



Promote & Market Your Business Book –

Marketing Assets Checklist

Complete this checklist to see where you have gaps in your book marketing. You'll find ways to fill these gaps later in the course.

| Social Media Profiles | Yes/No |
|---------------------------------------|---------------|
| Facebook | |
| Instagram | |
| Pinterest | |
| Other | |
| Social Media Book/Author Pages | |
| Facebook | |
| Instagram | |
| Pinterest | |
| Other | |





| | |
|---|--|
| Media kit | |
| Website page for your book | |
| Book blog under the specific domain name | |
| Opt-in box on all pages relating to your book | |
| Book endorsements | |