

## **Create and Execute Your Book Marketing Plan - Mike Loomis**

1. Publishing is a business - Your book is a product!

Start before the start — pre-writing.

People will take a chance on an unknown author IF the book is thoughtfully executed.

What if?

Why?

2. Platform Pro's and Con's:

Are you proud of your book? Do you believe it's worth \$1000? Why?

Brand: if people connect with your brand they'll buy a book with your name on it.

Social Media:

Email lists:

3. Endorsements and Foreword:

How to pitch potential endorsers:

4. Speaking:

5. Perceived value:

6. Sample planner - see additional handout

**Mike Loomis** helps people develop, write, and launch their dream books. Since starting and selling two businesses, he's a strategic partner to bestselling authors, ministries, publishers as well as startups, and aspiring messengers.

Co-wrote with Gary Smalley on the late author's 2015 release.

Co-wrote with Texas Governor, Greg Abbott on his 2016 release. (Simon and Schuster)

Branding and marketing with internationally-known authors and ministries.

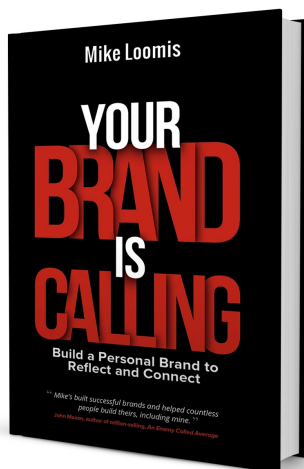
He and his wife live in the mountains of Colorado with their pet moose. [www.MikeLoomis.CO](http://www.MikeLoomis.CO)

## Special book/course offer for the Colorado Christian Writers Conference



Readers buy brands and publishers sign brands. Does your brand reflect your calling?

Is your personal brand moving you toward your goals?



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Special sessions for **writers** are also included.

*Mike has built his own successful brands and helped countless people build theirs, including mine.*

– John Mason, author of the million-plus selling, *An Enemy Called Average*

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