



Checklist 5: Book Marketing

Project Name: _____

Date: _____

Yes No

Book Marketing Assets:

- | | | | |
|---|---------------------------------------------------------------|--------------------------|--------------------------|
| 1 | Will you be marketing your book both online and offline? | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 | Have you created your book marketing assets? | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 | Have you made a list of your DREAM 100 targets for your book? | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 | Have you created your book press kit? | <input type="checkbox"/> | <input type="checkbox"/> |

You should make a list of at least 50-100 dream targets for your book. Think podcast hosts, influencers, press journalists, partners, dream clients and more – you will be sending them a free copy of your book. Your book press kit will entail details of you, your book, sample chapters as well as sample interview questions.

Book Marketing:

- | | | | |
|---|--------------------------------------------------------------------|--------------------------|--------------------------|
| 1 | Have you a website/funnel built for your book? | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 | Have you decided on a book sales model? | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 | Have you decided how you will fulfil orders? | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 | Have you made high resolution images, banners posts for your book? | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 | Have you created a 3d mockup of your book created? | <input type="checkbox"/> | <input type="checkbox"/> |
| 6 | Have you created email marketing swipes for your book? | <input type="checkbox"/> | <input type="checkbox"/> |
| 7 | Have you sent your book to your DREAM 100? | <input type="checkbox"/> | <input type="checkbox"/> |
| 8 | Have you collected testimonials and endorsements for your book? | <input type="checkbox"/> | <input type="checkbox"/> |

Notes



MrBookCoach.com

Helping You Get Your Book Done!

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When it comes to marketing and actually selling your book – you have a number of options. You can sell your book at a normal price (\$9.95 - \$19.95) or you can give your book away free and just charge shipping (highly recommended). Remember your book SHOULD only be the lead in to your higher priced programs.

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