### POWER TO PUBLISH BOOK PLANNER

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### BOOK BRAINSTORM

What is the purpose of my book?	
What value does this book provide to the reader?	
Who is my target reader?	
Why will reader choose my book over others?	

### BOOK OVERVIEW

Book title:	
Subtitle:	
Description	
Vision:	
Mission:	

### MARKETING PLAN

What is my brand strategy?
In what ways can I promote the book?
Which platforms are best for promotion? Where are my readers both online and off?
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How do I track the results of my marketing efforts?

### ADVERTISING TRACKER

Ad Type	Platform	Start Date	End Date	Cost

### EXPENSE TRACKER

Date	Category	Description	Amount	Balance

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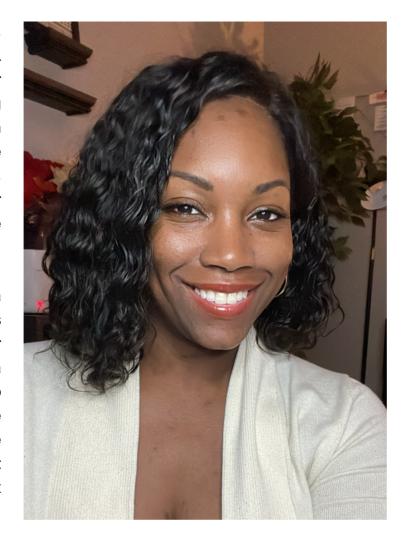
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### **About the Author**

Erica Anderson is a Mompreneur, Author, Editor, and Personal Development Coach who finds her greatest joy in serving and inspiring others. Her journey with writing began at the tender age of eight, where she penned her first poems, short stories, and essays. As the years passed, her fascination with the transformative power of words only deepened.

In 2017 Erica launched Editing by Erica as she partnered with small publishers to assist first time authors with their book writing goals. In 2023, Erica expanded the service offerings to assist writers by providing assistance with additional elements of the Please visit publishing process. www.editingbyerica.com book to editing or self-publishing services.





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