

THE BOOK MARKETING CANVAS

Author	Title	
Publisher		
Editor	Launch Date	Formats
Book Launch Consultant		
What Problem is Your Book Solving?	What Makes This Book Unique?	Who is This Book For?
How Does Your Book Solve the Problem?		Who Are Your Early Adopters?
How Do You Measure Success?		How Will You Reach Your Readers and Early Adopters?
Overhead and Expenses	Pricing Options	