

The 6-week book creation course

FIFTEEN-DAY MARKETING BRIEF



DAY 1

Create a story about the book and answer some FAQs. Add this to your Instagram highlights. Include: why you wrote it, what you aim to achieve, and who inspired you. Pour your heart out!



DAY 2

Post an IGTV of you speaking to your audience explaining the ethos behind your book, and the main pillars which your book stands on. What do you want people to take from your masterpiece?



DAY 3

Design and post some mood boards for each chapter of your book. Engage your audience visually. What do these mood boards represent and why are they unique? What makes your book stand out?

DAY 4

Make an audio recording of you reading a chapter/poem from your book. Put passion and time into it, and post this on a podcasting platform/youtube and link it in your bio. Promote this lots!



DAY 5

Put the preorder link in your bio and draw attention to it by making a story for it and also a post on your Instagram. Add this link to your website if you have one, otherwise Yellow Scribe will do this for you.



DAY 6

Post a beautiful carousel of semi-relevant photos to promote your book without over spamming your followers with promotional content. Make the photos HD and relevant to your book.



DAY 7

"8 days until _____ is ready to buy!" Begin the process of rubbing in your audience's faces how awesome and accessible your book is. Emphasize how affordable the book is.



DAY 8

Instagram Story
"7 days until _____ is launched!" Build hype for the preorder. Reach out through DMs and send out the preorder link.



DAY 9

IGTV
"6 days until _____ launches." Explain the true story behind your book and why you wrote it. Reference people that inspired you/figures you look up to.



DAY 10

Story
Break down one of your chapters/poems verbally and explain why you wrote it like this. Break down individual words and analyse your own literary techniques.



DAY 11

Post selfie slideshow
Branch out using this post as your magnet. Aim sky high for 1,000 likes!
Use this post as promotional material and include an author's bio.



DAY 12

Post
Share price of book and send out even more pre order links through DMs. Post a theme-fitting 3D render of the book and include a call to action (link in your bio).