

Marketing Strategy Worksheet

Name _____

Book _____

Talking points for book

Pre-release

Strategy type	Plan/steps to take	Start	Implement
Virtual world			
Real World			
Media			
Expertise			
Speaking/media			

Evaluate: What worked best/failed _____

Release date

Strategy type	Plan/steps to take	Start	Implement
Virtual			
Real World			
Media			
Expertise			
Speaking/media			

Evaluate: What worked best/failed _____

Continuing effort

Strategy type	Plan/steps to take	Start	Implement
Virtual			
Real World			
Media			
Expertise			
Speaking/media			

Evaluate: What worked best/failed _____