

21-Day Book Marketing Challenge



Celestial University
MONTHLY LEARNING THEME

1. Review this list and select 21 marketing tasks you'd like to implement in September.
2. Use a September calendar to help you plan when you'll implement each task.
3. You may implement the same task more than once.
4. Watch our Facebook Group for prompts to report what you're working on.

MINDSET/SPIRITUAL GROWTH

- Create a morning mindset ritual
- Read a mindset-related book
- Watch mindset-related video
- Start a daily gratitude journal
- Begin Morning Pages (see *The Artist's Way*)
- Hire a mindset coach
- Find a mindset accountability buddy
- Make goal cards
- Create vision board
- Find a guided meditation
- Do something that takes you out of your comfort zone
- Pull a Tarot/Oracle card
- Visit a numerologist
- Get your astrology birth chart done

PERSONAL DEVELOPMENT

- Research conferences to attend
- Research workshops to attend
- Identify webinar to listen to
- Read/listen to a book
- Subscribe to a relevant magazine
- Subscribe to a relevant blog
- Join online school, academy, program
- Hire coach or healer
- Set aside personal development days on your calendar
- Identify volunteering and philanthropic opportunities

MARKETING PLAN (in this order)

- Write your objectives
- Identify your ideal reader
- Identify comparable books
- Write your key marketing messages
- Narrow down marketing tactics
- Attach dates to each tactic
- Assign goals for each tactic
- Create marketing calendar
- Designate on calendar daily/weekly time for marketing
- Measure the results from each marketing tactic you implemented

IDEAL READER

- Identify their demographics
- Identify their psychographics
- Survey known ideal readers to learn more about them
- Identify other authors your ideal reader likes
- List reasons why your ideal reader will like your book
- Create a collage, Pinterest board, or vision board about your ideal reader

AUDIT YOUR CURRENT MARKETING

- Assess dormant social media accounts, and decide to re-activate or purge

- Look at metrics for your social media accounts and see how you can improve engagement
- Re-energize or delete your dormant blog
- Evaluate blog post topics that did well and make a list of related topics to write about
- Run a re-engagement campaign with your less-than-active email subscribers
- Audit your website to see what needs updating
- Look at your marketing collateral to determine what needs updating

VISUAL IDENTITY

- Develop an author logo
- Identify your brand colors
- Identify font types
- Design or purchase website template
- Design e-newsletter template
- Design generic flyer template
- Design PowerPoint template
- Design social media account graphics
- Design signage
- Create your visual identity style sheet
- Hire branding expert

MARKETING COLLATERAL

- Get professional photo
- Order business cards
- Get a name tag
- Get a magnet sign for your car doors
- Create a one-page "About Me" flyer
- Order promotional items
- Order banner
- Order sign

NETWORKING

- Find a new networking group to attend
- Write your elevator speech

- Ask networking group president to put you on speaking calendar
- Track how many referrals and sales you get from each networking group you belong to
- Stash a box of business cards in your car
- Create process for how you'll follow up with new contacts you meet
- Follow up with networking contacts
- Set up "coffee dates" with key networking influencers and potential referral partners
- Join Facebook group to network online
- Join LinkedIn group to network online
- Connect to new people you meet through LinkedIn, Facebook, etc.

BACK OFFICE OPERATIONS

- Prepare contracts
- Select email marketing vendor
- Select cloud storage provider
- Select payment processor
- Designate legal business structure (LLC, corporation, etc.)
- Hire an editor
- Hire a proofreader
- Hire someone to format your book
- Hire cover designer
- Hire book manager
- Hire a VA
- Hire an accountant or bookkeeper
- Hire lawyer
- Hire tech support
- Hire business mentor/coach
- Hire marketing coach or consultant
- Purchase insurance
- Open business checking account
- Get business credit card
- Get membership to Sam's Club, Costco or similar warehouse club

- Sign up for rewards program from office supply store
- Reorganize files
- Reorganize desk
- Clean up hard drive
- Clean up cloud storage
- Find a remote office location
- Purchase a daily planner
- Purchase a planning workbook

SELLING

- Set a goal of how many books you want to sell this month
- Check sales analytics and look for trends
- Consider whether you should run a sale
- Consider whether you should bundle your books to sell together
- Consider bundling your book with other author(s) for a promotion
- Arrange a book-signing event
- Check out Kindle Unlimited to see if it's a good fit for your book
- Run Amazon ads
- Run a sale on BookBub
- Contact local libraries to ask that they carry your book
- Contact local bookstore to ask that they carry your book

REVIEWS

- Ask for reviews on social media
- Ask for reviews through email
- Reach out to a bookstagrammer to ask if she'll review your blog
- Identify book bloggers to review your book
- Submit your book to a free review site
- Submit your book to a paid review site
- Host a giveaway on Goodreads or LibraryThing to get more reviews

- Create a "Reviews" page on your website
- Showcase a review in your newsletter
- Share a review on social media
- Make a graphic showcasing a review

BLOGGING

- Make a list of 50 blog post topics you can write about
- Create an editorial calendar for the next 60-90 days
- Create checklist on how you'll promote your blog posts
- Write a blog post
- Create a standard call to action for the bottom of each blog post
- Write guest blog post
- Become contributor on a third-party website
- Ask someone to write a guest post for your blog
- Find someone to interview for a blog post
- Leave insightful comment on someone's blog post
- Evaluate your blog posts to see if they can be repurposed into another piece of original content

VIDEO MARKETING

- Create a book trailer
- Record a video of you
- Upload video to YouTube
- Upload video to Facebook
- Upload a video on IGTV
- Upload a video to LinkedIn
- Designate a "video" day and make several videos at one time
- Use Rev.com to create transcripts or captions for your videos
- Hire a video editor
- Create an video intro

- Create a video outro
- Create a blooper reel
- Order back drop
- Buy tripod
- Buy Bluetooth remote control camera shutter
- Buy a microphone
- Buy selfie light

LIVESTREAMING

- Determine which livestreaming platform you want to use (Facebook Live, Instagram Live, YouTube Live)
- Create a calendar of when you'll livestream and what topics you'll discuss
- Designate certain days and times for livestreaming to make it like a regular show
- Shoot a spontaneous livestream using your preferred platform
- Promote upcoming livestream on social media
- Promote past livestreams on social media
- Download livestream files and archive on your YouTube Channel

PUBLIC SPEAKING

- Determine your signature speech topic
- Create PowerPoint presentation around your signature speech
- Identify where you can deliver your signature speech
- Craft one email that can be repurposed and sent to organizations to ask if you can speak for them
- Develop a survey you can send to organizations who want to secure you as a speaker (ask questions about how many will be attending, do they have a projector/screen, etc.)

- Host your own talk
- Create a speaker one sheet
- Collect logos of organizations you have spoken for
- Ask for testimonials from people/organizations you have spoken for
- Add Speaker page to your website
- Create a sign-in sheet
- Create a raffle form
- Buy raffle gifts to keep on hand
- Create any handouts you will pass out during your presentation
- Create a process for adding audience members to your email list

SOCIAL MEDIA (GENERAL)

- Determine which social media sites are used by your ideal clients
- Participate in #TestimonialTuesday on Facebook, Instagram, or Twitter to post reviews
- Participate in #ThrowbackThursday (or #TBT) on Facebook, Instagram, or Twitter
- Make a list of relevant hashtags
- Create guidelines for sharing personal information on social media
- Find one influencer or peer you want to connect with, and plan for how you will connect with him/her
- Find automation tool (e.g. Hootsuite)
- Create daily social media posting checklist

BOOK SITES

- Create your Amazon author page
- Create your BookBub author page
- Create your Goodreads author page
- Create your LibraryThing author page

FACEBOOK GROUP

- Create cover photo
- Determine up to three questions you'll ask perspective members
- Establish community guidelines
- Shoot welcome video
- Establish how people can be accepted into the group (open group vs. invite-only group)
- Identify your objectives
- Make a list of questions/content to post in your group
- Determine any questions or posts that will occur on a specific day each week
- Do a Facebook Live in your group
- Plan any special events
- Link your Facebook Group to your Facebook Page
- Make a marketing plan on how you'll attract more group members
- Check Facebook Group Insights

FACEBOOK PAGE

- Create Facebook business page
- Update Facebook business page details
- Create new cover photo
- Add Call To Action button
- Create a posting schedule
- Organize your videos into playlists
- Use Facebook ads to attract new fans
- Use Facebook as your business page and comment on other pages' content
- Evaluate your Facebook page insights
- Share business page post in your Facebook Group
- Invite Facebook friends to like your business page
- Identify 4-5 other Facebook pages to benchmark
- Check Facebook Page Insights

