

Marketing Plan Template

Book's Core Message

My marketing strengths

SEO Phrases and Words

Images related to message

Landing Page

Freebies for Influencers

Outreach Goals

Pitch for interviews

Contact Meeting Planners/pitch/one sheet

Apply to Speak at Conference/Retreats (link, deadline)

Reviewers/Influencer Team

List of expectations with appreciation letter created and specific tasks to include

Name	Email	Phone	Address	Tasks done

Thanks expressed and sent to people

- Endorsers
- Influencers
- Media hosts after interviews