



# Book Marketing BINGO

Choose your primary social media Platform	Save \$5 a day for the next 30 days for advertising	Build a book sales page on your website	Get the best cover you can afford	Build your email list
Find 3 book promotion sites you might use <a href="#">LEARN MORE</a>	Write a newsletter (consistency!)	Optimize your keywords	Will you enroll your eBook in Kindle Select? <a href="#">LEARN MORE</a>	Describe your ideal reader <a href="#">LEARN MORE</a>
Polish your product page description	Find 3 podcasts and ask to be a guest		Run a Kindle eBook pre-order campaign <a href="#">LEARN MORE</a>	Clean up your email list
Take a weekend off from your book journey and re-energize	Hold a Cover Reveal campaign	Prepare your social media posts for the first 30 days	Define what SUCCESS means for your book	Create a book trailer
Build an author website	Send Advanced Reader Copies to get early reviews	Look for 3 speaking opportunities	Research comparable titles	Plan for long-term marketing (consistency!)



## Pre-Publication



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Hold your book in your hands and CELEBRATE!	Ask your friends & family to NOT buy your book this month	Run two marketing campaigns back to back	Celebrate a milestone via social media	Tell your business networks about your book
Announce your book through your email list	Run a Free Book Promotion (for KDP Select books)	Announce your book on your PRIMARY Social Media	Publish with D2D for access to Overdrive, Hoopla <a href="#">▶ LEARN MORE</a>	Run a countdown deal (for KDP Select books)
Be a guest on a podcast	Set up a YouTube channel & create videos that solve reader's problems		Run a book promotion <a href="#">▶ LEARN MORE</a>	Host a Book Launch Party virtually
Add TikTok to your Author Platform	Run Ads on your PRIMARY Social Media	Run Facebook Ads	What's the next social media platform you want to try?	Give your book to current clients
Host a Book Launch Party in person	Take your book on a blog tour	WILDCARD* (what's new in marketing?)	Run Amazon Ads	Limit your obsessive sales checking to 15 minutes a day



## First 30 Days



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NOW, ask your friends & family to buy your book	Publish the audio version of your book	Schedule more speaking gigs	Sell your book on your website	Run a workshop for your book (live, video, email, podcast)
Run Amazon Ads	WILDCARD* (what's new in marketing?)	Sell your book at vendor, book, or craft fairs	Announce your book in your personal network	Start writing your next book
Publish your ebook on Google Play	Contact your local newspaper		Run another book promotion <a href="#">LEARN MORE</a>	Find 3 more podcasts to be a guest on
Give your book to new clients as part of their package	Start a podcast	Create a presentation based on your book	Ask your local library to carry your book	Learn what it takes to be interviewed on local TV
Ask your local bookstore to carry your book	Do you need to step out of your comfort zone to reach your goal?	Repeat what worked	Run Ads on other Social Media	Sell your book at the local farmers market



Next 30