

Transmedia Marketing for Authors

Comprehensive Long Term Strategy



Goals

Main Goal

Primary Focus

Secondary Focus

Platforms

Platforms

Value Chart

Who are They?

Occupation, Hobbies, Salary,
Interests, Family, Likes, Wants... Be as
detailed as possible

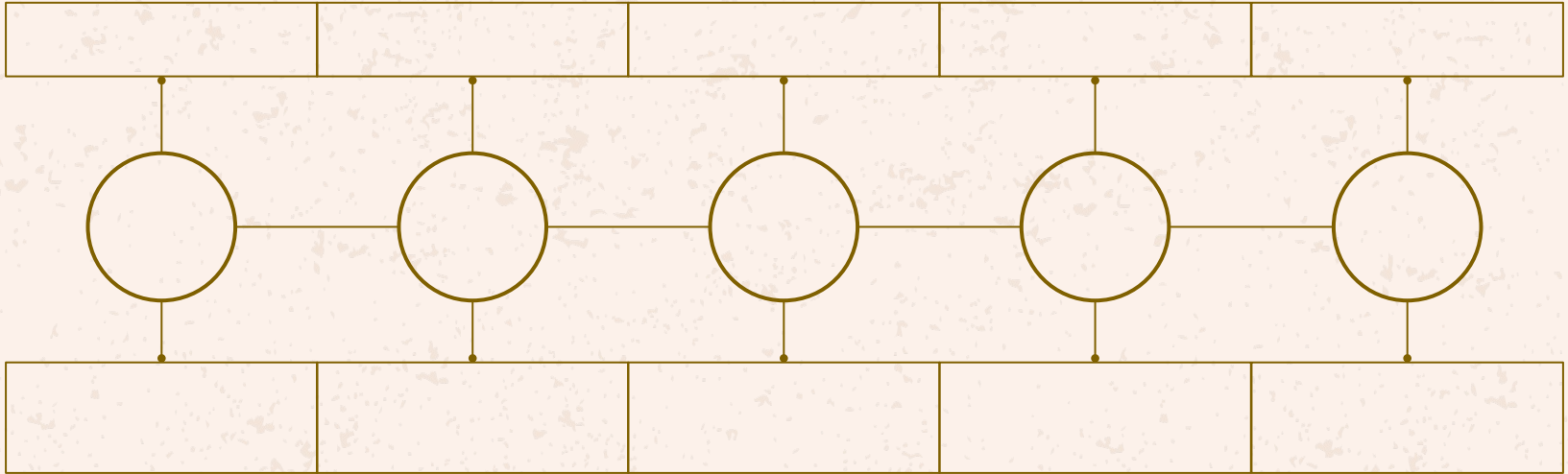
Intersect

What can you provide that
serves a need or provides
content they would value?

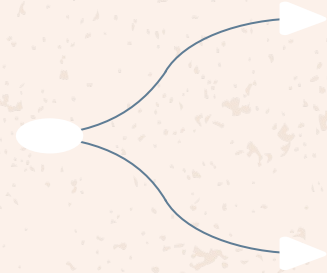
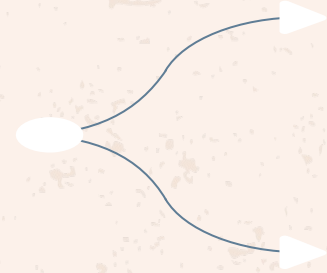
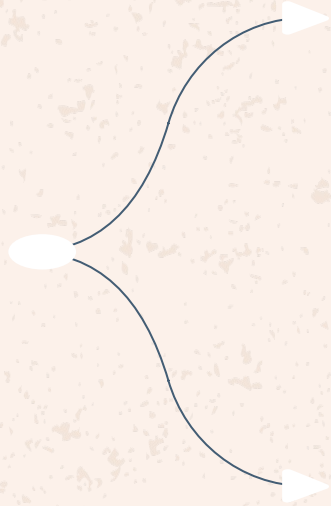
Who are you?

