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1. **Identify your objectives**
2. **Quantify your goals**
3. **Think strategically**
4. **Create action steps**
5. **Assign deadlines**
6. **Stay organized**
7. **Implement**
8. **Evaluate**

# Eight Steps to Building A Marketing Plan

## Plan. Organize. Implement.

*Have you given much thought to your book's marketing plan? If market growth (book sells) are important to you, then you must have a plan to promote that growth.*

### Objectives

It's easy to develop a marketing plan, think of your objectives. For instance, one objective could be increasing annual sales or perhaps, increasing your company's name recognition in your target markets. Identifying your objectives allows you to reflect on the goals you want to achieve.

### Quantify

Quantifying the amount of sales you want to accomplish permits your objectives to be realistic and attainable, it also allows you to measure your results.

### Strategize

Strategies are the next step to bringing your marketing plan to life. Strategies are the activities you will employ in order to achieve your objectives. Sample strategies include offering seminars to your target market or increasing name recognition through online marketing.

### Action Steps

Along with your strategies you should include action steps for completion of these strategies. With the sample strategy of offering seminars, possible action steps include; join a professional organization that provides access to your target market, develop presentation pitches, and develop marketing materials to promote your presentations.

### Deadlines

One of the most common mistakes in planning is overlooking the importance of deadlines. In my experience, very few action steps are accomplished without a timeframe in mind. If the thought of deadlines isn't attractive to you, consider these tips - 1) make your deadlines as realistic as possible, it's your plan and your book, furthermore, it's your time; 2) don't fret over missed deadlines, rethink your action steps and give yourself another chance.

### Organize

The best way to find out if you have missed any critical ideas is to organize your plan. Break down your plan into sections based on the objectives you have identified. Within each objective section, list your strategies and action steps along with your deadline for completion of each activity. The length of your plan is inconsequential; focus on the details and your ability to follow through.

### Implementation

Now that you have formalized your marketing plan, it's time to set it into action. The key to successful marketing implementation is completion. Remember, you don't have to be alone in your marketing endeavors, include others to assist you with implementation of activities.

### Evaluate

Evaluation of your marketing plan will increase your success. Periodic review is not only recommended, but a necessity to ensure your company is on the right track.

With these tips, you can be well on your way to developing a marketing plan. Regardless of the time of year, you haven't missed your opportunity to increase your book's success.

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