in and gain best seller status on Amazon. Go to <https://authorcentral.amazon.com> to set up your author page and list your book.

READER REVIEW SCRIPT

CATEGORY SELECTION

BEST SELLER STATUS

- Join Amazon Author Central, set up author page
- List on Amazon as e-book, Join Kindle Direct Publishing
- Launch to database at minimum 99c (US) for reviews
- Chase Up Reviews
- Kindle Direct free promo dates (1-2 days only)
- Promote KDP giveaway days
- Screenshot book downloads & Best Seller status
- Add Best Seller to cover and add Amazon Best Seller logo



LAUNCH

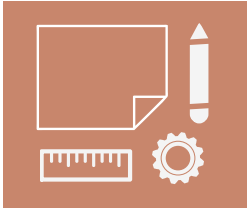
Time to leverage your success as a best selling author and celebrate your book. Consider the best use of your time, how a launch can support your goals and what you want to achieve during the launch period.

PURPOSE OF THE LAUNCH

LAUNCH AUDIENCE AND REACH

LAUNCH ACTIVITIES

- Live or virtual event, set date and schedule
- Create guest list, sponsors, speakers
- Develop event promotion, ticket sales, RSVP
- Send invitations, share on social, invite VIPS/media
- Event management, organising, to-do list
- Book production for signing, gifting, selling
- Follow up media, publicity, social sharing, email database
- Images, thank you's, sharing the launch story



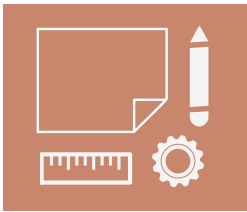
POST-LAUNCH

Now is not the time to rest or let your books gather dust in the garage! Now is an ideal time to reflect on your journey, share your launch and gather even more interest in your book, and your brand.

PRESS RELEASE/IMAGES/BLOG TOPIC IDEAS

POST-LAUNCH ACTIVITIES

- Email/write thank you notes, ask for testimonials
- Create your book journey story
- Share images, stories and articles online
- Write guest posts for blogs relevant to your book
- Search for podcasts/speaking opportunities ([i.e. The Authors Show](#)).
- Add the book as a publication on your LinkedIn Profile
- Subscribe to www.sourcebottle.com
- Create a book promo video (Lumen5)
- Add a press release to www.prwire.com



LEVERAGE

You can now leverage your book to get even more awareness and share your expertise, insight, inspiration and motivation with the world. Time to get creative and have some fun!

REPURPOSING ACTIVITIES

- Add book to other platforms - Goodreads.com
- Create Memes from book quotes (Canva)
- Post snippets (small sections) of the book on social media
- Share testimonials and reviews with bookpage link
- Record your book as an audio book ([Findaway Voices](#))
- Create blog posts using sections of the book as topics
- Interview reviewers and share recordings/videos
- Read snippets on Facebook Lives
- Provide books as door prizes at events
- Add the book to your coaching program/package
- Create a companion workbook to sell alongside the book
- Share your book blurb as a post and your author story live
- Turn your book into a Podcast or Video Blog (vlog)
- Provide copies of your books to fundraisers/charity events
- Create a competition to win a book, build your database
- Create a library of relevant images of the book to share (<https://www.mockupshots.com/>)
- Mail a copy to speaker agents/organisations with your author kit and hand written note



AWARDS

Entering your book in awards programs is a great way to add credibility and leverage your book as a worthy recipient of an award nomination, finalist status or winner.

BOOK AWARDS INCLUDE:

- Book Excellence Awards: <https://www.bookexcellenceawards.com>
Use the code AUDACIOUS which will provide you with a FREE bonus category when you enter 1 category.
- Check the list of book awards on <https://www.goodreads.com/award>
- Australian Book Industry Awards: <https://abiawards.com.au>
- ABLE Book Awards: <https://www.authorexpo.com.au/gba-nominate>
- Many of the International Stevie Awards programs have a category for book of the year. <https://stevieawards.com>
- The <http://www.internationalbookawards.com>
- Independent Publishing Book Awards:
<https://publishers.forewordreviews.com/awards/>

[and https://www.indieexcellence.com/](https://www.indieexcellence.com/)
- If you haven't got a printed book, you can enter the Global eBook awards: <https://globalebookawards.com/>
- For wellness, sustainability and social justice titles you can enter <https://nautilusbookawards.com/>
- Business book awards include: <https://www.axiomawards.com/>
and <https://www.businessbookawards.com.au/>
- The Literary Titan Awards are selected from book reviews each month so you get a review and potential awards:
<https://literarytitan.com/bookawards>

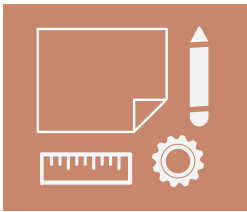


AUTHOR KIT

Make it easy to be selected as a speaker, podcast guest or be interviewed as an author by providing the information needed to help you stand out. This should be a one page (double sided at most) A4 sheet.

