



Book Marketing Checklist

Let's see what you have to work with to market your book or series:

Book Basics

- Brief Description of Book – title, author, genre
- Book Pitch – statement to hook the reader
- Book Cover – If designed or mock up available
- Target Audience - Specifics for age, geographic area and/or income level
- Audience Online – websites, social media groups, active forums, blogs or book clubs that review books in your genre

Branding

- Author Bio
- Author Photo
- Author name as domain for website
- Blog name & description of content
- Links to social media [] Facebook [] Instagram [] Twitter [] Other

Marketing medium(s) to be used for promotion

- Website
- Amazon Book Page
- Amazon Author Page
- Email list
- Email list sign-up or landing page funnel
- Bookmark promoting book(s)
- Book Trailer
- Book Flyer
- Digital Ads, Online Marketing
- Advertising; radio, newspaper, TV
- Social Media
- Other _____

Content

- Reviews and Endorsements
- Magnets to attract new email addresses – free items
- Pitch for podcasters
- Blog posts for e-news
- Topic for speaking gigs
- Social Media Posts
- Other _____