

THE WRITER'S PLAN

Writer Promotion Plan

Dated:	Next review:
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Vision statement

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Audience

Define your key audiences.

Primary Audience - Readers
Secondary Audience - Industry Professionals

Who are you?

Personal focus/positioning
Specialities
Skills
Unique characteristics

Personal Marketing Strategy – the Four Ps

Product = YOU!
(see above – Who are you?)
Positioning
Pricing
Promotion
(see below – Conduits)

Conduits

List the ways you get word about YOU 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)	