AUTHOR KIT CHECKLIST

- Name, Title, Headline
- Short introduction - wow factor/story
- Bio - background, qualification, expertise, authorship
- Headshot - ideally with book cover or speaking
- Target Audience - what you can do for them
- Keynote Topics - solve problems
- Topic Snippets - what are the key take-aways
- Organisation logos, podcasts/media wins
- Testimonials, Reviews
- Social media links
- Booking/Enquiry link/url/email
- Website url
- Create in Canva or get it designed, provide as PDF download
- Mail to contacts/agents, with copy of book & handwritten note
- Provide your author kit on seats at speaking events. more gigs!
- Build a database of contacts - media/podcasts/bloggers and send them an introduction with your kit attached



BOOK MARKETING

Getting seen and noticed is vital if you want your book to make an impact. Appearing on social media with quality images and content and being a guest on podcasts is an ideal way to achieve this.

CREATE CAPTIVATING IMAGES/VIDEO

MOCK UP SHOTS

This platform regularly has deals to purchase their suite of graphic creation tools, from book cover designs to social media posts, memes and videos, without any requirement to be a graphic designer.

[CLICK HERE](#)

AUTHOR PODCASTS

You can simply google for podcasts that focus on authors, [HERE](#) the podcast guidebook and directory we have available for you to find ideal podcasts. Make sure you listen to a couple of episodes BEFORE approaching the host - this way you know about the show and whats expected, and you can pitch yourself correctly for the show.

Here is a short list of some to approach:

<http://www.author-groupie.com>

<https://anchor.fm/bright-headed-publishing>

<https://anchor.fm/between-the-lines-network>

<https://anchor.fm/booktalk-podcast>

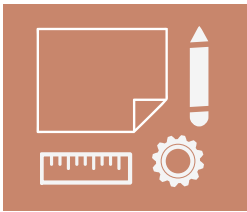
<http://www.kreativecircle.com/>

<https://myfuturebusiness.com>

<https://www.anchor.fm/obs>

<http://linktr.ee/smcpod>

<http://anchor.fm/amatterofcharacter>



BOOK MARKETING

Create a marketing plan for the next 12 months to make sure your book remains top of mind and doesn't disappear off peoples radars. Be timely, relevant and engaging with your posts. Relate posts and blogs to your book, purpose, lessons and story. You can get a Blogging Guidebook [HERE](#).

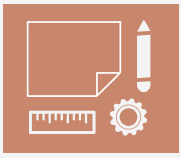
THEMES FOR EACH MONTH OF THE YEAR

January	_____
February	_____
March	_____
April	_____
May	_____
June	_____
July	_____
August	_____
September	_____
October	_____
November	_____
December	_____

DAYS OF THE YEAR/BIRTHDAYS/ANNIVERSARIES

- www.daysoftheyear.com
- www.famouspeople.com
- www.onthisday.com

Print copies of the Weekly Action Planner on the next page to be consistently marketing yourself and your book.



WEEKLY ACTION PLANNER

WEEK COMMENCING: _____

PROJECT: _____

1 _____

2 _____

3 _____

4 _____

5 _____

PROJECT: _____

1 _____

2 _____

3 _____

4 _____

5 _____

PROJECT: _____

1 _____

2 _____

3 _____

4 _____

5 _____

PROJECT: _____

1 _____

2 _____

3 _____

4 _____

5 _____

PROJECT: _____

1 _____

2 _____

3 _____

4 _____

5 _____

PROJECT: _____

1 _____

2 _____

3 _____

4 _____

5 _____



CONGRATULATIONS ON LAUNCHING YOUR BOOK!

For more advice, guidance and assistance in entering your book into awards, getting on podcasts and raising your profile as a credible author, please get in touch.

[CLICK HERE](#)