

Name: _____

Email or Contact Number: _____

Company Name: _____ Website: _____



Thank you for your interest in JPL Fulfillment's services. Please fill out the following outline to describe how you plan to market your book.

INTRODUCTION / SUMMARY

This section is a short summary of more detailed information in your marketing plan. If it makes things easier, write this section last.

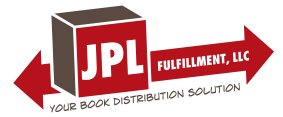
Describe your book.

Describe current market conditions.

Briefly summarize your target buyers and readers.

Briefly summarize your goals or objectives.

Summarize your marketing strategy.



YOUR TARGET MARKET

This section describes the ideal buyers of your book. Everything else will be tailored to them.

What are the demographics of your ideal readers (age, gender, education, location, etc.)?

Are there other groups of potential buyers you should target (such as a children's author targeting teachers and parents rather than just trying to appeal to their target readers)?

What are the primary needs of your target market (and how does your book satisfy those needs)?

What factors and emotions are likely to influence buying decisions within your target market? You'll want your marketing messages to appeal to those things.

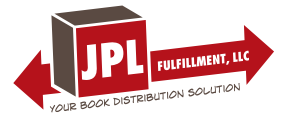
In what ways, places, or media are your target buyers going to be easiest to reach?

MARKETING STRATEGY

This section explains, in broad terms, how you plan to meet your marketing objectives. Think of your objectives as problems that need to be solved, and think of your marketing strategy as your high-level solution. Leave the specific steps and tools for later.

How will branding play a role in helping you sell books?

How will you position yourself among the competition (selling low-priced books versus premium books for example)? What kind of reputation do you want this book to have, or how do you want it to be seen in relation to other books on the market?



Cover the 4 Ps of Marketing:

Product: Provide a detailed description of your book (synopsis) as well as a physical description (length, cover design plans, dimensions, etc.). Also include the benefits your book offers its target readers in comparison to competing titles.

Price: How will you price your book? Will you offer discounts or sales from time to time? What kind of payment methods can you accept (for direct sales)?

Promotion: Summarize your key marketing tactics and tools (will you focus mostly on public speaking, social media marketing, etc.)? You'll cover these in more detail in the next section.

Placement: What specific marketplaces will carry your book? Will you sell directly in-person? Where? Will you sell through your own website? On what page, and through what distribution services, if any? In other words, how and where will your book be accessible to readers?

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