TWITTER

- Start a Twitter account
- Update Twitter account details
- Create new Twitter Profile Header
- Schedule a day's worth of tweets
- Retweet content from at least 5 different people
- Send tweet to influencer and say hi
- Find 10 new, high-quality Twitter followers (make sure to say hi)
- Create a Twitter list
- Participate in #FollowFriday (or #FF) on Twitter
- Find a Twitter chat to participate in (or create your own)
- Tweet a photo
- Tweet a YouTube video
- Thank people for their retweets and mentions
- Thank new followers
- Check Twitter analytics

INSTAGRAM

- Start an Instagram account
- Update Instagram account details
- Run an Instagram ad
- Follow 10 new Instagram users using "Explore" tab
- Participate in a bookstagram follow train (#bookishfollowtrain)
- Post a graphic or picture
- Record a 60-second or less video and post to your Instagram feed
- Upload video to IGTV
- Create a reel
- Like or comment on another user's post
- Set up Instagram so that it cross posts on your other social media accounts (e.g. Facebook, Twitter)

- Make an Instagram Story
- Create Story Highlights
- Create a list of 30 hashtags to use for one post
- Check Instagram Insights

LINKEDIN

- Start your LinkedIn profile
- Update photo (use professional photo)
- Update your LinkedIn profile
- Link to your books
- Link new articles or blog posts that you've written
- Reconnect with someone through LinkedIn by sending message
- Join a LinkedIn group
- Unfollow LinkedIn groups you are no longer active in
- Post an article using LinkedIn publisher
- Comment, like, and/or share another LinkedIn user's status or content

PINTEREST

- Start a Pinterest business account
- Claim your website
- Enable Rich Pins
- Add "Save" button to your website
- Make a list of keywords that you'll use on Pinterest
- Update Pinterest account details
- Create new Pinterest board
- Pin all of your original content (blog posts, videos, etc.)
- Update the descriptions for your existing boards (use keywords)
- Update the descriptions on your existing pins (use keywords)
- Determine if you can break up a board with a lot of pins into smaller boards
- Repin from 10 different Pinterest users

- Start a group board and invite others
- Comment on another Pinterest user's pin
- Find automation tool
- Check Pinterest Analytics

YOUTUBE

- Create a YouTube channel
- Update channel details
- Create cover art
- Create channel trailer video for non-subscribers
- Delete or "unlist" old/outdated videos
- Make playlists of your existing videos
- Audit and update the descriptions of your videos
- Audit and update the tags used for your videos
- Check and update thumbnails
- Subscribe to 5-10 relevant YouTube channels
- Comment on one YouTube user's video
- Check YouTube Analytics

YOUR WEBSITE

- Buy a domain name that contains your first and last name and redirect to your homepage
- Start a blog or website
- Investigate new Wordpress plug-ins
- Update a static page on your website
- Add an "As Seen In" box to your homepage
- Offer free gift on your homepage
- Add PopUp plug-in to promote your free gift
- Create graphic for your free gift
- Make a list of keywords
- Ensure keywords are part of each page's meta tags and descriptions

- ❑ Connect your website with Google Analytics
- ❑ Add social media icons to your homepage

GOOGLE

- ❑ Google your name
- ❑ Set up [Google Alerts](#)
- ❑ Buy Google Adwords

EMAIL MARKETING

- ❑ Create an email signature (use [Wisestamp](#) if you need help)
- ❑ Determine how often you want to send out e-newsletter
- ❑ Determine the “flow” of your e-newsletter
- ❑ Brainstorm list of newsletter topics
- ❑ Create editorial calendar for newsletter
- ❑ Plan on how you’ll grow your email subscriber list through telesummits, hosting webinars, one-time gifts and online challenges
- ❑ Create autoresponder series for new subscribers
- ❑ Analyze your email marketing reports/analytics
- ❑ Send surprise gift or bonus to current subscribers
- ❑ Send an email to your subscribers asking for their feedback on something
- ❑ Create a campaign to purge unresponsive email subscribers

LEAD MAGNET/FREEBIE

- ❑ Create a freebie/lead magnet that you can give away in exchange for your ideal client’s email address
- ❑ Create a landing page to for your freebie
- ❑ Create an autoresponder sequence to send after people opt in for your freebie

