

SIX-FIGURE AUTHOR | Marketing Strategy 2023

Revenue	rrent Subscribers
Expenses	rrent Hours Worked
Profit	onthly Burn

My Strategic Objectives and Actions for 2023

Strengths & Constraints					
Core Objectives	My Three Core Strengths				
Profit/Revenue	1				
Time per Week	2				
Subscribers	3				
No. of Releases					
#1 Skill I Need to Build	My N	1ain Business Constraint	One Sentence Solution		
Daily Habit for Main Skill					
One Sentence Business Strategy	My N	1ain Personal or Mindset Constraint	One Sentence Solution		
	Mon	thly Actions			
My Strategy	JAN	Release	Other Promo		
One Sentence Brand		Big Promo			
	FEB	Release	Other Promo		
		Big Promo			
	MAR	Release	Other Promo		
Marketing Day(s)		Big Promo			
Words Per Day or Week	APR	Release	Other Promo		
Workhorse Series (Bestselling)		Big Promo			
N-	MAY	Release	Other Promo		
Part I are the		Big Promo			
Book Length	JUN	Release	Other Promo		
Series or Standalones		Big Promo			
No. of Books in Series	JUL	Release	Other Promo		
Formats + Rights		Big Promo			
	AUG	Release	Other Promo		
		Big Promo			
Newsletter Building	SEP	Release	Other Promo		
Newsletter Frequency/Dates		Big Promo			
Tracking Frequency	ОСТ	Release	Other Promo		
Wide or KU		Big Promo			
Three Traffic Sources	NOV	Release	Other Promo		
1		Big Promo			
2	DEC	Release	Other Promo		
		Big Promo			



90 Day Marketing Strategy

My Yearly Objectives and Brand	
Profit/Revenue	One Sentence Business Strategy
Hours per Week	
No. of Releases	One Sentence Author Brand
Subscribers	
My 90 Day Objectives and Actions	
No. of Releases	Marketing Day(s)
#1 Skill I Need to Build	Newsletter Frequency + Day
Habit for Main Skill	Tracking Frequency + Day

The Next 90 Days

Action	Release or Promo	Budget
WIP		
Words		
WIP		
Words		
WIP		
Words		
WIP		
Words		
WIP		
Words		
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Yearly Hours per Week				
Subscribers		One Sentence Author B	rand	
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