

Bob Erdmann
Publishing Consultant



Columbine
Communications
& Publications

Basic Marketing Planning Form

Title/subtitle:

Author(s)/editor(s):

Publication date:

List price: HC _____ PB _____

Unique features of work:

National appeal:

Regional appeal:

Audience(s) for whom book is intended:

Market(s) who will buy:

Bob Erdmann
Columbine Communications & Publications

1293 Elizabeth Barcus Way • Fortuna, CA 95540

Phone: (707) 726-9200 • Fax: (707) 726-9300

Web: www.bob-erdmann.com • Email: info@bob-erdmann.com

© Copyright Bob Erdmann

Sales/revenue plan 1st year 2nd year Life

Hardcover, units
Revenue

Paperback, units
Revenue

First printing: Hardcover Paperback

Marketing budget: 1st year Life

Special emphasis as: Trade book: Professional book:

Library book: Mail order: Text: Other:

Strongest selling features:

Marketing strategies:

Strategy statement:

A. Advertising plan: Budget:
 Space:
 Radio:

B. Direct mail Budget:
 Feature title: Stand alone: Other:
 Direct response: (Lists to be used, mail date, expected response)

 Mail order: (Ads to run, when, frequency, size, expected response)

C. Publicity/public relations budget:
 Review copies (how many, to whom, with what, follow up)

 Press releases: Press Kits: (How many, to whom)

 Stories/Articles to be placed (description):

 Interviews/Tours/Author Signings:

 Exhibits:

 Press Party/Conference/Publication Party:

D. Direct Sales Budget:

Commission Force: House Force: Telemarketing:

Other:

Sales Promotion Materials:

Bookstores (general, specialty, chain, college, religious, etc.)

Expected Sales: Co-op Ads:

Wholesalers: Expected Sales: Co-op Ads:

Internet: Expected Sales: Co-op Ads:

Libraries: Expected Sales: Co-op Ads:

Adoptions: College:

Special:

Special Sales/Subsidiary Rights

Book Clubs: Translations/Reprints:

Mass Market: Electronic:

Associations/Organization Sales/Premium:

Direct Mail/Premium Offer:

Mail Order Catalogs:

Specialty Outlets: