

Marketing Plan

Audiobook Companion Journal

9/29/25 - 10/5/25

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Purpose: To help audiobook listeners actively engage with what they're hearing, take meaningful notes, and retain key takeaways from each book.

Format: Digital Notion template (fully customizable, instant access)

Price: \$5 for full access

Selling Platform: Gumroad

Key Value Points

- Structured sections for summaries, quotes, and key takeaways
- Reflection prompts for applying lessons to real life
- Tagging system for themes and authors
- Works seamlessly across devices

Differentiator

While others offer book summary templates, this journal focuses specifically on audiobooks with layouts optimized for listening-based learning (timestamps, quick note capture, voice-to-text integration options).

Launch Strategy

October 5

Post on Reddit in r/Audiobooks asking if people actually remember what they listen to.

October 6

Post a poll on Reddit in r/Audiobooks, LinkedIn, and Instagram asking how people take notes/keep track of their audiobooks.

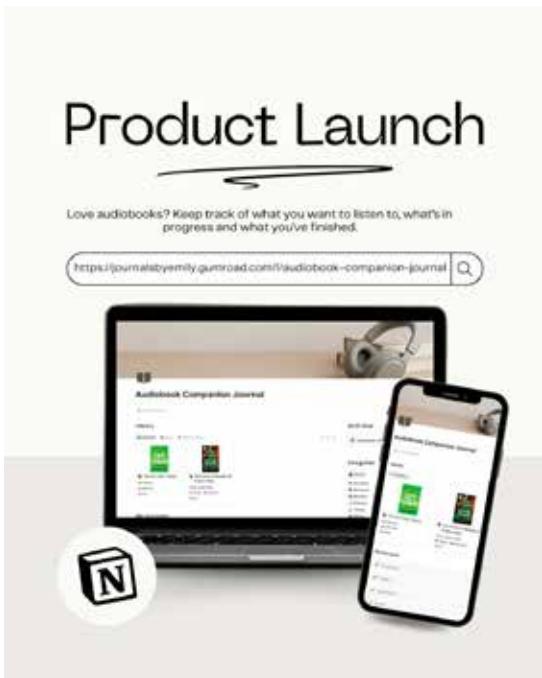
October 7

Launch day. Post on Reddit in r/Audiobooks and r/Notion, LinkedIn, and Instagram that the template is available for purchase.



Social Media Posts

Instagram



Post



Story

🎧 New Product Launch!

If you love audiobooks as much as I do, this one's for you. ❤️

Track what you're listening to, what's next on your list, and what you've already finished – all in one clean, organized Notion workspace.

📚✨ Stay inspired and never lose track of your audiobook journey again.

🔗 Check it out here:

journalsbyemily.gumroad.com/l/audiobook-companion-journal

#NotionTemplate #AudiobookTracker #DigitalJournal
#ProductivityTools #GumroadLaunch #NotionWorkspace
#BookLover



LinkedIn



🚀 Product Launch Announcement!

I'm excited to share my latest Notion template – the Audiobook Companion Journal 🎧

If you're an audiobook lover, this template helps you:

- ✓ Track what you want to listen to next
- ✓ Log your current listens
- ✓ Record what you've finished
- ✓ Set yearly goals and organize by genre

It's designed for readers who love staying organized and want a simple, visual way to enjoy their audiobook journey.

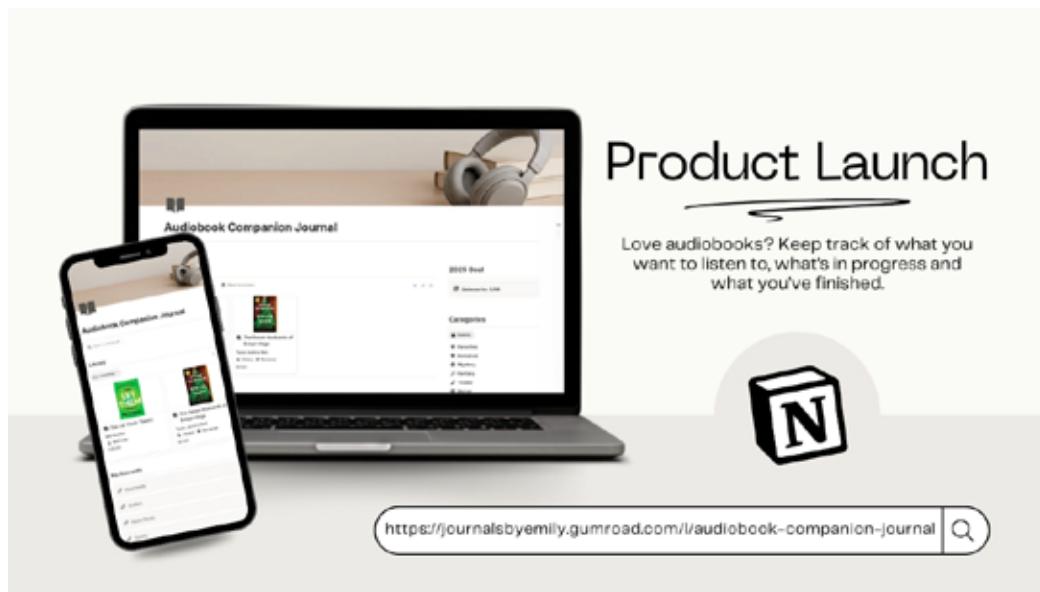
Check it out here 👉 <https://journalsbyemily.gumroad.com/l/audiobook-companion-journal>