Make a lists of topics you could talk
about for an hour without studying

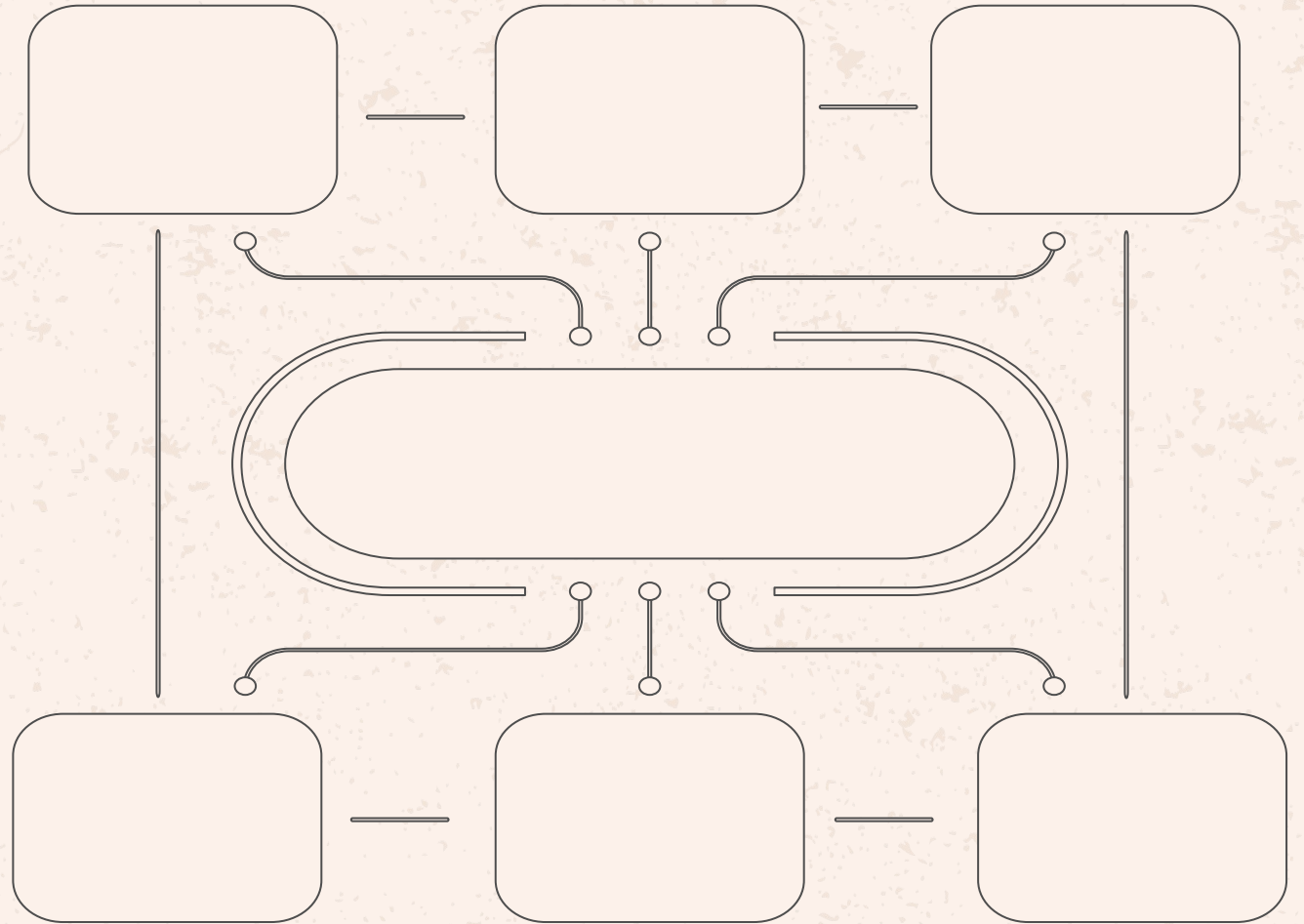
Topic Planner



Content Lifecycle Map



Platforms Map



6 Week Timeline

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1 Month Marketing Plan
