

Sustainable Book Marketing

Part #1: Market Sustainability Assessment

Which platforms drive most of your sales? (*direct, Amazon, physical retail*)

How do people find out about your book?

Circle the ones that are most important to your current distribution

Rented Land (marketing tactics)	Owned Land (your platform)
Advertising	Your blog
Promotion sites	Your email list
Sales in retail outlets	Your website
Amazon discoverability	Content you create and share
Facebook	Influencers who recommend you
Twitter	Fans who recommend your book
LinkedIn	Speaking
Instagram	Workshops/classes you lead
Youtube videos	Events you attend
Traditional publicity	Events you run
Podcast guest appearances	<i>Other:</i>
Guest posting on other sits	
Readers who leave reviews	
<i>Other:</i>	

How do you/your books add value to people's lives?

Notes for action:

Part #2: Financial Sustainability: Your Business Model

What are your author revenue sources? (*royalties, coaching/speaking, other*)

What other revenue sources might make sense for your business model?

What are your goals? Profitability, or recouping your costs?

What's your timeframe for profitability?

How much money are you willing to invest in building your platform this year?

How much time are you willing to invest in building your platform this year?

Are you spending time or money on something *right now* that doesn't support your business model?

Notes for action:

Part 3: Personal Sustainability

Take a look at the following list of skills and activities that potentially apply to building your platform:

Writing blog posts	Public speaking (big groups)
Writing book descriptions/ad copy	Speaking to small groups
Running online ads	Teaching
Drawing pictures	Coaching
Coming up with pithy quotes	Traveling and speaking
Taking photos	Live-streaming or webinars
Slaying it in Instagram or Pinterest	Data analysis and spreadsheet work
Participating in Facebook or LinkedIn groups	Reaching out to people you don't know
Podcasting	Forming deep relationships with people
Planning events	

Add any other skill sets you already have that might apply to book marketing.

Circle at least three of these skills that you are reasonably good at.

Put a line through any that you don't want to do or that you already know will drain you/your time.

Underline any that you are willing to learn more about or try.

Notes for action:

Part #4: Your Next Steps to Sustainability

Based on what you know about the changing publishing market:

- Are you putting your long-term success at risk by relying on rented tactics?
- How can you use “rented land” tactics to build your longer-term platform?
- What steps today can you take to build your your team of influencers and supporters?

Based on what you know about your business model:

- Are you measuring your marketing success based on ideas of what traditionally published authors do?
- Can you give yourself permission *not* to worry about something?
- Are you spending money on the right things?
- What can you *learn* about that will be a long-term investment in your platform?

Based on what you know about your strengths:

- What’s one thing you might *try* doing that you’re not doing right now?
- What might you *stop* doing? (Hint: Checking sales numbers multiple times a day is one.)
- What energizes you – and how can you do more of it?

Send me an email (anne@annejanzer.com) if you have questions.

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