

BOOK MARKETING PLANNER



BLOGS CAN HELP WITH PROMOTION

Cover Reveal
Release Blitz
Blog Tour
Giveaways on Social Media
Takeover Book Events

Ask them if they offer any of the above!

MEDIA CONTACT

When contacting, think about the genre you write in - it has to align with their work:

Bloggers
Journalists
Other Authors
TV Shows
Historic Places
Local Newspapers

NOTE: Create connections!

BOOK PLATFORMS

Goodreads
Create your author profile
Create Q&A about your books
Get Involved

BookBub
Sign up - it's free
Feature a new release
Submit a deal within BookBub

Wattpad
Post 1st chapter of your book
Connect with your readers

CREATE A MEDIA KIT

When a blogger decides to showcase your book, they need your media kit. Ideally in HTML so they can cut and paste it on their website.

Book Title
Author's Name
Book Blurb
Teasers
Head Shot
Your Biography

INSTAGRAM / TWITTER

Alternate posts on social media with content to:

Educate
Promote
Inspire

If you can afford to, check out Tailwind, Hootsuite, PromoRepublic, Loomly, etc.

FACEBOOK GROUPS

Create a Facebook group for readers in your genre. That group could later become your Facebook Fan Group. Don't forget to post engaging stuff, and communicate with your fans often.

EMAIL LIST

Collect your readers' emails via Mailchimp (or any other platform) and capture leads to retarget with new books or promotions. To sign up to your newsletter, you will need to give your readers a FREEBIE.

FREEBIE

Your freebie is actually a bribe. An ethical one. This can be the first chapter of your next book. Or it can be a monthly drawing for an Amazon gift card or anything else really. Used in a right way it can build your list and help you sell books long term.

BIGGEST MISTAKE

Time after time I see authors selling their first book via their website. This is the single biggest mistake new authors make. Amazon is there for a reason. FOCUS on building your reviews first.

