Book Marketing Planning Worksheet

Turn reader goals into a manageable promotion plan and review cycle.

ACTION CHECKLIST

- [ ] Choose one main objective for the next month.
- [ ] Describe your intended audience with evidence, not assumptions.
- [ ] Confirm your book page is ready before directing traffic there.
- [ ] Select a small number of relevant channels.
- [ ] Write a clear message matched to each channel.
- [ ] List tasks, owners, deadlines and costs.
- [ ] Check advertising rules and permissions before publishing.
- [ ] Separate activity measures from actual outcomes.
- [ ] Schedule a review rather than reacting to each daily change.
- [ ] Stop or adjust tactics that cost too much without useful evidence.

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

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YOUR WORKING NOTES

Objective, period and available hours

Audience evidence and likely reader locations

Channels, messages and reader destinations

Weekly activities: owner, deadline and cost

Measures: clicks, samples, sign-ups or other relevant outcomes

Review date: what evidence will guide your next decision?

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