

# 6 BASIC PIECES TO CREATING A BOOK MARKETING PLAN

❶ **Cover Page** – includes header with your publisher's or your logo and your email.

❷ **Book Blurb** – a high-rez picture (3D, if possible) of your book and the blurb from your book.

❸ **Book Overview** – include brief main character analysis (or subject synopsis) with the target audience, genre, and age range of your readers. Include how long you plan to start promoting the book before, during, and after the release. Then add how much you estimate to spend on marketing your book.

❹ **Plan** – this section houses the categories of marketing strategies that you will use including (PR, speaking opportunities, internet marketing, collaborations, and sales opportunities). Go into detail on how you plan to use these and other methods to market your book.

❺ **Metric Evaluation** – give in detail what measures you will use to determine if your marketing strategies worked in marketing your book. State what your goal is for your book, and how you plan to measure its success.

❻ **Contact Information** – include a high-rez, professional photo of you, with your name, website, phone, email, social media links, etc.

