



Bestseller Marketing Blueprint™

Brainstorm Your Book Launch

What are your precise one-year business goals from becoming an author?

Check the 'Precision' section of your Business Book Brief™. You'll find the goals you had before we started work on your book. If they've changed, update them accordingly then copy and paste them here. Remember to keep these precise, simple and quantify each one (i.e. rather than 'generate leads', specify how many leads).

What marketing tools, resources and leverage do you currently have access to that will enable you to accomplish these goals?

What obstacles do you envisage?

What strategy can you use to get around this obstacle?

Who will be responsible and by when?

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What are each of your book marketing strategies, who is responsible and when will they have achieved it by?
Include any gaps as blanks so we can discuss and include any milestones

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