# My Personalized Book Marketing Plan

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

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

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

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

**Promotional blurb for my book**

|  |
| --- |
|  |

**My author aesthetic is:**

|  |
| --- |
|  |

**My target audience is:**

|  |
| --- |
|  |

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

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

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

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

|  |
| --- |
|  |

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

|  |
| --- |
|  |

**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:**

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

**Festivals, book fairs, and other events near me:**

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

# My Book Marketing Timeline

**Six months before release**

|  |
| --- |
| * Write your to-do list here. |

**Three months before release**

|  |
| --- |
|  |

**One month before release**

|  |
| --- |
|  |

**One week before release**

|  |
| --- |
|  |

**After release**

|  |
| --- |
|  |