

THE WRITER'S PLAN

Project Promotion Plan

| | |
|---------------|---------------------|
| Dated: | Next review: |
|---------------|---------------------|

Project Overview

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Audience

Define your key audiences for this project.

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| Primary Audience - Readers |
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| Secondary Audience - Industry Professionals |
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Competitive Analysis

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| Who offers a competing product? |
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| Are they effectively reaching their audience? |
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| How are they reaching their audience? |
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| What makes my project unique? |
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Project Marketing Strategy – the Four Ps

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|--------------------------------|
| Product |
| (see above – Project Overview) |
| Positioning |
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| Pricing |
| |
| Promotion |
| (see below – Conduits) |

Conduits

List the ways you get word about YOUR PROJECT out into the world.

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|---|--|
| In-person (signings, teaching, readings, conventions, groups) | |
| Web (website, blog) | |
| Web2 (online groups, Facebook, LinkedIn, Twitter, etc.) | |
| Media (press releases, quoted as expert source) | |
| Print (promo materials, your own newspaper column, book jacket copy) | |