

30-DAY BOOK MARKETING PLAN

Daily To-do list

- DAY 1** Create or update your author website and blog.
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- DAY 2** Set up two or three social media profiles.
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- DAY 3** Start writing blog posts and social media updates about your book journey.
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- DAY 4** Schedule posts about your book on all of your social media profiles.
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- DAY 5** Design and order author business cards and/or bookmarks.
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- DAY 6** Create a list of book reviewers and bloggers who review books in your genre.
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- DAY 7** Send personalized emails to each reviewer or blogger.
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- DAY 8** Build your street team.
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- DAY 9** Create a list of bookstores and libraries in your area.
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- DAY 10** Create your book media kit.
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- DAY 11** Send personalized emails to each bookstore or library.
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- DAY 12** Book reveal on social media. EX: Cover, blurb, quote, character art.
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- DAY 13** Create your email newsletter.
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- DAY 14** Participate in online discussions and share your thoughts on writing and books.
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- DAY 15** Run a giveaway.
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- DAY 16** Create and schedule more social media posts and blogs.
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- DAY 17** Post your book trailer.
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- DAY 18** Check in with your reviewers and street team.
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- DAY 19** Create a list of author interviewers and bloggers that accept guest blogs.
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- DAY 20** Reach out to author interviewers.
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- DAY 21** Write blogs and submit them to bookish websites.
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- DAY 22** Create merch and put it on your website.
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- DAY 23** Engage in social media. Comment on posts, make friends, and promote your book.
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- DAY 24** Partner with other indie authors to cross-promote your books.
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- DAY 25** Amazon category and keyword research. Are they low-competition?
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- DAY 26** Use the Amazon categories and keywords in blog and social media posts.
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- DAY 27** Create Pinterest.
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- DAY 28** Create and schedule 100 Pinterest posts.
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- DAY 29** Check your analytics. Which posts are doing well? Create more content like that.
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- DAY 30** Go live! Read a section of your book and share fun facts to build fans.
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