

## The Author Unlimited Three Month Book Marketing Plan

### Month One -- Kindle Promotion

Decide whether free or countdown.

Set the promotion 2-4 weeks out.

Notify promotion sites.

Notify face book groups and twitter feeds.

Notify your own community closer to the time.

Send reminders while the promo is active.

Monitor sales and record for the next time.



### Month Two -- Goodreads Giveaway

Make sure you have a Goodreads author account!

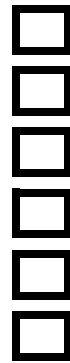
Schedule your Giveaway, ideally close to a month end.

Post widgets on your site to advertise it.

Let your community know.

Send some targeted Goodreads ads.

Remind your community as it draws to a close.



### Month Three and Ongoing -- Blogs and Podcasts

Decide whether you want to reach blogs or podcasts.

Create a long list.

Research their guest post / guest interview guidelines.

Approach the first 3-5, start small to get some credentials.

Send some targeted Goodreads ads.

Monitor the traffic they send you from Google Analytics because some blogs welcome regular contributors.

Review, rinse, and repeat.



**[Find out more at http://authorunlimited.com/how-to-market-your-book/](http://authorunlimited.com/how-to-market-your-book/)**