**Developing a Personal Marketing Strategy**

Fill out an index card with:

Your name

Book title

Book topic/focus

Your marketing strength- (speaking, social networking, writing, media, expertise)

**Strategy**, or roadmap for success, takes planning and the right combination of skills, opportunities, and reader interaction

**What it takes to sell**

Two basic components and the 5ws

**Follow the best: the Apostle Paul**

Passionate

Resourceful

Persistent in spite of obstacles-followed the vision and calling

**Basic Marketing Theories (What works)**

1. Pyromarketing theory (Greg Stielstra) (find those who most need the book)

2. The Tipping Point by Markhem Gladwell (assemble a team)

3. It's a new world-New Rules of PR and Marketing

Curator Nation

**What's in a Plan?**

1. Building a plan and a future

2. The pillars of marketing that builds recognition of names (your name, brand, book title)

Social Networks

Print/publicity (articles, boiokmarks, business cards, handouts,etc.)

Media-harnessing the power of radio, tv, blogs, print

Expertise and developing it

Speaking-direct to the audience

**Where to Start**

1. Know thyself and thy personality

2. Know thy topic and develop pitches

3. Think of how to tap into and build each pillar

4. Develop a team and team attitude (prayer team, family support, critique group, professional groups)

**Components of a plan:**

Personal marketing strengths

Target audience accessibility

Tools that promote the message to readers = consumer touch points

Time and resources available

**Understand**

part of the plan is to sell a specific book and part of the plan is to develop the author’s name recognition and brand for sales of future books/products.

**Understand**

Use multi-channel plans that rest on more than one method to reach readers.

Realize that you are promoting God’s Message

Paul promoted everywhere he went in spite of hardships and obstacles

Paul felt compelled to preach

Paul used his strengths or writing and speaking

**Marketing Theories on Reaching Your Audience**

2 Marketing theories in a nutshell

* *Pyromarketing* by Greg Stielstra

Light a fire with the driest tender, and then fan the flame

* *The Tipping Point* by Malcolm Gladwell

Point at which the scale tips in someone’s favor. It grows through 3 groups of helpers-

* Mavens (collect info and pass it out
* Connectors (go between many social groups and share info by word of mouth)
* Salesmen (persuade people they need it),
* *New Rules of Marketing & PR* by David Meerman Scott

Instead of blasting everyone, reach the target audience online, be authentic, and develop relationships with potential readers.

* *Social Media Marketing for Dummies* by Shivh Singh

**Useful tools**

Hootsuite-dashboard to connect/manage social network sites

Twuffer (twuffer.com) Tweetlater (socialoomph.com), twitresponse (twitresponse.com),

twitrobot (twitrobot.com), futuretweets (futuretweets.com)-for posting future tweets

Amoto and Windows movie maker (for Macs) to create utubes/book trailers

QRs <http://qrcode.kaywa.com/> to create the box code for smart phones to read and quickly link to you

Authortechtips.com and techie-buzz.com to keep abreast of useful tools

Barnagroup.org to find latest stats and research on Christian topics

[michaelcohen@hughes.net](mailto:michaelcohen@hughes.net) to be part of Amazon high sales programs (need freemiums on your sitesales)

radioguestlist.com**Timeline for promoting a book**

The release date and first few weeks of a book’s shelf life are critical to get a buzz going and start sales momentum. Plan a book’s promotion as early as possible. Talk about it to everyone as soon as you have your book contract.

While writing the book

Pre-blog about each book chapter

Create social network notes to post after release date

Create a spread sheet of interesting facts, quotes from the book, etc for twitter

4-6 months before release date:

Create radio pitches

Write the book description (this may be in the proposal)

Create an information sheet

Solicit expert endorsements

Write promotional copy for book jacket and catalogue plus QRs

Create a press kit/bios

Create suggested media questions

Write press releases

Plan a release party/events

Update media contact/influencer list

Design web pages for the book

If you want to hire a publicist, contract now

Present excerpts to magazines

Create a speaker/expert sheet and send to meeting planners

Schedule speaking engagements

Create a contest to sponsor

Create a Top Ten list for book’s topic

Start newsletters and other print promotion

Write and submit articles on book’s topic

Start scheduling a blour (blog tour)

0-4 weeks before release date

Send a release notice to local papers and offer to be available for a profile

Run a contest to promote online pre-orders

Have galleys sent to reviewers (larger ones may need this several weeks earlier if possible)

Contact major TV and radio stations

Send out post cards with book cover to influencer list, friends, stores, etc..

