

# CHILDREN'S AUTHOR MARKETING PLAN CHECKLIST

If you are like most children's book authors, marketing your books may make you feel a bit uncomfortable. After all, you didn't get into the business of writing books for children because you were excited about *selling* them.

But you **do** want as many children as possible to be given the chance to read your books.

So instead of talking about marketing, let's focus instead on the concept of creating an **author platform**.

## BUILDING AN AUTHOR PLATFORM

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An author platform is how you make yourself visible to your audience. Its main purpose is to help you raise awareness around your books, and yourself as an author.

The ultimate goal of a platform is to **help you connect with your audience**. It can also help you sell books.

The building blocks of an author platform should consist of the following elements:

- Brand
- Website
- Mailing List
- Social Media
- In-Person Events

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## BRAND

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- COLORS: CHOOSE 3-5 SIGNATURE AND 1-2 ACCENT
- FONTS: SERIF FOR HEADINGS, SAN SERIF FOR CONTENT
- IMAGE: ONE PERSONALITY-INFUSED MAIN IMAGE

## WEBSITE

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- MAKE IT CONSISTENT WITH YOUR BRAND
- INCLUDE: HOME, ABOUT, BOOKS, CONTACT PAGES
- INCLUDE ANY BOOK REVIEWS

## MAILING LIST

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- SIGN UP FOR AN EMAIL SUBSCRIBER SERVICE
- INCLUDE LINKS TO YOUR MAILING LIST: WEBSITE AND SOCIA MEDIA POSTS
- SEND ONE EMAIL A WEEK TO YOUR SUBSCRIBERS

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## SOCIAL MEDIA

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- DETERMINE WHERE YOUR POTENTIAL AUDIENCE\* HANGS OUT
- CHOOSE ONE OR TWO PLATFORMS TO MASTER
- INCLUDE A LINK TO YOUR WEBSITE ON ANY POSTS TO SOCIAL MEDIA

## IN-PERSON EVENTS

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- CONTACT SCHOOL LIBRARIANS IN YOUR AREA TO SET UP AUTHOR VISITS
- CONTACT LOCAL INDIE BOOKSTORE'S CHILDREN'S DEPARTMENT TO SET UP A BOOK-SIGNING EVENT
- ORGANIZE A BLOG TOUR
- CONTACT PODCASTS ON CHILDREN'S BOOKS FOR POSSIBLE INTERVIEWS

\*Remember while your ultimate audience is kids, your target on social media is their parents