

A Marketing Timeline



“Strategy and timing are the Himalayas of marketing.

Everything else is the Catskills.”

—Al Ries

They say that timing is everything, and that’s especially true for book promotion. Once your book is available, the clock starts ticking. Now that you’re outlining what you’re going to do, you’ll need to decide when you’re going to implement it. Here’s a brief outline of what you should plan to do and when:

Pre-Production

- ✓ Get ISBN, SAN, Barcodes
- ✓ Put together marketing plan/package for distributors
- ✓ Determine Genre, market place placement, size of book
- ✓ Research and pitch to distributors

While the Book is Being Printed

- ✓ Create reader profiles
- ✓ Begin to pull together a media list
- ✓ Determine your hook or hooks
- ✓ Start highlighting promotional dates on a calendar
- ✓ Put together your press kit
- ✓ Make sure your Web site is up and running and ready to go for your book launch
- ✓ Start gathering a list of special sales possibilities
- ✓ Put together your association list for any potential public speaking or special sales opportunities

Four Months Prior to Publication Date

- ✓ Send packets out for signings or speaking events to coincide with your release date

- ✓ Prepare and send packets to prepublication date reviewers
- ✓ Send packets to book clubs
- ✓ If you're going after the national magazine market, send out these packets
- ✓ If you're going after the national TV show market, send out these packets

Three Months Prior to Publication Date

- ✓ Send out special sales packets
- ✓ Send books to catalogs
- ✓ If you have a topic worthy of major media attention, pitch it now to have your interview coincide with the release date of your book
- ✓ Start a list of potential media contacts and activities for local promotion

One Month Prior to Publication Date

- ✓ Make sure media contacts are current – add to them if necessary
- ✓ Start pitching yourself to radio
- ✓ Start pitching yourself to the newspaper market
- ✓ Confirm signings and other events

Your Book is Available

- ✓ Start pitching radio shows for interviews
- ✓ Plan media announcements around signings and events
- ✓ Submit book to additional post-publication date reviewers

Ongoing Promotional Activities

- ✓ Keep pitching radio
- ✓ Pitch holidays and special events appropriate to your topic
- ✓ Keep pitching yourself to speaking events and signings