This is a sample Action plan for a hypothetical author who wants to make a new marketing plan for 2021. It’s been partially filled in, but it’s incomplete. Action Plans are designed to grow and grow as you work through them. Whenever you know WHAT you want to do next, but you don’t know HOW, write in a step to do some research. If you know HOW to do the next step, then do it, mark the date you completed it, and reorder the list so that the next logical step is next on the list. At any time, if you learn that there are new steps you need to do, add them into the list in the place you think they need to go, but don’t be too fussy about getting the order right. The main thing is to always have a pretty clear idea which step should be NEXT, and always make sure you know how to do that step. (In case you don’t know how to do the step, then change the step to say that you will RESEARCH how to do the thing you want to do. You know how to do research, so you can’t get stuck.)

**Sample Marketing Action Plan, 1/1/2021**

I want to sell more books in 2021.

**The Goal**

Here’s how I know when I’m finished: I want to double my book sales in 2021.

**Analysis of my Motivation**

* What will happen if I complete this plan? I’ll be earning more money by the end of the year, and I’ll feel better about myself as an author. Right now, my sales are pretty low, so I think with some nominal efforts, I could easily double sales. And I’d be set for next year to try to double sales again. If I can do that each year for a few years, I could quit my day job!
* What will happen if I don’t complete this plan? If I don’t reach my goal by the end of the year, I’ll be in pretty much the same boat as I am now.
* Which of the above two questions gives me the stronger emotional reaction. Am I taking this this Action Plan because I want something wonderful or because I fear something awful? I really, really, really want to be more successful! So I’m highly motivated to succeed because I want my books to get read.

**The Plan**

Here are the steps I’ll take to get there.

* Make a list of all the steps I already think I should do. They don’t have to be in order, but they should be color-coded green, so I’ll know they aren’t done yet. (Done on 01/1/2021.)
* I have a website, but I need to make it better. Do some research to find out what makes a good website. What I care about here is what are the few things that make a really good website and then do those. There are a thousand things I could do, but what are the three to five things I could do that REALLY MATTER? But I don’t know right now, so I need to find out. Who can I ask?
  + Run a Google search and see what comes up.
  + See if there are any useful articles in the ezine archives or the blog on [AdvancedFictionWriting.com](http://AdvancedFictionWriting.com)
  + Go to the Novel Marketing podcast and look for ideas on what makes a good author website.
* My email list is not very good. Do some research to see how to make it better.
* So some research on how to run Amazon ads. I hear this works for some authors, but I don’t know enough to even decide if they’re right for me. I think I need to have my website and my email list working first, so this is last on the list for now, but I’ll reorder things as I learn more.