



How to **Work with an Author's Assistant to Market Your Book**

► **Congratulations, you are an author! Now it is up to you to market and sell the book. Some of the book marketing opportunity is the same as marketing any other product or service and then part of it is specific to books. Whatever you choose to do to market your book you do not have to do it alone – you have the resources of a trained author's assistant who knows what to do and when to do it. Working with an author's assistant will help you meet your goals on time and on budget.**

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Marketing Decision-Maker

What is your sales goal in numbers of books?

_____ Revenue (\$) _____

Have you thought about a budget for marketing your book? _____

What are your upcoming marketing opportunities for speaking/exhibiting? _____

Do you have any potential large-volume purchasers?

Do you have any other marketing plans? _____

Book Marketing Planner

How may I assist you?

- Help in understanding the process and planning the budget/timetable
- Help in coordinating and overseeing the process
- Help in finding other professional resources (publicist, photographer, web designer, copywriter)

BASICS

- Coordinating the author web site or web pages
- Preparing a Media Kit
- Preparing collateral materials (bookmarks, event posters, postcards, other)
- Getting the book listed and adding content to the Amazon page

TRADITIONAL PR

- Coordinating press release distribution
- Getting out copies to get the book reviewed
- Submitting articles to article data banks
- Entering the book in awards competitions

INTERNET MARKETING

- Coordinating development of a blog, podcast or Internet radio show
- Setting up social networking sites
- Creating a newsletter or special report
- Coordinating an Amazon best seller or other email campaign

EVENT-RELATED MARKETING

- Coordinating a book launch party
- Coordinating a virtual book tour
- Coordinating speaking engagements for back-of-the-room sales
- Coordinate any book fair or other exhibiting opportunities

One-Page Book Marketing Plan Worksheet

Publication Date:

CATEGORY	ACTIVITY	WHEN	WHO	\$	NOTES
Basics	Web Site				
	Media Kit				
	Collaterals				
	Amazon				
Traditional Public Relations Activities	Press Releases				
	Review Copies Out				
	Articles				
	Book Awards				
Internet Marketing	Blog/Podcast				
	Social Networking				
	Newsletter				
	eMail Campaign				
Event - Related Marketing	Book Launch Party				
	Virtual Book Launch				
	Speaking				
	Exhibiting				