



One-Page Marketing Plan Worksheet for Virtual Author's Assistants

Category	Activity	When	Web Resources	\$	Notes
Basics	Author's Assistant Directory Profile				
	Web Site				
	Media Kit				
	Collateral Materials				Business card, bookmarks, postcards
	Membership in Professional Associations				
Internet Marketing	Press Releases				
	Articles				
	Free Reports/ Audios				
	Blog/ Newsletter				
	Social Networking				
	Podcast/Internet Radio				
	Email Campaigns/ Autoresponders				
Event-Related Marketing	Networking				
	Speaking				
	Exhibiting				Book fairs, writer's conferences