Reflection Worksheet: Find the Right Marketing Channels

You already know who you want to reach with your book – now it's time to figure out **where and how to reach those readers**. This reflection worksheet will help you choose the right marketing channels, set priorities, and use your time effectively.

Not quite sure who your target audience is yet? Start with our checklist „Find and Reach Your Target Audience".

1. Where Can You Reach Your Readers?

Identify the places where your target audience discovers books, looks for recommendations, and discusses relevant topics or genres.

Where does your target audience discover and recommend books?

Where do they discuss your genre or topic?

Which platforms or communities could be relevant to you?

☐ Facebook groups
☐ Goodreads
☐ Reddit
☐ Specialist forums or platforms
☐ Topic-specific communities
☐ Other: _____

My most important places to reach my readers are:

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2. Forums & Communities: Is Community Marketing Right for You?

Forums and communities can help you **increase your visibility within your niche and build trust**. The focus should not be on promoting your book, but on engaging with others and providing genuine value to the community.

Your Community Check

☐ I know communities that are relevant to my book.
☐ My target audience is actually active there.
☐ I know which topics and questions matter to the members.
☐ I am willing to take part in discussions.
☐ I can contribute useful content, experiences, or knowledge.
☐ I can share tips, checklists, mini case studies, or useful resources.
☐ I am willing to provide value instead of immediately promoting my book.
☐ I check the community rules before I start posting.
☐ I only mention my book when it is relevant to the conversation.
☐ When I mention my book, I am transparent about being its author.

I would like to try this community:

_____

Three topics or types of content I could contribute:

1. _____
2. _____
3. _____

This is how my book could naturally tie in:

_____

_____

My Community Goal

☐ Exchange ideas
☐ Get feedback
☐ Increase visibility in my niche
☐ Build trust
☐ Reach readers

3. Which of Your Own Marketing Channels Suit You?

A website, blog, and newsletter are **your own marketing channels**. You can manage them independently of platform algorithms and build them up over time as part of your book marketing. But you don't need to use every channel.

A website is right for me if ...

☐ I want to keep all important information about my book in one place.
☐ I can create a dedicated book page or landing page.
☐ I want to provide a purchase link, book description, and key selling points.
☐ I can offer a book sample, freebie, or reader magnet.
☐ I want to provide contact details for readers, the press, or potential collaborations.

This is what I want my website to do for my book:

_____

_____

A blog is right for me if ...

☐ I regularly have topics I can write about.
☐ I can realistically publish around one post per month.
☐ I want to share insights into my writing process or research.
☐ I can offer bonus content or background information.
☐ I can develop recurring content formats.
☐ I can link my posts to my book page.

Three topics I could write about on my blog:

1. _____
2. _____
3. _____

A newsletter is right for me if ...

☐ I want to reach my readers directly on a regular basis.
☐ I can share updates about projects, cover reveals, or launches.
☐ I want to offer bonus content or background material.
☐ I can share book samples, reader magnets, or freebies.
☐ I want to share personal insights.
☐ I can maintain a realistic newsletter schedule.

Three types of content I could share in my newsletter:

1. _____
2. _____
3. _____

4. Which Marketing Channel Is the Best Fit for You?

Now compare your options. The goal isn't to tick as many boxes as possible. Instead, ask yourself: **Where can you reach your target audience? Where do you have suitable content to share? And which channel can you maintain in the long term?**

Marketing channel	Target audience there?	Suitable content?	Sustainable long term?	Priority
Forums & communities	☐	☐	☐	☐ High ☐ Medium ☐ Low
Website	☐	☐	☐	☐ High ☐ Medium ☐ Low
Blog	☐	☐	☐	☐ High ☐ Medium ☐ Low
Newsletter	☐	☐	☐	☐ High ☐ Medium ☐ Low

Your Decision

My most important marketing channel is:

_____

Why does it suit my book and target audience?

_____

_____

I would also like to use this channel:

_____

I don't need this channel right now:

Why?

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5. Your Personal Marketing Plan

Now it's time to turn your ideas into action. Don't try to do too much at once. Instead, define your next concrete steps.

My focus:

My first concrete step:

After that, I want to:

I need to prepare the following content:

This is how I will make this channel a sustainable part of my book marketing:

My Result

For my book marketing, I will initially focus on

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because

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6. Final Thought

Good book marketing doesn't mean being everywhere. What matters is finding the channels that suit **your book, your target audience, and you**. Focus on activities you can maintain in the long term, provide genuine value to your readers, and keep the conversation going.

For more in-depth tips, take a look at the related magazine article:
 https://www.grin.com/en/magazin/self-publishing/how-to-use-a-website-blog-newsletter-for-book-marketing/

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