

Personal Promotional Plan

Author:
Phone:
Website:
MySpace URL:

Preferred Method of Contact:
Email:
Blog:

Title:
Subtitle:
Release Date:

ISBN:
Date Personal Promotional Plan Completed:

YOUR BOOK:

Describe your book in a 25-word synopsis:

Descriptive Copy Direction:

- What are the main points you'd like the copywriter to convey in writing descriptive copy for your book (to be placed in the new announcement catalog, for the back of the book, etc.)

Cover Direction:

- What is the #1 thing you want readers to know about the message of this book?
- What emotion do you want the book cover to elicit from people?
- Do you know of other book covers that would be in the same family as this book? (Feel free to insert or attach jpgs of images)
- Is there a particular image or analogy that conveys the content of your book well?
- Do you have any specific book cover ideas?

Book Club Discussion Questions For Your Book

- 1.
- 2.
- 3.
- 4.
- 5.

YOUR TARGET MARKET:

What kind of people would be most interested in your book? Consider by:

1. occupation
 2. age
 3. interests
 4. religious affiliation/denomination
 5. ministry/organization
 6. other
- What **websites** do your readers browse? (Reader = potential buyer of your book)

- To what **magazines/periodicals** do your readers subscribe or regularly read?
- What **other books** might your readers have read on your topic?
- To what **organizations** do your readers belong?
- In what **ministries** do your readers serve?
- What **blogs** to your readers check regularly?
- List the title, author, publisher, ISBN, retail price, binding, and release year of **books that are related to yours** (in content, format or would be on similar interest to your readers).

YOUR SPHERE OF INFLUENCE:

- Do you have a **website** (if so, what is the link?)
- Do you have a **blog**? (If so, what is the link?)
- Are you on **MySpace** or any other social networking site? (If so, what is the link?)
- Are you actively involved in any **web communities** or **message boards**? (If so, list links.)
- For what **magazines/periodicals** have you previously written? List any connections with your book's topic.
- To what **organizations** do you belong? List any connections with your book's topic.
- In what **ministries** do you serve? List any connections with your book's topic.

Within a 30 mile radius of your home, list the name, contact name, address, email, phone number and website for all the following categories below. Use smartpages.com as a reference.

- bookstores (general market, Christian and relevant niche)
- churches
- ministries
- newspapers (don't forget the local niche papers)
- organizations
- radio stations
- TV stations
- List as many **article or story ideas** that you can think of that relate to the topic of your book.
- List your **alma maters**, from high school on.
- List the **cities** in which you've lived.
- What cities do you frequently visit? Think of your work schedule, where friends and family live, etc.
- List the **companies** for which you've worked.
- List of the names and contact information for friends, family and contacts that are **MOST supportive** of your book.
- List **authors** who might be interested in your book.
- List **organizations** that might be interested in your book.
- List **artists/musicians** who have written songs that relate to your book.

- List the name of 3 **locations** that could accommodate enough people for a release party for your book. Check on the cost of renting (or using) that space. Consider a church, home, community center, restaurant, etc. Plan on a 2-3 hour event with an hour on either side to for set up and clean up.

YOUR PERSONALITY:

- Would you describe yourself as more of an **introvert or extravert**?
- How would you describe your **energy level**?
- How would you describe yourself on a **motivational scale** (Do need specific direction? Are you extremely self-motivated? Are you somewhere in between?)
- What are your **spiritual gifts**? How can you/do you use your gift related to the topic of your book?
- When you **travel**, what do you need to take into consideration (work schedule, child care, spouse's needs, costs, other commitments)?
- Based on the above, **how available are you** for promoting your book? Consider the amount of time,

YOUR SKILLS:

- Are you more comfortable **interacting** with large groups, small groups or one-on-one?
- Do you prefer to **present information** to people (teach) or lead a conversation (facilitate)?
- How comfortable are you with different **media formats**, and how an interviewer or writer may present your ideas on TV? Radio? The Internet? Print?
- How comfortable are you in live situations (Think TV, Radio, Chat Room)?
- What skills do you possess that will assist in promoting your book—computer savvy, public speaking, design, etc.

YOUR SCHEDULE:

Please list any upcoming speaking engagements, events or travel you have planned in the next six months.

	Event	City	State	Audience	# Attendees	Website
1	Sample event	Grand Rapids	MI	Counselors	350	www.sampleevent.com
2						
3						
4						
5						
6						
7						
8						
9						
10						

YOUR EXPECTATIONS:

- When you first thought about writing this book, what motivated you to seek a publisher?
- Why did you choose ABC publisher?
- How does that motivation compare with how you feel at this point?

- How would you describe your familiarity with the publishing process (how books are introduced to the market, what happens at sales conference, etc.)
- What is your definition of a successful book?
- How would you define success for *your* book?
- What do you understand to be an author's role in promotion?
- What do you understand to be ABC Publisher's role in promoting your book?
- What are your expectations for your marketing director?
- What are your expectations for your publicist?
- What are your expectations from author care?
- What expectations do you have for yourself?
- What ideas do you have for letting people know about your book? (Please note which you will pursue, which you would like us to pursue, and which you would like to partner with us to pursue).