

*Enjoy This Sample of
The Book Marketing
Worksheet Bundle
for Busy Authors*

*A Goal is a Dream with a Deadline!
Take Daily Action Towards Your Dreams!*

- **D**evelop Your Author Success Road Map
- **R**each More Readers Through Blogging
- **E**ngage Your Audience and Create Raving Fans
- **A**ccess Online Speaking Opportunities
- **M**ake Money Beyond Your Book

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www.ReachMoreReaders.com/bundle



The Book Marketing Worksheet Bundle for Busy Authors

In this sample packet, you have a sampling of worksheets from each of the following areas.

Develop Your Author Success Road Map

1. **My Heartfelt Dream**
2. A Goal is a Dream with a Deadline
3. Break Down Your Goals into Tasks
4. Get Clear on Who Your Audience Is
5. What is Your Why
6. Make Time to Enjoy Life

Access Online Speaking Opportunities

19. **Power of Online Interviews**
20. Locate Speaking Opportunities
21. Connect with Potential Hosts
22. Create Your Speaker Bio
23. Compose Your Interview Questions
24. Make the Most of Online Speaking

Reach More Readers Through Blogging

7. Get Your Blog Ready for Company
8. A Signature Section for Your Posts
9. **Topics to Blog About**
10. Map Out an Outline for Your Posts
11. Guest Blogging Opportunities
12. Hosting Guest Bloggers

Make Money Beyond Your Book

25. **Transform Your Book into Programs**
26. Identify the Ideal Topic for Audience
27. Describe What Students will Gain
28. Create Course or Product Outline
29. List the Benefits of Your Program
30. Create Product/Program Materials

Enhance Your Social Networking Activities

13. Map Out a Social Networking Plan
14. **List Your Social Media Profiles**
15. Identify Your Favorite Social Sites
16. Participate in Online Groups
17. Harness the Power of Twitter Lists
18. Automate Posts with Hootsuite

Special Bonuses

- Bonus #1: 6 Productivity Tracking
- Bonus #2: Webinar Training and Q&A
- Bonus #3: Unwind Mind Coloring Pages

What is Your Heartfelt Dream

What is your heartfelt dream? _____

What will your life be like when you fulfill this dream? _____

How will fulfilling this dream impact others? _____

What do you need to put in place in order to achieve your dream? _____

Things to Blog About

If you've chosen a topic you're knowledgeable and passionate about, you've likely got a lot to say. Creating different types of blog posts will keep your audience interested, engaged, and coming back for more.

Following is a list of ideas to draw from:

- Write about the message behind your book.
- Share actual content or excerpts from your book.
- Talk about your author journey.
- Share an update about a recent book reading or interview you've participated in.
- Tell the story of how you came to write your book.
- Write a post based on an idea inspired by a comment from a reader of your blog.
- Comment on a news event and on how it relates to your topic.
- Write a how-to post.
- Answer a common question in your niche.
- Compile a series such as "Top 10 Ways to..." or "7 Tips For..."
- Tell an entertaining and educational story, related to your topic.
- Address common frustrations in your industry.
- Compose a step-by-step tutorial on something your readers would benefit from.
- Make a list of most commonly asked questions (on your topic) and your answers.
- Answer questions from your readers – collect them ahead of time and answer one question per post. Provide a way for visitors to submit their question.
- Tell the back story of your characters. You can feature a different character in each post.
- Interview your characters and take your readers on an adventure.
- Have your characters interview you.
- Turn this page over or get a fresh piece of paper, and continue this list of things to blog about.

Create a List of Your Social Media Profiles

You'll find that there are many opportunities for authors to share the URLs to their social media profiles. This is a great way for your readers, experts in your field, and the media, to find out more about you.

Create a List of URLs to Your Profiles on the Various Social Networks

Facebook Profile: _____

Facebook Page: _____

Twitter: _____

LinkedIn: _____

Your Amazon Author Central Page: _____

GoodReads: _____

Create a List of Other Social Networks You Belong To

Name of Social Network	URL to Your Profile
_____	_____
_____	_____
_____	_____

Which is your favorite social media site and why?

The Power of Participating in Online Interviews

Online speaking provides you with a powerful way to increase your credibility while being introduced to new audiences. With the growing popularity of podcasts, teleseminars, and online radio shows, it is relatively easy to locate online speaking opportunities.

To maximize your success in this area, you'll want to set your intention and answer a few key questions. This will provide you with focus and allow you to make the most of this opportunity.

What excites you most about participating in interviews, as a guest speaker?

What is your main reason for wanting to gain more exposure to your audience?

How would you describe members of your target audience?

What are members of your target audience most interested in?

Make Money Beyond Your Book

Transform Your Book into Products and Programs

As authors we only earn a few dollars (at most) from the sale of each book. So we either need to sell **a lot** more books or we need to create products or programs based on the topic of our books.

When you turn your book into a product, or into a program (such as a course or group coaching program) you can help a lot more people while making a lot more money!

Following are examples of ways you can transform your book, or expertise, into additional products or programs. Place a checkmark in the boxes next to the options that appeal to you.

- A Journal
- A Workbook
- A Companion Guide
- A Book Study Program
- An Audio Based Course
- A Video Based Course
- An Online Coaching Program
- An Offline Coaching Program
- Other: _____
- Other: _____
- Other: _____

Based on the above examples, what ideas do you have for creating additional courses, products, or programs based on your expertise or the topic of your book?
