



Never Miss a Beat: A Comprehensive Book Marketing Materials Template

A template to use for every book you write/publish/query so your marketing materials are always easily accessible!

ANGELAJAMES.CO



About Angela James

A #1 New York Times bestselling indie editor and author career coach, Angela James (she/her) is a veteran of the fiction publishing industry and has enjoyed nearly 20 years of experience in her field, including successfully launching, building and serving as editorial director for first Samhain Publishing and then Harlequin's Carina Press for a combined 15 years of imprint director and publishing strategy experience.

An expert on editing (and reading!) genre fiction, especially romance and mystery, Angela has edited numerous bestselling books and authors, including the #1 New York Times bestselling Paper Princess by Erin Watt, as well as hundreds of other authors such as Shelly Laurenston/G.A. Aiken, Shannon Stacey, A.C. Arthur, Jaci Burton, Lauren Dane, Alexa Riley, Lisa Marie Rice, Ilona Andrews, Eve Vaughn, Lilith Saintcrow, Josh Lanyon, Jen Frederick, K.A. Mitchell, Lucy Monroe, and more.

As an author career coach in both 1:1 and group settings, Angela uses her career framework to guide authors through the process of identifying their publishing success goals and creating a strategy to build their publishing careers in a way that suits their individual values, time, and dreams.

She was profiled in Fast Company magazine as a digital pioneer in the romance publishing industry, has been named New York Romance Writers of America's Golden Apple Editor of the Year, and is the creator of Before You Hit Send, the popular online self-editing and writing workshop for authors, as well as the From Written to (Reader) Recommended VIP author community, where authors gain support, create action and realize their publishing dreams.

In her Book Boss group coaching program, she utilizes a proven framework for teaching authors how to build and achieve the successful career they envision.



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How to use this template

[Download via Google Docs](#)

[Use the Notion template](#)

This document is one that we originally prepared for our *Book Boss: From Written to Recommended Author Community*. If you're interested in having access to this type of information on an ongoing basis, you can join the community here for a special 50% off the first month.

Above are two links to easily download the template via either Google Docs or Notion. If you'd like to create other versions of this template in different programs, it's easy to copy and past the information into places like Microsoft Word, Scrivener, AirTable, etc.

This template gives you an outline for all of the information you need to have ready for marketing your book. Gathering this information in one place allows you to quickly and easily find it for marketing, querying and pitching purposes.

Organizing this now is going to save you a tremendous amount of time and frustration in the future.

A few places to use this material:

- Website book pages
- Query letters
- Pitch sessions
- Goodreads
- Social Media posts
- Facebook groups
- TikTok videos
- Back of other books
- Newsletter



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How to use this template cont.,

[Download via Google Docs](#)

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How to use the template:

- Duplicate the template and save a copy so you always have a blank template.
- Create separate documents for each book and store the individual book documents in one easily accessible folder in your Google Drive, Dropbox or on your computer.
- You may wish to have a subfolder for each book title so you can store a separate cover image alongside the marketing materials.
- Have a clear file naming convention for your folders and files that you use consistently for each book's marketing materials.

Folder Example: Book Title-Marketing Materials

File Example: Book Title-Marketing Info-Date Updated

Cover Image Example: Book Title-Pen Name-Cover Image*

*Note that here I showed you an example where you'd include pen names in your file naming convention, if you're using multiple pen names.

- Set a semi-annual reminder in your calendar to do a refresh/update of each file to ensure links are up-to-date, material is still relevant and all information is consistent.

If you have any questions about using this template, please ask in our Facebook group. For tech issues, please email support@angelajames.co



Sell your book!

This template is just one tool I offer to the authors I work with to help them market their books to new readers.

So often, I hear authors say they "hate to sell" their books and part of that is the frustration of how difficult it can be. This template is one step in removing some of the frustration.

Of course, the other part of that is some authors' belief that selling is gross. Listen, Amazon and Nike aren't shy about selling people their products and you shouldn't be either.

Readers want to know about the books that are available to read--they're frustrated by how hard it is to search for the book they're looking for. They want to know about your book. Remember that the next time you feel like selling your product is weird. You're helping readers find your book!

Angela

Find the pacing sweet spot for your manuscript.

My pacing course will explain what pacing is (it's not what you think), why it's important (so important), and what steps you can take to get it right in your story!



GET THE PACING COURSE

"Angela James knows what makes a book work."



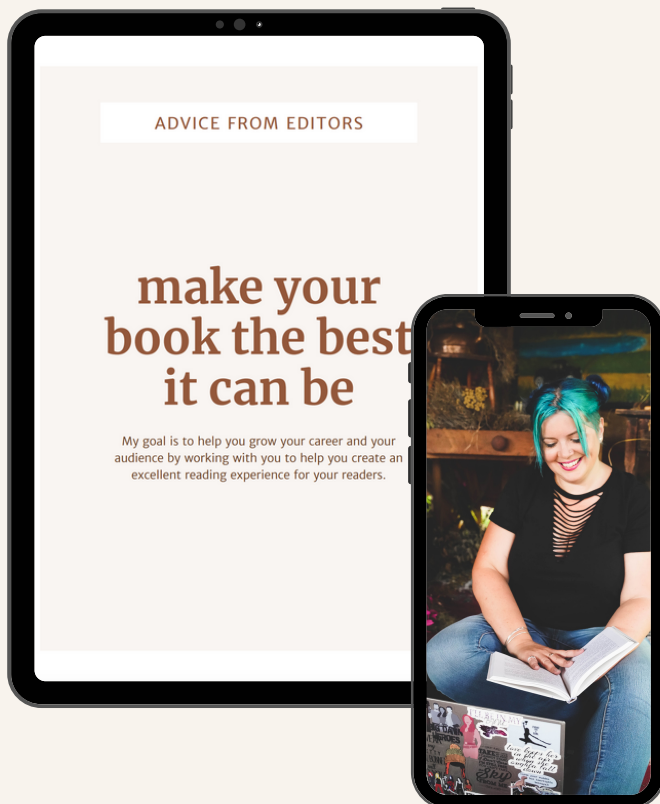
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Published Author

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Let's Connect

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WORK WITH ME!

Get your book publication ready!

**CHECK OUT MY EDITORIAL
SERVICES & PRICING**

"Find an editor who will be your best partner, biggest cheerleader, and staunchest champion. But will also be brutally honest with you during edits."

- ANGELA JAMES