



"I PUBLISHED A BOOK" IS NOT A MARKETING PLAN



SEPTEMBER 30, 2017

My Book's Themes

1.

2.

3.

Bonus:

Theme 1: Conversations Are Happening Where?

A.

B.

C.

Bonus:

**How would you find your book
if you didn't know about it?**

My Passion

Behind Writing/Publishing This Book

1.

2.

3.

- What's the point you want to make about your book?
- What's unique about your book?
- What do you want the world to know about your book?
- Why are you the perfect person to write/illustrate/publish this book? Make it **PERSONAL** and **AUTHENTIC**.

For fiction, consider the nonfiction story-behind-the story.

My Goals:

Career | Money | Validation

Reaching Readers | Social Change

Light on a Subject | Professional Standing

Build a Tribe | Business Card Book

Read with Grandchild

Vetting (reviews, awards, endorsements)

Seeing my book in store/library

Book tour | Foreign editions

Other

1.

2.

3.

My Levers

metadata

• cover

• title

• short and long description - hook 1st

building my own audience (marketing)

getting in front of others' audience (P.R.)

My Tools

social media

my website / SEO

Google alerts

communities

Target your Goals! Some examples...

LIBRARIES: Library eBlasts, Library Journal, Foreword Reviews, ALA

BOOKSTORES: Bookstore Catalog, Book Expo, PW

MEDIA/REVIEWS: Books For Review Program, NetGalley

FOREIGN RIGHTS: Frankfurt, PW **AWARDS:** Ben Franklin Awards

My Audiences Gatekeepers and/or Readers

1.

2.

3.

4.

How Niche Can I Go?

1A >

3A >

1B >

3B >

1C >

3C >

2A >

4A >

2B >

4B >

2C >

4C >

My Marketing Action Plan!

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