



BOOK MARKETING FOR INTROVERTS

This checklist will give you plenty of ideas for marketing your book. The idea is to make your book itself, do the work for you by being the focus of all your marketing. Questions? Set up an appointment to speak with Becky [HERE](#).



YOUR WEBSITE

- Have your book designer create a wide mockup of your book for the home page.
- Have your designer make a sample of your book including the cover as a lead magnet for your email signup.

CREATIVE MARKETING PIECES

Each of these pieces can be created with a QR code that leads to book sales page, or sample chapter(s) or an email signup.

- Bookmarks
- Postcards
- Posters



OUTSIDE THE BOX IDEAS

- Gift Boxes
- Creative mailers

INDEPENDENT RETAIL SHOPS

- Museums
- Gift shops
- Local Tourists Shop
- Coffee Shops

