

SIX-FIGURE AUTHOR 6 Month Marketing Strategy

My Yearly Numbers to Date		
Current Subscribers		
Current Hours Worked		
Monthly Burn		

My Strategic Objectives and Actions

	Strengths & Constraints		
Core Objectives	My Three Core Strengths		
Profit/Revenue	1		
Time per Week	2		
Subscribers	3		
No. of Releases	My Main Business Constraint	One Sentence Solution	
#1 Skill I Need to Build			
Daily Habit for Main Skill			
One Sentence Business Strategy	My Main Personal or Mindset Constraint	One Sentence Solution	
	MONTH	Other Promo/Marketing	
My Strategy	Release		
One Sentence Brand	Big Promo		
	MONTH	Other Promo/Marketing	
	Release		
Marketing Day(s)	Big Promo		
Words Per Day or Week			
Workhorse Series (Bestselling)	MONTH	Other Promo/Marketing	
1	Release		
2	Big Promo	_	
Book Length			
Series or Standalones	MONTH	Other Promo/Marketing	
No. of Books in Series	Release		
Formats + Rights	Pig Dromo		
	Big Promo		
New Jelles B. Heller	MONTH	Other Promo/Marketing	
Newsletter Building	Release		
Newsletter Frequency/Dates	Pig Dromo	_	
Tracking Frequency	Big Promo		
Wide or KU	MONTH	Other Promo/Marketing	
Three Traffic Sources	Release		
H			
-	Big Promo		
5			