



The Author Guide Course for non-fiction authors

Promotion Tools worksheet

Media – print/digital

Potential article titles

Publication targets

<i>Title</i>	<i>email</i>

Media – broadcast

Podcast hosts

<i>Podcast name</i>	<i>Host</i>	<i>email</i>

Local radio

<i>Station</i>	<i>Host/producer</i>	<i>Email/phone</i>

YouTube channels

<i>Channel</i>	<i>Host</i>	<i>Email/phone</i>

Speaking

Include networking groups, associations, institutes, professional bodies, conference organisers, meeting planners, etc.

Group/Organisation	Contact	Email/phone

Joint venture partners

Company	Contact	Email/phone