

BOOK MARKETING CHECKLIST

Title: _____ Subtitle: _____
Author(s): _____ Telephone: _____ Cell #: _____
Website URL: _____ Shopping Cart? Y N Pay types: _____
Publisher: _____ ISBN: _____ Price: _____
Pub Date: _____ Initial Print Run: _____ Extra covers? # _____ Pre-Sold Units _____
Copyright filed: _____ Bowker Listing: _____ Library Congress: _____ CIP/PCIP done: _____
Distribution Partners: _____

Your expertise for writing the book: _____
Why did you write this book?: _____

What are your sales goals/philosophy for this book?: _____

Marketing Budget: Year 1 \$ _____ Year 2 \$ _____ # of review copies _____
What have you done so far? _____

What results have you obtained? _____

Business Tools

___ Website	___ Sell Sheet	___ Press Kit
___ 800 # _____	___ Postcards	___ press release
___ Fax # _____	___ Bookmarks	___ author bio
___ Business Cards	___ Stationery	___ book review
___ Giveaways-what _____		___ interview ?'s
___ Newsletter	___ Blog (URL _____)	___ other _____
___ Shipping labels/containers (boxes, bags)		



Competition

Titles Most Similar to Yours

TITLE	PUBLISHER	YEAR PUB	PAGES	LIST PRICE	AMAZON RANK
1)					
2)					
3)					
4)					

What is unique about your book compared to these titles? _____

Why will someone buy yours vs the competition? _____

Sales Potential

TARGET MARKET (Seniors, gardeners, moms, etc.)	WHY CHOSEN?	WHERE DO THEY SHOP?
1)		
2)		
3)		

What is the approximate size of these markets together? _____ (Potential buyers)

What is written into the book to “hook” those people on buying your book?

*Year 1 unit sales _____ \$ revenue _____ Year 2 unit sales _____ \$ revenue _____

What methods have you considered to reach your sales goals (ie Amazon, talks, retail stores)

Industry Knowledge – Publishing

- Publishing Groups you participate in (local, SPAN, PMA, Yahoo self-pub discussion, etc.) _____
- Newsletters or publications you subscribe to _____
- Shows/conferences participated in _____

Industry Knowledge – Your Genre

Primary genre _____ Secondary genre _____

- Groups you participate in _____
- Newsletters or publications you subscribe to _____
- Shows/conferences you attend _____