
BOOK LAUNCH PLAN

YOUR BOOK LAUNCH SHOULD INCLUDE

- Set goals/objectives & strategy
- Determine your ideal customer
- Develop a budget
- Create a marketing campaign
- Review and analyze all data
- Refine your approach

BOOK BUDGET

BOOK EXPENSES	ESTIMATED BUDGET
Developmental Editor	\$
Copy Editor	\$
Proofreader	\$
Cover Design	\$
Formatting, Layout, and Interior Design	\$
Book Launch Marketing	\$
Continuous Marketing	\$
Other	\$
Other	\$
Other	\$
TOTAL ESTIMATED BUDGET	\$

MARKETING BUDGET

Suggested Monthly Marketing Budget \$1,000 - \$3,000

PROMOTION DATES: _____

ADVERTISING CAMPAIGN	ESTIMATED BUDGET
Press Releases	Free
Organic Social Media Marketing Posts	Free
Facebook Advertising Campaign	\$
Instagram Advertising Campaign	\$
Twitter Advertising Campaign	\$
Book Marketing Site 1	\$
Book Marketing Site 2	\$
Book Marketing Site 3	\$
AMS Advertising Campaign	\$
Google AdWords Advertising Campaign	\$
Book Blogs, Book Tours and Book Reviews	Free
YouTube and Podcast Interviews	Free
TOTAL ESTIMATED BUDGET	\$

MARKETING CAMPAIGN

PROMOTION DATES: _____

MARKETING CAMPAIGN NAME	SCHEDULED DATES
Press Release 1:	
Press Release 2:	
Press Release 3:	
Facebook Ad 1:	
Facebook Ad 2:	
Instagram Ad 1:	
Instagram Ad 2:	
Twitter Ad 1:	
Twitter Ad 2:	
Book Marketing Site 1:	
Book Marketing Site 2:	
Book Marketing Site 3:	
AMS Campaign:	
Google AdWords Campaign:	
Book Blog 1:	
Book Blog 2:	
Book Blog 3:	
Book Tour 1:	
Book Tour 2:	
Book Review Site 1:	
Book Review Site 2:	
Book Review Site 3:	
YouTube Interview 1:	
YouTube Interview 2:	
Podcast Interview 1:	
Podcast Interview 2:	
Podcast Interview 3:	

BOOK OUTLINE

CHAPTER #:

CHARACTERS:

TIME OF DAY:

WEATHER:

SETTING:

OBJECTIVE:

SUMMARY:
