

Project Promotion Plan

Dated:	Date for next review:
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Project Overview

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Audience

Define your key audiences for this project.

Primary Audience - Readers
Secondary Audience – Industry Professionals

Competitive Analysis

Who offers a competing product?
Are they effectively reaching their audience?
How are they reaching their audience?
What makes my project unique?

Project Marketing Strategy – the Four Ps

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

Conduits

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

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)	