I'd love your feedback – what other kinds of Notion tools would make your reading life easier? 📚

#ProductLaunch #DigitalProduct #NotionTemplate #Audiobooks #Productivity #Gumroad
#CreatorEconomy #NotionWorkspace



Reddit: r/Audiobooks



[Product Launch] A Notion Template for Audiobook Lovers 🎧📚

Hey everyone! I just launched something that might be useful for fellow audiobook fans.

It's a Notion template designed to help you:

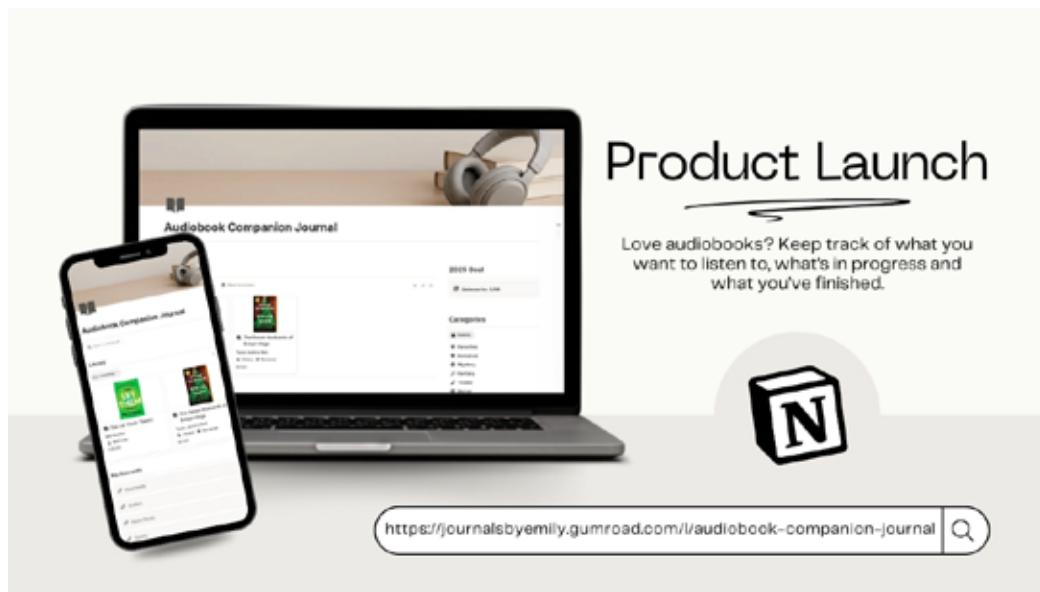
- Keep track of what you want to listen to
- Organize what's in progress
- Log what you've finished
- Set yearly listening goals
- Sort your library by genre or platform

If you like staying organized or just want a clean way to manage your audiobook journey, check it out here 👉 <https://journalsbyemily.gumroad.com/l/audiobook-companion-journal>

I'd love to hear what features audiobook listeners would want in a digital tracker – any ideas for what to add next?



Reddit: r/Notion



[Showcase] Just launched my Audiobook Companion Journal template 🎧📚

Hey Notion friends! I've been working on a new template that's finally live – the Audiobook Companion Journal.

If you love audiobooks and want a clean, organized way to track your listening habits, this one's for you. It lets you:

- 🎧 Log what you're currently listening to
- 📚 Keep a wishlist of titles you want to check out
- ✓ Track finished books
- ⌚ Set yearly listening goals
- 🏷 Sort by genre and platform

It's simple, minimalist, and made for audiobook lovers who want a dashboard that actually motivates them to listen more intentionally.

You can check it out here 👉 <https://journalsbyemily.gumroad.com/l/audiobook-companion-journal>

Would love your feedback – what other reading/listening templates do you wish existed in Notion?