Create a U-tube book trailer

Attend local media/chamber of commerce meetings and let reporters/local influencers know about book/expertise

Start the blog, pre-dating posts

Once you have release copies

Send release copies with press kits to media

Follow up with phone calls/emails to media to schedule interviews

Send out press releases

Start your contest

On release date

Stage release events

Upload the book trailer to u-tube and your web site

Upload free pdfs to be downloaded

After the release

Send out press release/photos of release event

Keep scheduling interviews/teleseminars and sending out more review copies

Compile promo sheet of interview quotes and post on your web site/blog

Visit other blogs on topic and post comments with a link to your site

**Consider your personality in identifying strengths**

**Popular sanguine-people oriented promotion**

Speaking platform

Teleseminars

Make connections everywhere

U-tube/onlibne video clips

Google + because of the hangout room that combines video and chat sessions

Release event party

**Powerful choleric- goal oriented**

Easily mutli-layered due to all that energy

Web site

Workshops/training seminars

Blours

Teleseminars

Pdfs and facebook

Amazon release event

**Perfect Melancholy-details/organized plans**

Details of print campaigns/web site updates/blog

Speaking to small groups

Free downloadable pdfs

Pre-blogging/tweets

Write articles

Amazon release event

**Peaceful Phlegmatic-easy and fast ideas**

Easy going, good listening skills, and wit lends itself to being a great retreat speaker

Procrastination is a major problem in marketing and person must choose avenues he enjoys

Cold calls to media and meeting planners if more outgoing

Blogs with wit and fun writing if able to be consistent once the blog is started

Hootsuite dashboard and other tools that streamline effort

Columns for one targeted publication

**Consider time** (Recommended: Secrets of Success for Women: Time)

## Use multiple streams of time

* Long blocks of time large projects, article type, press releases
* Short minutes for tweets, networking with meeting planners
* Sprint times-write short pieces, another page, outline, organize notes
* Have an inventory of ideas/projects in progress to match to available time
* Post notes on files/computer/wherever needed to remember next task

## Time Rules to note

* **RULE OF 3** Effective managers identify only three top priorities daily. And their self-esteem is stroked repeatedly when they cross off all three tasks, day after day.
* **80% RULE** 80 percent of what you file is never retrieved.
* **15 Minute Rule** Plan the next marketing time before ending current one. Fifteen minutes planning at the end of a day saves an hour the next day

**Consistency is key, preparing ahead fosters consistency**

Keep a file of extra blogs and tweets for days you have little time to compose a new one

Write two posts each time and save one for another day

Prepare while writing a book-posts/social network entries are easier to write when the material is fresh and so is a spreadsheet of facts or tips

**Please fill out this form as much as you can. It will help focus ways to reach your audience.**

My book title/topic

Driest tender (audience that most needs the book)

My reader is

I can reach readers by 1.

2.

3.

I can light a fire (grab interest) by

I can fan the flame (hold interest) by

Statistic to show need

**30-second pitch**

**Market analysis =** What I discovered worked for my competition

**People I know who will start word of mouth buzz (influencers)**

**Mavens (luminaries)**

**Connectors (word of mouth catalysts)**

**Salesmen (persuaders)**

**Plan** (who will you target and how will you reach them?)

What is current/trend that connects to my topic and how can I tie in to that?

Uniqueness about book and how to connect that to readers

Possible media plan tools

Media pitch

Internet method

Speaking topics

Article ideas

Contest ideas

Social network connecting ideas/topics

Qualifications as an expert

Personal experience/stories

Marketing strengths

Marketing weaknesses (for which I might need to hire help)

Limits (time, money, ability) and resources to overcome limits

Speaking outlets (interest groups)

Seasonal tie-ins

Potential story angles

Media contacts

Influencers include

Blogs topics related to book

Markets outside bookstores (events, specialty shops, trade shows, organizations, businesses)

Seminars/workshops I could develop

Website/online contest ideas

Freebies I can develop (audio MP3 files, print tip sheets, Mp4 videos)

