

Promotional Activities Check List

This list is not exhaustive, it's just a starting point. Some of these methods will be free, some will be paid. Accept that you will have to pay for things and have a budget (i.e.: marketing materials, printing, attending events, advertising, entry fees, memberships, travel costs etc.)

INTERVIEWS LOCAL RADIO	ADVERTISING LOCAL NEWSPAPER	ADVERTISING NATIONAL NEWSPAPER	INTERVIEWS NATIONAL RADIO
ADVERTISING INDUSTRY PUBLICATION	ADVERTISING REGIONAL NEWSPAPER	INTERVIEWS ON LINE RADIO	ADVERTISING NATIONAL MAGAZINE
ADVERTISING ACADEMIC PUBLICATION	INTERVIEWS ON OTHER PEOPLE'S WEBSITES	ADVERTISING SPECIALIST MAGAZINE	ADVERTISING REGIONAL MAGAZINE
INTERVIEWS ON SPECIALIST BLOGS	ADVERTISING LOCAL MAGAZINE	ADVERTISING POSTERS	INTERVIEWS ON LOCAL TV
ADVERTISING BILLBOARD	ADVERTISING COMMUNITY NOTICEBOARDS	INTERVIEWS ON NATIONAL TV	ADVERTISING FACEBOOK
ADVERTISING SHOP WINDOWS	INTERVIEWS ON YOU TUBE	ADVERTISING GOOGLE ADWORDS	ADVERTISING LEAFLETS
ADVERTISING: RADIO	ADVERTISING: TV	ADVERTISING: WEBSITE BANNER	MARKETING MATERIALS: BOOKMARKS
MARKETING MATERIALS: BROCHURES	MARKETING MATERIALS: SAMPLE BOOKLETS	MARKETING MATERIALS: WEBSITE	MARKETING MATERIALS: BUSINESS CARDS
MARKETING MATERIALS: POSTERS	MARKETING MATERIALS: LEAFLETS	MARKETING MATERIALS: POSTCARDS	MARKETING MATERIALS – STATIONERY: PENS
MARKETING MATERIALS – STATIONERY: USB STICKS	MARKETING MATERIALS – STATIONERY: LETTERHEAD	MARKETING MATERIALS – STATIONERY: NOTEBOOK	MARKETING MATERIALS – STATIONERY: MUG
MARKETING MATERIALS – STATIONERY: CALENDAR	MARKETING MATERIALS: UNIFORM	VIDEO: BOOK TRAILER	VIDEO: HOW TO
VIDEO: INTERVIEW AN EXPERT	VIDEO: BE INTERVIEWED	VIDEO: COMEDY	PODCAST: INTERVIEW AN EXPERT
PODCAST: HOW TO	PODCAST: BE INTERVIEWED	JOIN A SOCIETY OF AUTHORS	JOIN A SOCIETY OF READERS
PROFESSIONAL BUSINESS CLUB MEMBERSHIP	PUBLIC SPEAKING: AT A NETWORKING EVENT	PUBLIC SPEAKING: AT A BUSINESS SHOW	PUBLIC SPEAKING: AT A LITERARY FESTIVAL
PUBLIC SPEAKING: AT AN ARTS FESTIVAL	PUBLIC SPEAKING: HOST YOUR OWN EVENT	PUBLIC SPEAKING: AT A CONFERENCE	PUBLIC SPEAKING: TO CHILDREN
PUBLIC SPEAKING: TO STUDENTS	PUBLIC SPEAKING: TO A COMMUNITY GROUP	PUBLIC SPEAKING: AT A GALA DINNER	PUBLIC SPEAKING: AT A COMMUNITY FESTIVAL
PUBLIC SPEAKING: AT AN OPEN MIC NIGHT	PUBLIC SPEAKING: AT A BOOK READING	PUBLIC SPEAKING: AT A SMALL LOCAL EVENT	PUBLIC SPEAKING: AT A WRITERS EVENT
PUBLIC SPEAKING: AT A READERS EVENT	NETWORKING: TWITTER	NETWORKING: FACEBOOK	NETWORKING: GOOGLE+



