



Cover Blurb Contact Planner

Name _____

Date _____

QUESTION	ANSWER
RELEVANCE	
Why do you consider this individual an expert?	
What other books in your field have they endorsed?	
Do you have a direct, or referral, connection to them?	
How could you establish a personal connection?	
What is their postal mailing address?	
PREPARATION	
Have you prepared a 1-page overview of your book?	
Do you have a proofed table of contents & sample chapters?	
Have you established a link or connection to them?	
How does your book relate to their books or career?	
Do you have any suggestions for their quote or perspective?	
CONTACT & FOLLOW-UP	
When did you contact them? When did they respond?	
What was their response?	
How are you going to follow-up?	