Columns to pitch

Press release connections to interest media

Coordinating blog or twitter theme

Special release activities

**Real-World-Non-Virtual Marketing**

Partnering with the Publisher

*1. Local Book Store Signings*

• Get bookmarks, Mini-Poster, Banner, Posters

*2. Finding Key Contacts/Networking*

• Provide contact information & reason you believe this contact could result in sales • Publisher can send sample on your behalf

*3. Finding New Channels to Advertise & Sell (medium sized audience)*

• *Web Based Stores, Local Stores* • *Magazines* • *Newsletters* • *Bloggers*

*4. Attend Events to Promote Your Book* • *Conventions, Conferences, Marches, etc.*

*5. Hold workshops to serve & teach others*

*6. Become a business (you sell and help others*

Spaking

Speaking tools

* Introduction for emcee
* Talking points/notes
* Voice care-drink water, no ice
* Postcards or flyers to advertise speaking topics
* Book table with some freebies-bookmarks, tip sheets
* Make it 3d- digital photoframe display, book holders, covered bok to raise books up

**To garner speaking engagements and improve the serve speaking**

Make contacts

Have a CD/DVD/MP#/4 files and online links to your speaking

Get recommendations

Tag along with the best

Book Tables that Sell Books

Rack cards, ecards, and making contact

Participant feedback to help improve/confirm success

Check out CAN blog on speaking

<http://canblog.typepad.com/canbookmarketing/>

Connct in speaking Connect to felt needs Action: Affirm needs

Open hearts through story Connect to Hearts

Unfold plan Tell plan

Reveal hope Inspire

Solicit commitment Obtain commitment

Expect results Nurture results

**Develop yourself as an expert**

# 3 tiers to become an expert. Once an expert people will quote you/profile you, etc.

1. Take training

2. Network: Join affinity groups (The Writers View/AWSA/Class/Groups related to book topic)

3. Build experience by doing, speaking, being quoted (sign up on profnet)

Activities that build expertise

* Write articles and more books on the topic/issue
* Develop your testimony on the topic if you have experience that makes you an expert
* Speak on the topic-design brochures/descriptions of talks with outlines for each
* Get quoted by signing up for HARO [haro@email.helpareporter.com](mailto:haro@email.helpareporter.com), profnet
* Join related organizations and become a leader/contributor
* Get on the media as an expert (use book to pitch and make it connect to being an expert)
* Get endorsements
* Earn awards for books/yourself
* If book is featured in magazine or you are profiled, add it to your resume/website
* Build subscribers/friends on networks/blog readers
* Start a mail or email list
* Credentials (degrees, experience, etc)

Book Tables that Inspire Sales

Flat display = flat sales

Class Services figures that average sales as books sold = 10% of attendance

Increase sales with a good display

* Make it 3d (book holders, fact sheets that are on an easel, decorations that stand)
* Add pizzazz with uniqueness (items that relate to topic)
* Add digital frame that shows books/features/describes books or shows book trailer)
* Include business cards, rack cards, speaker sheets, etc.

Increase sales with a contest

A free book or booklet gets people motivated to come to the table and fillo out an entry

Use Table to Increase database

Have entries that include person’s contact info (email) and permission to send out newsletters of notices. This keeps you connected.

Speaking: Increase sales through the introduction

The best sales method is to have someone introduce you who will gush about your books-send a free copy to the person doing the intro.



Stay connected with Social networks, newsletters and eletters

Create content, not just ads

Create QRs at [www.QRstuff.com](http://www.QRstuff.com), <http://qrcode.kaywa.com/>

<http://zxing.appspot.com/generator/> linking to your site/info

**Online presence and social networking: taking it to the next level**

This should focus on content and not ads

recommended: *Social Media Marketing for Dummies* by Shivh Singh

Reasons for using a social network

* Social networking provides a way to launch a viral campaign
* Social networking is a way to communicate with anyone virtually and virtually anyone

Reasons for a website

* People can find you
* Search engines can find you
* It’s a place to showcase you and your products-twitter through/blog on it/change it/offer freebies

Online strategies and tools change quickly so find ways to keep up with ideas in the marketplace

<http://michaelhyatt.com>

Creating a WOW

<http://michaelhyatt.com/2008/05/creating-wow-product-experiences.html>

Essentially, you must exceed the customer’s current expectations

Check out how Disney does it and their book *Be Our Guest*

Building an online platform

<http://michaelhyatt.com/2010/01/7-ways-to-build-your-online-platform-from-scratch.html>