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NETWORKING: LINKED IN	NETWORKING: PINTEREST	NETWORKING: INSTAGRAM	NETWORKING: BUSINESS GROUP
NETWORKING: CONFERENCE	NETWORKING: CLUB	NETWORKING: INDUSTRY NETWORKING	NETWORKING: SECTOR SPECIFIC
NETWORKING: CHARITY	NETWORKING: INFORMAL NETWORKING – MEETING PEOPLE INFORMALLY	NETWORKING: FRIENDS AND FAMILY	NETWORKING: ACCESSING FRIENDS AND FAMILIES NETWORKS
NETWORKING: WORK COLLEAGUES	WRITING: YOUR BLOG	WRITING: PAID BLOGGING	NETWORKING: GOODREADS
ADVERTISE: ALL PREVIOUS WORKS IN EVERYTHING YOU PUBLISH	UPDATE EMAIL SIGNATURE TO INCLUDE BOOK, WEBSITE AND BLOG LINKS	WRITING: GUEST BLOGGING	WRITING: ARTICLES: INDUSTRY
WRITING: ARTICLES: SPECIALIST	WRITING: ARTICLES: ONLINE MAGAZINE	WRITING: ARTICLES: PRINT MAGAZINE	WRITING: ARTICLES: CONTENT MILL
WRITING: MORE BOOKS: FICTION	WRITING: MORE BOOKS: NON FICTION	WRITING: WEBSITE CONTENT	WRITING: HOW TO GUIDES
WRITING: NEWSLETTER	WRITING: SHORT STORIES	WRITING: POETRY	WRITING: COMPETITIONS
WRITING: WEB CONTENT	EVENTS: HOST A LAUNCH EVENT	EVENTS: GET INVOLVED IN COMMUNITY EVENTS	EVENTS: GET INVOLVED IN CHARITY EVENTS
EVENTS: GET INVOLVED IN CONFERENCES	EVENTS: GET INVOLVED IN FESTIVALS	EVENTS: GET INVOLVED IN NETWORKING GROUPS	EVENTS: GET INVOLVED IN BOOK GROUPS
EVENTS: WRITING GROUPS	EVENTS: GET INVOLVED IN LITERARY FESTIVALS	EVENTS: GET INVOLVED IN BOOK FAIR	EVENTS: GET INVOLVED IN WORKSHOPS
EVENTS: HOST YOUR OWN COMMUNITY EVENTS	EVENTS: ORGANISE CHARITY EVENTS	EVENTS: HOST YOUR OWN: CONFERENCES	EVENTS: HOST YOUR OWN: NETWORKING GROUPS
EVENTS: SPONSOR AN EVENT	EVENTS: HOST YOUR OWN: BOOK GROUP	EVENTS: ADVERTISE IN THE BROCHURE FOR AN EVENT	EVENTS: HOST YOUR OWN: WRITING GROUP
EVENTS: HOST YOUR OWN: LITERARY FESTIVAL	EVENTS: OPEN MIC	EVENTS: HOST YOUR OWN OPEN MIC	HOST YOUR OWN: WORKSHOPS
HOST YOUR OWN: BOOK FAIR	CREATE QUOTATION POSTERS TO SHARE	CREATE IMAGES TO GO WITH YOUR BOOK I.E.: CHARACTERS, LOCATIONS ETC.	COLLABORATION: JOIN OTHER WRITER TO HOST AN EVENT



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COLLABORATION: WORK WITH MARKETERS AND TRADE SKILLS	HAVE AN EMAIL LIST	HAVE OCCASIONAL FREEBIE PROMOTIONS	COLLABORATION: DO A BLOG TOUR
COLLABORATION: WITH BOOKSHOPS TO DO A SIGNING EVENT	COLLABORATION: WITH BOOKSHOPS TO DO A BOOK TOUR	COLLABORATION: WITH FESTIVALS THE DO A BOOK TOUR	PRESS RELEASES
COLLABORATION: WORK WITH A PR EXPERT	COLLABORATE: PARTICIPATE IN A PODCAST TOUR	COLLABORATE: SELL IN GIFT SHOPS	COLLABORATE: SELL IN INDIE BOOK SHOPS
SPEAK AT EVENTS FURTHER AWAY USING SKYPE	PROMOTE OTHERS BY SHARING AND SHOWCASING WHAT THEY DO	ENCOURAGE FANS TO PROMOTE YOUR BOOK BY OFFERING THEM INCENTIVES	COLLABORATE: WITH A CHARITY
COLLABORATE: WITH AN ILLUSTRATOR	COLLABORATE: WITH A MUSICIAN	DONATE YOUR BOOK: TO SCHOOLS	DONATE YOUR BOOK: HOSPITALS
DONATE YOUR BOOK: WAITING ROOMS	DONATE YOUR BOOK: SHELTERS	DONATE YOUR BOOK: CHURCHES	DONATE YOUR BOOK: LIBRARIES
DONATE YOUR BOOK: HAIR SALONS	DONATE YOUR BOOK: COMMUNITY CENTRES	DONATE YOUR BOOK: CARE PROVIDERS	CONNECT WITH YOU SCHOOL, COLLEGE OR UNIVERSITY ALUMNI
CREATE A HASHTAG # FOR YOUR BOOK PUBLISH	COMMENT ON BLOGS AND IN SOCIAL NETWORKING DISCUSSIONS	CREATE A FREEBIE ON YOUR WEBSITE TO ENCOURAGE SUBSCRIBERS	REVIEW OTHER PEOPLES WORK
HOST A WEBINAR	GET INVOLVED IN A WEBINAR	SHARE REVIEWS AND TESTIMONIALS	BE A MENTOR

