

# INDIE MARKETING PLAN

## Prep Work

### 6 MONTHS OUT

- CREATE YOUR PUBLISHING/MARKETING BUDGET
- IDENTIFY TARGET (IDEAL) READER
- RESEARCH TOP GENRE COVERS/TITLES
- CHOOSE TITLE - SUBTITLE W/GENRE OR KEYWORDS
- WRITE "LEAD MAGNET" (STORY/NOVELLA/GIVEAWAY)
- RESEARCH COVER ARTISTS IN YOUR GENRE
- CHOOSE PEN NAME - RESEARCH CHOSEN NAME
- RESEARCH WRITING REVIEWERS/AWARDS/CONTESTS

### 3-4 MONTHS OUT

- HIRE COVER DESIGNER
- FORMAT LEAD MAGNET
- BUILD AUTHOR WEBSITE
- CREATE SOCIAL MEDIA ACCOUNTS
- SIGN UP WITH NEWSLETTER PROVIDER
- ADD NEWSLETTER SIGN-UP TO WEBSITE
- PUBLISH LEAD MAGNET ON BOOKFUNNEL OR STORY ORIGIN - JOIN PROMOS

### 2 MONTHS OUT

- FORMAT E-BOOK AND PAPERBACK
- WRITE AMAZON DESCRIPTION--GET FEEDBACK
- RESEARCH CATEGORIES ON AMAZON/BKLINK.COM
- ASK AUTHORS FOR BLURB (NOT AMAZON REVIEW)
- RESEARCH FB GROUPS THAT ALLOW PROMOS
- SCHEDULE SOCIAL MEDIA AND NEWSLETTERS
- COVER REVEAL - FB, IG, NEWSLETTER, BLOG, ETC.

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## Final Countdown

### 2 MONTHS OUT (CONT)

- ORDER AUTHOR COPIES FOR BOOK LAUNCH
- RESEARCH CATEGORIES OF SIMILAR BOOKS ON BKLNK.COM
- MAKE A LIST OF HASHTAGS TO USE
- POST ON SOCIAL MEDIA REGULARLY (3-7X/WEEK)
- SEND NEWSLETTERS WEEKLY UP TO LAUNCH
- ASSEMBLE ARC ADVANCE READER TEAM
- SEND BOOK TO REVIEWERS (MIDWEST BK REV, ETC)

### 2 WEEKS -2 MONTHS OUT

- RESEARCH KEYWORDS
- CONFIRM CATEGORIES (USE BKLNK.COM)
- MAKE BOOK AVAILABLE FOR PREORDER
- CLAIM AMAZON AUTHOR PAGE
- UPDATE WEBSITE WITH BUY LINKS
- DETERMINE LAUNCH PRICE - SALE?
- RESEARCH WHERE TO SEND ADVANCE COPIES

### 1WEEK OUT

- SEND OUT ADVANCE COPIES TO ARC TEAM WITH FOLLOW UP EMAIL TO MAKE SURE THEY GOT IT
- SCHEDULE EMAIL TO ARC TEAM FOR RELEASE DAY
- PUBLISH PAPERBACK
- UPLOAD FINAL MANUSCRIPT AND CONFIRM ALL BOOK DETAILS BEFORE AMAZON LOCKS YOUR PREORDER!

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## Launch

### LAUNCH DAY

- **CELEBRATE!**
- SEND OUT NEWSLETTER RELEASE ANNOUNCEMENT
- POST ON FACEBOOK PAGE, INSTAGRAM, EVERYWHERE
- POST ON FACEBOOK GROUPS PREVIOUSLY RESEARCHED WHO ACCEPT PROMOS (DON'T SPAM!)
- HIT REFRESH SEVERAL THOUSAND TIMES AS YOU WATCH SALES AND REVIEWS COME IN!

### POST-PUBLICATON

- FOLLOW UP WITH ADVANCE READER TEAM MEMBERS WHO HAVEN'T POSTED REVIEWS
- KEEP SENDING NEWSLETTERS 2-4X PER MONTH
- POST/SHARE ANY FACEBOOK OR EDITORIAL REVIEWS
- FACEBOOK: POST REGULARLY - REVIEW QUOTES, CHARACTERS, EXCERPTS - REMEMBER 80/20 RULE
- LOOK FOR HOLIDAY OR OTHER TIE-INS TO PROMOTE
- CONTINUE TO GROW NEWSLETTER

### ONGOING

- WRITE AND PUBLISH MORE BOOKS
- LEARN FROM YOUR MISSTEPS
- LEARN AMAZON ADS (LOW INVESTMENT)
- LEARN FACEBOOK ADS (HIGH INVESTMENT)
- CONSIDER A SALE (99 CENTS)
- CONTINUE TO LOOK FOR REVIEW OPPORTUNITIES UNTIL YOU HAVE AT LEAST 20 REVIEWS (AFTER WHICH YOU SHOULD GET THEM ORGANICALLY)