

# Table of Contents

INTRODUCTION: What is Marketing? .....	3
CHAPTER 1: The Editorial Process is a Key Component of the Marketing Process .....	4
CHAPTER 2: Marketing Budgets and Marketing Templates .....	7
CHAPTER 3: The Essential Elements of a Marketing Plan .....	9
CHAPTER 4: Case Studies .....	19
A. Bestseller at a Major Publisher .....	19
B. Bestseller at a Small Publisher .....	26
C. Midlist at a Small Publisher .....	29
D. Fiction at a Small Publisher .....	31
E. Regional Title at a Small Publisher .....	35
CONCLUSION .....	38
APPENDICES	
APPENDIX 1 – Comparative Book Template .....	39
APPENDIX 2 – Author Questionnaire .....	40
APPENDIX 3 – Tip Sheet Template .....	42
APPENDIX 4 – Marketing Plan Template .....	43
APPENDIX 5 – Resources .....	47

