

The Plan

Book Name:

Author(s):

Instructions: Be sure to watch all the videos from week one before you get started. Then, choose 4-6 of the first 10 tips, listed below, that you think will work for you and your book.

We'll have a call this Friday, when you can ask me questions. If you won't be present for the call, please leave your questions in the FORUM: <http://bit.ly/YiEgj8>

After week 2, you can choose your final tips, so that you have 10/ 21 tips on your plan.

Week 1 tips:

Check Yes (4-6):

1. Ideal reader exercise

2. Your book description

3. Cover, title, subtitle

4. Author BIO

5. Working out your media angles

6. Media page/ media kit

7. List out Your DREAM coverage

8. How to pitch

9. Be a journalist's best friend

10. Tweak Amazon

11. Get reviews

The Plan

Week 2 tips:

Check Yes (4-6):

12. Make your blogging go further

13. Guest posting

14. Create an ethical bribe for your mailing list

15. Utilize the power of local

16. Team up with holidays, causes or issues

17. Be an expert

18. Get on Quora/ Linked In

19. Commit to Twitter!

20. Paid ads

21. Easy tweaks

+ Insert your own idea _____

Timeline:

The most important part of any plan is working out when you are going to fit it in to your busy schedule - and sticking to it!

Now that you have 11 tips on your plan, get out your calendar for the next three months (Google Calendar works great), and look for days when you can schedule in an hour of time to get started with each tip. Those tips from week 1 should typically be done before any in week 2. It shouldn't matter too much which order you complete the tips from week 2 in.

If you do use an online calendar such as Google Calendar, be sure to create alarms and reminders!

The Plan

Timeline

Below write out the dates you intend to start and finish each tip. Print this out and put it somewhere near your desk.