* Define core message
* Launch website
* Blog regularly
* Build and engage a network
* Join social media revolution
* Stay true to your mission (core message)

Harnessing Social networking

Examples: Book on names for God

Mentoring Mom brand (Carla Williams)

Websites should have media kits. Include

Author bio/profile

Downloadable Book covers and descriptions

Author speaking topics

Video/audio clips

List of stations who interviewed author

Downloadable author photos

Have an online group interaction event

Facebook or twitter party

Don’t expect people to have read the book and need to know answers

Make it fun with silly questions or ones that remind people why they need the book

Have a link to your website with special photos/clips (even a release cake)

Let it include brainstorming release ideas/ways to use book

Have prizes/favors (free file for everyone who attends)

Connect twitter and facebook so when you update one the other updates

Check out Thomas Umstaadt’s site on how to do this at authortechtips.com by Thomas Umstattd Jr.

Book Trailers can be costly or time consuming but they do bring your book’s presence into a new dimension

Trailers should have a storyline/plot to them

Think of ways to use them:

* send to meeting planners
* via projector when speaking
* on table with digital photoframe that has sound
* park it in an online trailer park and have it on your website http://booktrailerpark.blogspot.com

Blours/blog alliances

Blog tours are online interviews at other people/company blogs

Collect names of blogs and send off email to be a guest

Can be done with same set of Q&As author develops and everyone posts

Can be done one at a time to give it a unique flavor

Try to get on ones with lots of readers who are connected to your topic

Search via: <http://www.blog-search.com/> and http://www.blogsearch.com

Good authors to follow on twitter:

Shannon Primicerio <http://www.twitter.com/sprimicerio>

Twitter.com/tozeraw

Tricia Goyer <http://twitter.com/#!/triciagoyer>

Micahel Hyatt http://twitter.com/#!/search/michael%20hyatt

Social Network notes to engage readers rather than slamming them with ads (seen as spam)

1. Keep posts about personal daily activities to a minimum. Be professional and don’t let strangers know when you won’t be home.
2. Mention online articles and statistics relevant to your brand/topic and include links/url addresses to them.
3. Come up with daily or weekly thoughts related to your book topic.
4. Find famous quotes relevant to writing or your book and post those. Search for such quotes or have a google search for phrases that comes to you.
5. Post news and exciting information related to writing or your book topic.
6. Use http://search.twitter.com to find conversations to join in on.
7. Avoid sounding like a commercial. Tweet special offers occasionally.

**Media tips**

Sites to find special dates for your topic:

http://seasons-seminars.com/datestoceleb.php

http://www.thankscompany.com/pages/dates.html

http://www.adsources.com/IDEAS/Cal/

<http://wordpress.com/tag/dates-to-celebrate/>

  http://seasons-seminars.com/datestoceleb.php http://www.thankscompany.com/pages/dates.html http://www.adsources.com/IDEAS/Cal/

Barna Poll/statistics

http://www.barna.org/FlexPage.aspx?Page=BarnaUpdateNarrowPreview&BarnaUpdateID=255

Online press kit

•    Your photo  and book cover

•    Audio and video clips

•    Bullet box to highlight what you can tell the listeners

•    Ordering information

•    Clippings/endorsements about you

•    Book reviews

Be engaging: Success depends on the power of your words. If you sound like a friend sharing experiences then you make connections.

* Engage your host and listener  with good content
* Be brave and launch into a topic that will interest the host and listeners  Use the host’s questions to move into your key points
* Use stories, anecdotes, and comments that tap into people’s emotions
* To generate a positive response, ask rhetorical questions that cause people to think positively (yes answers)

A positive story (or nugget of shares how a vulnerable person faced a struggle and made a life changing discovery that caused a change for the better. Stories that grab attention of listeners:

* True stories with that elicit laughter or emotional responses
* Stories that promise a better life
* Have a purpose and make a point people can easily apply

Offer the audience freebies

* 1. Chance for a free book: Let all email you that they want a book, draw a name, and that one gets a book
  2. Free tip sheet
  3. Downloadable audio or print file

Talking points/ending well

* List 3 relevant points you think listeners need and will recall. Try to weave these into interviews.
* End with something memorable-such as an acrostic of key points/helps or motivational point to act on

Take these steps to develop a hook:

1. Brainstorm all the topics and spin-off topics from your book.

2. Listen to radio for and note hot topics.

3. Subscribe to email pollsters, such as the Barna report (barna.org).

4. Match up needs with your topics.

5. Write a one two-sentence pitch that will grab a host's attention that shows what you can talk about to interest their listeners.

