



The Author Guide Course for non-fiction authors

Marketing Tools worksheet

Social media

Platforms	Personal profile	Company profile	Potential
Facebook			
Instagram			
LinkedIn			
Pinterest			
YouTube			
TikTok			
Other:			

Content strategies

Blogs*

Email campaigns

Lead magnets

Autoresponders

Other

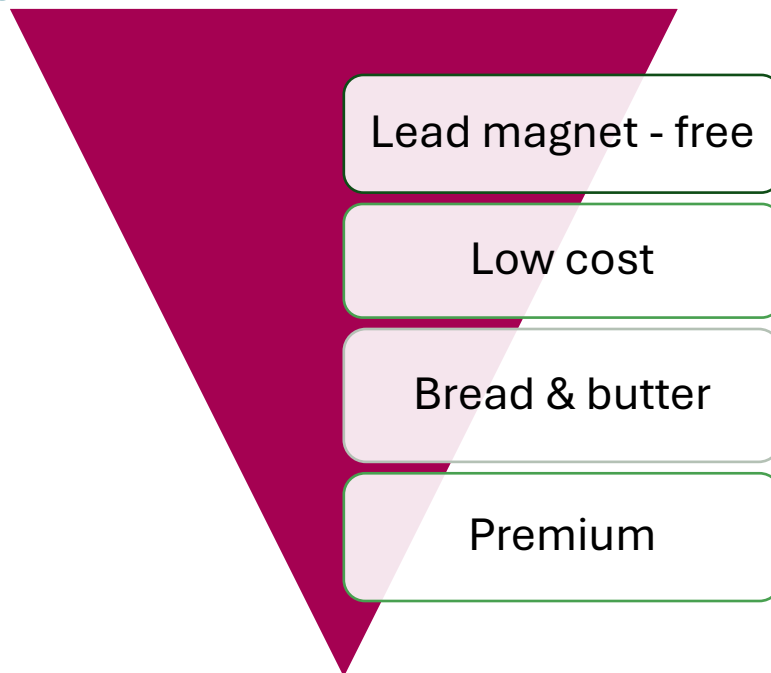
	Newsletter	
	Autoresponders	
	Ads (FB, Google, etc.)	
	Direct mail	
	Other	

*See Content planner template

Networking

Online	Offline	1-2-1s

Marketing funnel



Lead magnet	
Landing page	
Promotion plan	
TY & upsell to low cost (i.e. Your book)	
Email marketing plan	
Upsell to client	
Promote to premium client	

Website

Book promo page	
SEO keywords	
Copy message	
Call to action	
Payment/order link	

Advertising

Facebook ads	
Google ads	
Print advertising	
Direct mail leaflets	