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)	

Social Media (list each social media you will use and frequency of posts plus topics					
Print Strategies					
Business cards, boo	kmarks, article pitches, and pdfs/h	nandouts			
Speaking Local, keynote, con	ference workshops, organizations	, retreats			
Media					
Expertise Showing your expe	rience on website, being quoted				
Activities					
Daily	Weekly	Monthly			

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