6. Test the pitch. Ask radio listeners if they like your pitch. Ask your writing critique group to critique it.

7. Go for it. Pitch it to radio stations (be sure your media kit is radio to send

Value of Media interviews

1. It really is a time-efficient way to reach more people in different places with little cost. There are no traffic jams or road rage on the way--- No need to worry about looks, dress, breathe, and you pick your own comfy chair.

2. You never know who might be listening, even at odd hours and on small stations. Stormie Omartian started with any opportunity. She had an interview at a very early morning hour in a tiny Florida town when a TV producer driving through the area listened. He contacted her for a big interview.

3. Radio interviews can lead to speaking engagements. When I have done local radio, I have often had calls to speak afterwards.

4. You can engage the interest of people when they hear you. I did a teleconference with less than 99 people and immediately saw my sales and rank go up on Amazon.

5. It develops you as an expert on your topic.

6. Being on talk radio gets people talking and that creates a buzz about you and your book.

 7. People need to hear someone's name several times before they recognize it. Radio can help get your name out. Some stations will advertise who will be the guests on their website and on earlier shows, so your name is put out a few times before you speak your first word. They introduce you to their audience.

8. If you are asked a whopper no one will not see your expression---

9. You can read from notes if you want

10. You can even snuggle your favorite stuffed animal or other prop to keep calm without looking dumb-no one will notice.

Ten reasons why media will want you:

•    Media is costly and you are free.

•    Media needs fresh content continually and you have it

•    Media hosts don’t have time to be experts in everything and you can be an expert they need

•    Audiences want to be entertained and you can do it

•    Media wants to be relevant and you can do that.

•    Audiences want to be informed and you can give them information

•    Media is rated and they need whatever will boost ratings-you can do that

•    People want to identify with real people’s lives and you can connect with that

•    People love stories and you can share through your unique story

 •    Audiences enjoy controversy and you can create it

Benefits of media interviews:

* Gets your name out to people. They hear your name before and during the show. It is often posted on the web site with your book title.
* People experience your voice and get to know you a little and that stars a relationship.
* Free advertising.
* Provides opportunity to share experience
* This opportunity to connect to the audience is an opportunity to light a match and get the word about your book spreading.
* It’s a tried and true method. Chicken Soup for the Soul compiler Jack Campbell attributes their success to getting on radio once a day for months when the book was released.
* Success depends on the power of your words. If you sound like an infomercial people tune out. If you sound like a friend sharing experiences then you make connections.

Media doesn’t work

* If you use it to spin or scam people
* If you bore people and they tune out
* If you simply tell them the title of the book and to go buy it (that makes it an ad)

Television programs are looking for good guests. Some of these elicit better response than others but they are eager for good people -- especially good stories. The same is true for radio. I receive calls every week asking if I have "anything new." This is great for me as a publicist and is different than years gone by. Fewer publishers are sending out media review copies of books -- presumably to save a few dollars. Don Otis of Veritas Communications [veritas\_com@yahoo.com](mailto:veritas_com@yahoo.com)

Release Party, **Autograph Dessert**, Launch Party and how Niki Anderson did it

* Select a **date** not too distant from the release date of your book (AFTER the release). Make sure your book is in bookstores in your hometown where you'll host the party.
* Choose a **venue**. I've used my own house and made the event a 2-day Open House; I've used a hotel and offered the hotel's luncheon choices  (3 at most), and twice I've offered a dessert which is the most economical for author and guests; the last event was at a Golf & Country Club with view of the greens which was the most beautiful locale of all I paid only $250 for rental, not including food costs.
* I seek a balance between a lovely place and a reasonable cost that I'm sure I can recoup from book sales and from the small ticket price for the **dessert and beverage** (coffee & tea only--and an optional dessert for those with diet restrictions, etc.); **always under $10**. Remember, you don't want your reservation price to be so high they decline the invitation or come with no money to purchase your book. (I charged $6.50 at my last one; a bit low.)
* I mail **invitations** to everyone I know; I make the reservation colorful, attractive, and fully informational on 8.5 x 11 paper; triple fold and post. I also post many invitations online and include RSVP.

