



Worksheet: Marketing Your Book with AI

Use this worksheet to clarify your marketing objectives, develop key promotional content with AI, and structure a 7-day launch or post-launch content plan.

PART 1: Define Your Marketing Goals

Check your top 1–2 goals for this launch:

- ☐ Sell _____ copies in the first 30 days
- ☐ Get _____ Amazon or Goodreads reviews
- ☐ Grow my email list by _____ subscribers
- ☐ Reach a #1 ranking in category
- ☐ Book speaking or podcast appearances
- ☐ Other:

What does success look like for you?

PART 2: Create & Refine Your Core Marketing Prompts

1. Amazon Book Description Prompt

Write a description for my book titled "[TITLE]" about: [SUMMARY]. Make it engaging and genre-appropriate.

Result: _____



2. Ad Copy Prompt (Facebook/Instagram/Google)

Create a short ad for [GENRE] readers that builds curiosity and leads to a click. Tone: [e.g., suspenseful, warm, humorous]

Result: _____

3. Launch Email Prompt

Write an announcement email in a [tone] inviting readers to buy my book on launch day.

Subject Line: _____

Email Draft: _____

PART 3: Social Post Generator

Use AI to create different types of social content. Fill out or generate 3–5 ideas:

Post Type	Idea or AI Prompt	Post Caption or Result
Behind-the-scenes	“Here’s what no one tells you about writing a book...”	_____
Quote/snippet	“One line from Chapter 3 that hits hard...”	_____
Reader connection	“Tag a friend who’d love this story.”	_____
Value-driven	“3 lessons I learned writing this...”	_____
Launch promo	“It’s here! My book is officially live!”	_____

Visual notes:

Image idea or Canva template: _____

PART 4: Review Request & Follow-Up

Review Request Email Prompt:

Write a kind, non-pushy email asking readers to leave an honest Amazon review. Tone: grateful and human.

Email Draft: _____



Other places to request reviews:

☐ Goodreads ☐ Social DMs ☐ Launch team reminder ☐ Author newsletter

PART 5: 7-Day Marketing Content Plan

Plan your next 7 days of book promo content:

Day	Platform	Post Type	Caption or CTA	Asset
Mon				
Tue				
Wed				
Thu				
Fri				
Sat				
Sun				

Schedule tools you'll use:

☐ Buffer ☐ Later ☐ Meta Business Suite ☐ Manual posting

PART 6: Final Reflection

Which AI-generated marketing asset are you most excited to use?

One thing you'll do this week to promote your book:
