



# THE **SELF-PUBLISHED BOOK** MARKETING PLAN MARKETING PLAN TEMPLATE

**NICK THACKER**

MAY 2013



LIVEHACKED.COM

TURTLESHELLPRESS.COM

## Step 1: Define Description and Purpose

**Description:** \_\_\_\_\_

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**Purpose:** \_\_\_\_\_

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## Step 2. Define Target Market (Demographics)

**Author Demographics:** \_\_\_\_\_

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**Target Market:** \_\_\_\_\_

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**Target Market:** \_\_\_\_\_

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## Step 3: Define Strategic Action Steps (Marketing Tactics)

### Strategic Action Steps (Check all that apply):

#### 1. Advertisements:

Book promotion websites

Blogs (niche-related)

Blogs (non-related)

Forums

Newsletters

Offline

Other

#### 2. Blog Tour (list possible websites):

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#### 3. Social Media:

Facebook

Twitter

Goodreads

Google+

MySpace

Other

## 4. Interviews (list of websites/podcasts)

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## 5. In-Person Appearances (list of locations/contacts)

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## 6. Personal blogs/websites:

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## 7. Word-of-Mouth (specific tactics):

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## 8. Other:

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## Step 4: Tactical Breakdown (To-Do List):

### 6 Weeks Prior to Launch:

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### 4-5 Weeks Prior to Launch

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### 2-3 Weeks Prior to Launch

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## 1 Week Prior to Launch

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## Launch Week!

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## 1-2 Weeks After Launch

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## 3-4 Weeks After Launch

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