# My Personalized Book Marketing Plan

**Book title: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Author: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Genre: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Estimated release date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Promotional blurb for my book**

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**My author aesthetic is:**

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**My target audience is:**

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**My budget per month:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**My social media platform(s):** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**My author website:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_

**Some content ideas for my social media platform:**

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**My promotional author bio (up to 150 words):**

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**Blogs, podcasts, and other media outlets that may be interested in my work:**

|  |  |
| --- | --- |
| Website name | Key contact (if known) |
|  |  |

**Cross promotion partnership ideas:**

|  |  |
| --- | --- |
| Business name | Key contact (if known) |
|  |  |

**My local bookshops:**

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| --- | --- |
| Shop name | Key contact (if known) |
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**Festivals, book fairs, and other events near me:**

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| --- | --- |
| Event name | Key contact (if known) |
|  |  |

# My Book Marketing Timeline

**Six months before release**

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| * Write your to-do list here.
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**Three months before release**

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**One month before release**

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**One week before release**

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**After release**

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