AUTHOR MARKETING GROUP™
It is never just about the book

Author Asset Audit
The Foundation

These are the core assets that we find help good authors become great. They provide a foundation to build upon and help authors leverage opportunities when they arise.

1. **Headshots** ☐
   a. Author with transparent png.
   b. Author with book transparent png.
2. **High Resolution 3D book mock-ups** ☐
   a. Tablet
   b. Mobile
   c. Physical
3. **Actual Book Photos** ☐
   a. Tablet
   b. Mobile
   c. Physical
4. **Website** ☐
   a. Author Website
   b. Book Website / Webpage
5. **Social Images** ☐
   a. Facebook
   b. LinkedIn
   c. Instagram
   d. Twitter
6. **Testimonials** ☐
   a. Written
   b. Audio
   c. Video
7. **Intro Video** ☐
   a. Author
   b. Book
8. **Author Authority Intro** ☐
9. **Author Authority Podcast** ☐
10. **Book Bonuses** ☐
    a. Quiz / Scorecard
    b. Cheatsheet
    c Checklist

Find more help and resources to help good authors become great, and learn how you can get access to The Vault at **www.AuthorMarketingGroup.com**

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