

Marketing Your Book: Outline

Fill in this outline and you will have a good idea of the bones of your marketing plan. You can make it more detailed if you wish. More information=better prepared.

I. Introduction or summary

A. Describe book

B. Current market for your type of book (i.e., last week a study by Publisher's Weekly reported that e-books are actually losing ground to paper, a rather unpredicted turn) Topical?

C. Your target market. Who is your buyer?

D. What is your goal for the book?

E. What are you going to do to market it?

II. Your Target Market

A. Who are you targeting—gender, age, location, income level, education level?

B. What are their needs, and how does your book fill them?

C. What influences their buying decisions and how can you appeal to those factors?

III. Analyzing your book's market (S.M.A.R.T. Goals: Specific Measurable Achievable Realistic Time-Sensitive)

A. What are the issues in reaching buyers of your book (i.e., a non-tech savvy target audience may not buy your e-book, a children's audience might not read a too-wordy book)?

B. Where can you reach your audience the best?

C. Which distribution method will you use?

IV. Competition/Strategy

A. Who is your competition? What are their book prices? How are they promoting/distributing?

B. What are they doing well? What can you do to improve on what they do?

C. What is your objective? How many books do you want to sell in 3 months, 6 months, etc?

1. How many do you have to sell to make a profit? By what date?

V. Marketing Tactics

A. What tactics will you use to reach readers? Ads, bookmarks, book signings, etc?

B. Are you planning a social network campaign? How?

C. What is your budget? Production, website, promotional tools, etc?
