Marketing Strategy Worksheet

Name

Book

Talking points for book

Pre-release

|  |  |  |  |
| --- | --- | --- | --- |
| Strategy type | Plan/steps to take | Start | Implement |
| Virtual world |  |  |  |
|  |  |  |  |
| Real World |  |  |  |
|  |  |  |  |
| Media |  |  |  |
|  |  |  |  |
| Expertise |  |  |  |
|  |  |  |  |
| Speaking/media |  |  |  |

Evaluate: What worked best/failed

Release date

|  |  |  |  |
| --- | --- | --- | --- |
| Strategy type | Plan/steps to take | Start | Implement |
| Virtual |  |  |  |
|  |  |  |  |
| Real World |  |  |  |
|  |  |  |  |
| Media |  |  |  |
|  |  |  |  |
| Expertise |  |  |  |
|  |  |  |  |
| Speaking/media |  |  |  |

Evaluate: What worked best/failed

Continuing effort

|  |  |  |  |
| --- | --- | --- | --- |
| Strategy type | Plan/steps to take | Start | Implement |
| Virtual |  |  |  |
|  |  |  |  |
| Real World |  |  |  |
|  |  |  |  |
| Media |  |  |  |
|  |  |  |  |
| Expertise |  |  |  |
|  |  |  |  |
| Speaking/media |  |  |  |

Evaluate: What worked best/failed