Publishing and marketing

SECTION 06 / DIVIDER

06.01 Publishing checklist

06.02 Author marketing planner

Publishing checklist

06.01 / Professional sample

What are my intended formats and publication route?

What work remains on permissions, editing, cover and proof?

Who will own each task and when is it due?

Author marketing planner

06.02 / Professional sample

Which readers and groups should I reach?

What can I share to help them discover the book?

How will I tell which actions reached the intended audience?