

Marketing Plan Worksheet

Marketing Plan

The elements of a marketing plan are Price, Product, Placement, and Promotions. A marketing plan is a roadmap used in crafting a cohesive plan to market your books. If you do not have a book out yet, fill it in as if you do. If you have books published or in the works, use those to fill this out and provide what you are already doing so we can fine tune it.

1. Price: What price points are offered for eBook, audio, hardback and paperback (and other formats) and are they relevant to current market conditions?

E-Book:

Print:

Paperback:

Hardback:

Audio:

Trade Pub:

Hint: Look up your book on Amazon. Then click on your top category and see what price the top sellers are using. This will give you the high-level selling point (most likely.)

2. Product: What books are you selling? What formats are you offering? Are there side products you can create to sell with little effort (coloring book for kids, smaller format, workbook?)

3. Place: Where are your books available for sale? Amazon only, wide (Barnes and Noble, KOBO, Books a Million, libraries)

4. Promotion: How will you get the word out about your books? (Word of mouth, advertising, blog tours, social media, reviews, newsletter, website.)