Aero
PUBLISHING

FREE AUTHOR WORKBOOK

90-DAY SELF-PUBLISHED BOOK MARKETING PLANNER

Turn a marketing strategy into weekly actions, measurable goals, and a realistic plan for your book.

PLAN / PROMOTE / MEASURE / IMPROVE

Practical worksheets for independent authors

START HERE

Set your marketing direction

Use this planner for a book that is about to launch or one that is already published. Day 1 can be today.

HOW TO USE THIS WORKBOOK

Type in the light-colored fields and tick the boxes. Save a copy of your PDF with a compatible reader (such as Adobe Acrobat Reader) to keep your progress.

1 Your book and your goal

BOOK TITLE

GENRE / CATEGORY

BOOK STATUS (PRE-LAUNCH / PUBLISHED)

90-DAY START DATE

My main outcome for the next 90 days is:

Choose up to two measurable goals:

- ☐ Book sales / royalties
- ☐ Email subscribers
- ☐ Qualified reader engagement
- ☐ Review / outreach progress

Success target (include a number and date):

AUDIENCE RESEARCH

Find your readers before choosing channels

Identify who will buy your book, what similar books promise, and where those readers already spend time.

2 Your ideal reader

READER TYPE / INTERESTS

WHAT THEY WANT FROM A BOOK LIKE MINE

Complete this sentence:

This book is for _____ who enjoyed _____ and wants _____.

3 Comparable-book research

Find 5-10 comparable titles. Start with the first five here.

COMPARABLE TITLE	COVER / HOOK / PRICE NOTE	READER EXPECTATION

Reader communities or channels worth testing:

DAYS 1-30

Build the foundations

Do not spend heavily on promotion until your book listing and basic reader journey are ready.

4 Book readiness checklist

- [ ] Cover clearly signals the genre and works at thumbnail size
- [ ] Description opens with a compelling, reader-focused hook
- [ ] Sample pages, editing, proofreading, and formatting are ready
- [ ] Price is competitive for the same format and genre
- [ ] Keywords, categories, author bio, and retailer links are accurate
- [ ] Website or landing page has a clear purchase or signup action
- [ ] Email signup works; consent and privacy language are clear
- [ ] Reader magnet and a simple welcome email are ready
- [ ] Outreach list of reviewers, bloggers, podcasts, or book clubs is started

5 Action plan for days 1-30

WHEN	PRIORITY ACTION	DONE / RESULT
Days 1-10	Define your reader; study comparable books	
Days 11-20	Fix listing and production gaps	
Days 21-30	Set up platform, reader magnet, outreach list	

Most important unresolved issue:

DAYS 31-60

Promote with purpose

Choose the channels that fit your genre and audience. Track actions instead of trying to be everywhere.

6 Promotional execution checklist

- [ ] Share reader-focused excerpts, insights, or behind-the-scenes content
- [ ] Contact relevant reviewers, podcasts, bloggers, clubs, or local groups
- [ ] Offer advance copies when appropriate; request only honest reviews
- [ ] Send an announcement to your opted-in email audience
- [ ] Test one paid channel only if your budget and listing are ready
- [ ] Record campaign spend, clicks, sales, and responses

7 Outreach and promotion tracker

DATE / CHANNEL	ACTION OR CONTACT	OUTCOME / FOLLOW-UP

Remember: never require, purchase, or reward a positive review.

DAYS 61-90

Measure, improve, repeat

Use performance data to identify the weak link. Keep activities that attract readers and stop what is not helping.

8 Results review

QUESTION	NOTES / DECISION
What generated the most relevant traffic?	
What generated sales or email signups?	
Where did people click but not buy?	
Which expenses were worth repeating?	
Which listing element should I improve?	

9 Days 61-90 action plan

- [ ] Review sales, email growth, outreach responses, and ad costs
- [ ] Improve one weak element: targeting, cover, description, or price
- [ ] Continue effective efforts; stop low-value activities
- [ ] Draft your next 90-day plan based on results

The single change I will make next:

BUDGET AND METRICS

Know what your marketing returns

Measure the figures you can access. Retailers may not provide full attribution, so label estimates clearly.

10 Your promotion budget

TOTAL 90-DAY BUDGET	MAXIMUM PAID TEST	ROYALTY PER COPY

Break-even copies for a specific ad test = ad cost / royalty per copy.

11 Campaign spend and return

CHANNEL / DATES	SPEND	CLICKS	SALES*	ROYALTIES*

**Use attributed sales where available; otherwise mark estimates.*

12 Keep a weekly scorecard

Use the full 13-week tracking sheet on the next page to record results and choose the next best action.

WEEKLY SCORECARD

Track all 13 weeks

Record activity and results at the end of each week. An estimated number is better than no record if it is labeled as an estimate.

12 Weekly results and next actions

WEEK	NEW EMAILS	BOOK SALES	SPEND	NEXT BEST ACTION
Week 1				
Week 2				
Week 3				
Week 4				
Week 5				
Week 6				
Week 7				
Week 8				
Week 9				
Week 10				
Week 11				
Week 12				
Week 13				

At the end of 90 days, which channels or actions worked best?

YOUR NEXT STEPS

Keep the momentum going

A sustainable book marketing routine is more useful than a burst of activity you cannot maintain.

13 My next 90-day commitments

I will keep doing:

I will stop or reduce:

I will test next:

WANT HELP WITH YOUR NEXT STEP?

Aero Publishing supports independent authors with publishing and book marketing services. If you need expert assistance, explore the services that fit your current stage and priorities.

YOUR NEXT ACTION

Visit Aero Publishing through the website where you downloaded this planner to explore services or request more information.

This planner is an organizational tool, not a guarantee of sales or rankings.