"I PUBLISHED A BOOK" IS NOT A MARKETING PLAN

SEPTEMBER 30, 2017
## My Book's Themes

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### Theme 1: Conversations Are Happening Where?

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

## My Passion

### Behind Writing/Publishing This Book

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- 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?

1 A > 3 A >
1 B > 3 B >
1 C > 3 C >
2 A > 4 A >
2 B > 4 B >
2 C > 4 C >

My Marketing Action Plan!