Book Promotion Budget Planner

Separate planned costs, actual spend and contingency before committing funds.

ACTION CHECKLIST

- [ ] Set a maximum total you can afford without relying on future sales.
- [ ] Separate production costs from promotion costs.
- [ ] List platform fees and external supplier costs.
- [ ] Get a written scope before paying a provider.
- [ ] Record currency, taxes and any recurring charges.
- [ ] Reserve a contingency rather than spending the entire budget.
- [ ] Give each activity a spending cap and review date.
- [ ] Record actual costs, including small repeat purchases.
- [ ] Do not treat impressions or clicks as guaranteed book sales.
- [ ] Review evidence before increasing a campaign budget.

Free educational worksheet. Adapt to your project; no sales or marketing outcomes are guaranteed.

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YOUR WORKING NOTES

Total available budget, currency and planning period

Promotion items: activity / provider / planned cost / actual cost

Production or external costs kept separate

Contingency amount and recurring commitments

Spending caps and approval or cancellation dates

Review: total spent, useful outcomes and next allocation

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