

BOOK MARKETING BLUEPRINT

EVALUATE YOUR CURRENT MARKETING STRATEGY

Have you clearly identified your ideal reader?

- Yes
- No
- Needs Refinement

Do you have an author platform?

- Fully established
- Partially established
- Not Yet

What are your current marketing tactics? (Select all that apply)

- Social media campaigns
- Email Marketing
- Organic SEO/Content Marketing
- Book Signings/Events
- Podcast Interviews/Guest Posts
- Speaking Opportunities
- Other (specify _____)

Is your book optimized for discoverability (metadata, categories, keywords)?

- Fully optimized
- Partially optimized
- Not at all

How would you rate your current visibility and engagement online?

- High Visibility and Engagement
- Moderate Visibility and Engagement
- Low Visibility and Engagement

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ALIGN YOUR MARKETING WITH YOUR GOALS

What are your primary marketing goals?

- Increase Books Sales
- Grow Email List
- Establish Thought Leadership
- build an Author Brand
- Other (Please specify _____)

Are your marketing efforts aligned with your goals?

- Completely Aligned
- Somewhat Aligned
- Not Aligned

Have you set measurable targets for success (e.g., specific number of email subscribers, sales, or engagements)?

- Yes
- No

Are your marketing materials (graphics, messaging, website) consistent and aligned with your author brand?

- Completely Consistent
- Needs Improvement
- Not Aligned

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AMPLIFY YOUR REACH

Do you have a book launch plan or marketing calendar in place?

- Yes, Fully Planned
- Somewhat Planned
- Not Yet

Are you leveraging partnerships or collaborations to broaden your reach (e.g., influencers, other authors, podcasts)?

- Yes
- No
- Needs work

Are you using analytics tools to track your marketing performance (Google Analytics, social media insights, etc.)?

- Yes
- No
- Need Help, Too Technical

Are you engaging consistently with your audience (through emails, social media, blog, or events)?

- Yes, Consistently
- Sometimes
- Rarely

Have you created a reader magnet or lead magnet to build your email list?

- Yes
- No

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NEXT STEPS

Based on the evaluation, what are your top 3 marketing priorities for the next 3 months?

What marketing tactics will you focus on to amplify your reach?

What resources do you need to improve your marketing strategy?

- Time
- Tools
- Knowledge/Training
- Budget

What is your next actionable step to align and amplify your marketing strategy?