

## MARKETING Plan for If Truth Be Told

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ISBN: 978-1-59414-568-1

June 23 release date

Date	Action	Notes
May 2006	Develop list and send Emails to all family and friends about upcoming novel	Constantly expand list
June, Sept, Dec, 2006	Develop list and send Emails to PwC people and alumni about upcoming release	(List contains over 300 people, which they've promised to share with their friends)
August, 2006	Set up website: <a href="http://www.fitzgeraldwrites.com">www.fitzgeraldwrites.com</a>	
Oct-Nov, 2006	Join Online groups: Authors Den (page completed) ReaderViews (pages completed) Crime Thru Time (Historical) Murder Must Advertise Inkies	Update monthly Update monthly Email group Email group Email group
Dec 2006	Join Mystery Writers of America	Active Membership approved
January 2007	ISBN Received: <b>Order 4-color postcards (2500); bookmarks (2500) and trifolds (1000)</b>	Printer error resulted in reprint, add'l 2500 bookmarks
January 2007	Set up MySpace Page; Join FiveStarAuthors MySpace Page	
Jan 2007	Contact Romance Designs, Gather, ArmChair Interviews for reviews and interviews	
Feb 2007	Join Atlanta Writers Group & Gwinnett Critique Subgroup, Join Florida Writers Association	Attend meetings; market & network
Feb	Contract with ReaderViews for express review, interview, their website postings and mailings	
Feb	Interview with ReaderViews (posted on their website and mine)	
Late Feb	ARCs sent for review to: RomanticSuspense Readerviews Quality Book Reviews EuroReviews (Brussels Belgium)	Solicit blurbs
Jan	Press Kits developed	Color Flyer, 8x10 color of cover art, press release, reviews to date, press release, ReaderView Interview, bookmark and postcard included
Feb	Develop cross-promotion plan with other Five Star Authors: Alice Duncan, Sanchona, Joanne Sundell; Share bookmarks, other marketing materials	Flyer developed; to be distributed at signings, etc.
March	Mass Postcard Mailing - 900 libraries, bookstores	Lists purchased from MWA, etc.
Mar	Sent follow-up postcards to reviewers to whom Five Star sent ARCs	
Mar	Attend SE Spring Book Show Writers Conference	Atlanta
Apr	Begin targeting senior centers - offer to send bookmarks	Mine and Sanchona's

March	Emails sent to Newspaper reviewers list obtained from Writer2Writer	
Apr	Set up visits with local senior centers, offer to speak	
Apr	Set up signings at local bookstores	
Apr	Bookmarks sent to individuals in Oregon and California for distribution	Met with CR Head at Borders & B&N
Apr	Set up signings at Kroger, local Starbucks,	Sanchona's contacts
April	Contact Local Libraries for signings, speaking	
Apr	ARC to Borders Books for Signing	
May 2007	Ad to appear in Romantic Times	
June 2007	Flyers distributed to residents of neighborhood (415 houses)	I'm on the Board of the Association
June 2007	Author Profile Approved for inclusion in June PwC SE Regional Newsletter	Will reach 5,000+ people; should generate a lot of sales
June	Featured in NYC EA Newsletter	
July 2007	Book signing set up for end of July - Millennium Bldg	Expected attendance 500+ people
July 2007	Scheduled at Guest Speaker at long-standing book club in Atlanta	
July	Featured in PwC National Newsletter	
July	Order another 150 copies of book for signings	
July	Reorder bookmarks and postcards	1500 Each
July/Aug 2007	Signings approved for July/Aug (date TBD) at Borders (8/4) and Barnes & Noble, Starbucks	
Aug 11	Signing at Walden (FL Mall); Signing at Retirement home (Orlando/Winter Park Florida) - Alert PwC Orlando, visit libraries, book stores, senior centers	Home town
Sept	Promotion trip to Florida east coast; set up visits to libraries, bookstores; meet with Mayor of Melbourne	Book's setting
October	Interviewed by Atlanta Journal/Constitution	
December	Meet with Florida Writers Association	
January	Distribute books to Florida retailers previously visited for sale as book by Florida Writer	