

21-DAY

BOOK MARKETING CHALLENGE

🕒 Day 1

Write down your top three [marketing goals](#) (i.e. how many reviews you'd like to get, how many books you'd like to sell, what message you'd like to spread, etc.).

🕒 Day 2

Ask 10 friends to leave your book a review on Amazon.

🕒 Day 3

Sign up for a digital marketing email newsletter to stay up-to-date on marketing trends.

🕒 Day 4

Identify three authors in your genre to reach out to and ask for an [endorsement](#).

🕒 Day 5

Reach out to an author in your genre to run a combined book [giveaway](#).

🕒 Day 6

Search social media hashtags relevant to your author brand and engage with ten posts.

🕒 Day 7

Create a list of popular, relevant hashtags to use in your social posts.

🕒 Day 8

Join three author or reader Facebook groups (like the [#IngramSpark Author Community!](#))

🕒 Day 9

Share a post about your book on social media—get creative and try filming a video!

🕒 Day 10

Identify five [influencers](#) whose community is comprised of your target reader.

🕒 Day 11

Message those five influencers asking if you could send them your book to read and review.

🕒 Day 12

Create a [lead magnet](#) for your readers to download.

🕒 Day 13

Write a [sell sheet](#) to send to bookstores.

🕒 Day 14

Send a copy of your book + sell sheet to five bookstores in your area.

🕒 Day 15

Write a post for your [blog](#).

🕒 Day 16

Write a guest post for someone else's blog.

🕒 Day 17

Plan to attend an in-person or virtual event in your local writing community.

🕒 Day 18

Create and promote a one-week [price promotion](#) for your ebook.

🕒 Day 19

Make the most of your [Amazon author page](#).

🕒 Day 20

Take an [IngramSpark Academy](#) online marketing course.

🕒 Day 21

Set up a [mailing list](#) on your [author website](#).