



ROMANSNAIL LLC

MARKETING PLAN TEMPLATE

Date ___ / ___ / _____

Do you already have a *writer platform*? (Check all that apply.)

- A blog of impressive size
- A newsletter of impressive size
- Other writing credits
- Contributions to successful websites, blogs, companies
- Large networking circles
- Public speaking appearances
- Significant social media presence
- Membership in organizations
- Print, TV, radio, or any other media appearances
- Personal contacts who can help market at no cost to yourself
- Relative connections
- Any other social or professional outlets you can utilize to sell books

Please specify. For example, if you are on Twitter, how many followers do you have? If you are a public speaker, how many events do you present each year? How many attendees? What supporters do you have that we can contact directly? Be specific. The more specific the better. If needed, please attach a separate document.

Has any of your work already been published? Yes No

Please explain.

What are you *able* (not just *willing*) to do to market your book? What can you make happen right now?

Do you already have a *pitch* for your book? Meaning, can you sell your book in less than ten sentences? Write a sample pitch here.

What is the *theme* (the ambiance or reoccurring idea) and purpose of your book?

What are your credentials? Do you have a degree? Have you won any contests or awards? Are you largely recognized in your field of work?

Are there other works on similar topics? (Competitive title analysis.) Do you understand the competition?

How is your book similar to these works?

How is your book unique?

Tell us three to five subject categories that best describe your material. (i.e. business memoir, world war II, music and entertainment, etc.)

1. _____
2. _____
3. _____
4. _____
5. _____

Do you feel that you have enough material to fill a book (50,000 words or more)?

Yes No

All of our previous questions are selling points to publishers, but we enjoy supporting clients who think *outside* of the typical box. Do you have any other ideas that might make your book uniquely marketable? Niche markets? Collaboration projects?
