

Month	1:	2:	3:	4:
Create Art Sample				
Update Mailing List				
Write Emails				
Attach Art Sample				
Emails Sent				
Design Postcard				
Order Postcards				
Print Addresses				
Postcards Sent				

Use this checklist and modify it as you see fit.

The more you can prepare and get ready at one time the more likely you will be to follow through and send out each email and postcard when it's time. So, if you wish you can take time to write all your emails for the year or order all your postcards at once.

However it might be hard to create that many illustration samples at once, or ordering all your postcards at one time might be costly. So use this checklist to help you keep track of what you need to do throughout the year. Being consistent over time is the key.

A good schedule for children's book marketing is January, April, July, and October because it avoids the muddled holiday months. But you can tweak this as you see fit, and if you are thrown off from your schedule don't let that stop you from sending out emails and postcards at other times of the year.