- ❑ Write marketing/promotion plan for your freebie
- ❑ Put freebie on your Facebook page through the “Call To Action” button
- ❑ Promote your freebie with a Facebook cover photo
- ❑ Do Facebook ads and point to the landing page about your freebie
- ❑ Announce freebie on social media
- ❑ Add freebie info to your business card
- ❑ Announce freebie to your networking groups
- ❑ Add freebie information to your social media profiles
- ❑ Add freebie information to your email signature

MEDIA RELATIONS

- ❑ Write a press release
- ❑ Find online PR directories to post press releases to
- ❑ Research reporters to follow online (Twitter, LinkedIn)
- ❑ Start building relationships with key reporters
- ❑ Identify and reach out to podcasts that you can be a guest on
- ❑ Write a case study about your most successful client
- ❑ Subscribe to HARO (Help a Reporter Out)
- ❑ Follow #Journrequest on Twitter for media inquiries
- ❑ Make a media kit

COMMUNITY BUILDING

- ❑ Come up with a nickname for your community members (e.g. Loud Women)
- ❑ Create a Facebook group
- ❑ Plan a virtual party for your Facebook group

- Teach through Facebook Live in your Facebook group
- Set up an affiliate program
- Mail a personal letter or greeting card
- Add community members to your warm letter list
- Add community members to your e-newsletter list
- Mail a gift
- Feature a community member on your blog or social media

STARTING YOUR BOOK

- Select a working title
- Write an outline
- Create a daily writing schedule
- Start writing first draft
- Write your author bio

GETTING IT PUBLISHED

- Decide if you will self-publish or use publisher
- Research agents
- Draft query letter
- Hire someone to review/edit query letter
- Send query letters (good luck!)
- If self-publishing, decide distribution channels (Amazon, Ingram Spark, etc.)
- Determine the book categories
- Write your book description

AUTHOR COLLABORATION

- Identify authors with similar ideal readers
- Consider doing a book bundle with other authors
- Interview each other for your blogs or livestreams
- Host a giveaway with another author(s)
- Do an Instagram takeover of another author's account

- Offer to write a book blurb for another author
- Offer to be a beta reader for another author
- Review another author's book and post your review on Amazon, Goodreads, and LibraryThing

PRE-LAUNCH PREP

- Pick release day
- Determine your launch goals
- Write launch copy for email
- Write launch copy for social media
- Record video about your book
- Write press release
- Prepare launch graphics
- Line up podcast interviews
- Arrange for book events (in-person or virtual)
- Ask people to write book blurbs for inclusion in your book

COVER REVEAL

- Pick your "cover reveal" day
- Create "coming soon" graphics
- Write email copy for cover reveal
- Write social media copy for cover reveal
- Determine your call to action when revealing your cover

LAUNCH PARTNERS

- Recruit launch partners through social media
- Recruit launch partners through email
- “Snail mail” a letter to recruit launch partners
- Create a landing page where launch partners can sign up
- Determine what gifts you’ll give your launch partners
- Gather your promotional materials to share with your launch partners

PRE-ORDERS

- Determine price
- Determine distribution channels
- Determine how long you’ll offer pre-orders
- Notify launch partners
- Create pre-order graphics
- Write pre-order copy for email
- Write pre-order copy for social media

BOOK LAUNCH

- Write marketing plan with calendar
- Determine objective (list building, profit)
- Select price
- Engage launch partners

- Get testimonials/praise about book
- Distribute press release
- Host a book-signing event
- Be interviewed on a podcast
- Write blog post about new book (for your blog or someone else’s)
- Add book to your website
- Run Amazon ads
- Run Facebook ads
- Run Instagram ads

BOOK AS LEAD MAGNET

- Send book to clients
- Send book to sales prospects
- Send book to referral or JV partners
- Do a Facebook Ad campaign
- Create webinar based on content of book
- Offer free copy of your book on your homepage
- Participate in list-building events where you can give away your book
- Offer free copy of book in your warm letter
- Create social media graphics to promote free book
- Create bookmarks to promote your book

WRITE-IN TASKS

Use these spaces to write in marketing tasks that don't appear on this Task List. Make sure to share your individualized tasks on our Facebook group. You never know; it may inspire another entrepreneur to implement the same task too!

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