**Decor and favors**: Each table has my book standing in the middle so guests can peruse the pages; none are ever ruined. I choose simple inexpensive centerpieces; once a African violet, for the garden book I used small fresh bouquets in vases that all came from my home; for the last cat book event, the golf club offered to put bouquets on he tables and I asked for pussy-willows with the daisies. In my introduction I suggested that since we couldn't bring our cats along, we could think of them by enjoying the pussy willows. I also had one among 365 beautiful cat calendar pages I cut out from a previous year and placed a different one at each place setting. They also received a cat theme Pass-It-On card with a cute saying and a Bible verse near the water glass; those were the favors.

* I offer two dessert selections: this last time the choices were a cheesecake with raspberry coulis or a carrot cake.
* I call the newspaper and describe my event; they usually write a nice article about "their local author" and her books; the column includes details about the Autograph Party & Dessert with info: my website, a phone # for reservations, price of the event, location, date and time.
* I notify other small newspapers in the area and the Moody radio station in our hometown.

The Program:

* Open with brief introductions
* There's a door prize I present after the introductions (last time, a beautiful soft-side cat carrier). Okay. Remember, the book was Whiskers, Wit, and Wisdom: True Cat Tales and the Lessons They Teach
* I also have a table spread with book’s theme gifts: ranging in value from expensive books and items I picked up on sale during the year to lesser things  as small as a catnip mouse or a cat art calendar; all are desirable but vary  in value. I let the guest pick out her/his gift if they answer correctly during a game of questions from a list of fun bits of trivia relating to cats. Guests love this part of the program. They're jumping to their feet with hands raising
* I thank those who helped me in any way with the book process, like those present whose cat stories I retold in the book, and also those who participated to host the event, my soloist/pianist, and those who load and unload books, the hotel hostess I worked with to  organize the event, my photographer-friend who created the Smilebox, and others. I also presented them with a gift. I gave Book Brew coffee and a Book Brew mug this last time.

Program

* Expressed thanks where appropriate
* Presentation: 30-minute talk that is a crossover ministry to unbelievers who are there
* Entertainment soloist who sings popular or Christian songs related to my book: gardening book or one of my cat books. At this last event, lyrics were typed on the back of the program so guests could sing along with the last song.

My **book signing** is at the beginning while guests are filing in (about 30 min. only), passing first at my welcome table where a list of paid guests helps my two friends confirm reservations. If someone arrives w/o a reservation not realizing she was to pay (it happens), she's welcomed, of course; most offer to send a check later.

* At the very end of the event **I return to book signing table** that is decorated with a bouquet of roses and all previous books and the present release standing beside the roses like a centerpiece. Seated at my left is the cashier, also a friend. At my last event she was none other than a Crown Financial Seminars teacher with my son assisting her by writing receipts. I've never taken debit or credit cards but I'm sure that's helpful. I note on both my website and snail mail invitations that I accept only cash or checks.
* My **Smilebox slideshow** of the event (condensed in 3 min.), created available at a link

10 Steps to Build Marketing Confidence By Karen Whiting

Similar to dressing for success, there are steps that help you prepare for marketing success and show professionalism. The Apostle Paul showed his professionalism when he wrote letters, gave his resume of credentials, and planned speaking tours. Investing effort to present your book, brand, and self well makes a difference in your image and your sales.

1. **Dress Your Business Sharply** Your website, business cards, and social network sites provide first impressions, so make them great. Use good quality photos, layout, and content to reflect your brand. Use colors to bring cohesiveness and build your image, and wear the same colors when you speak.

Create business cards that project your message and include your photo. Use the backside of the card to showcase your books, popular speaking topics, or branding message. A professional-sounding email address adds to the image too.

2. **Walk Faster** Respond to opportunities fast with enthusiasm. Hone your craft to write more efficiently. Create a list of several articles you could write related to your book’s topic so you can pitch something when there’s an opportunity to write or speak.

3. **Pitch Perfect**Thirty-second pitches help you share with meeting planners, readers, and magazine editors to gain marketing opportunities and followers.

Practice creating pitches for article ideas and talks using topics within your book. Each pitch should show benefits for the specific audience. The pitch should include the reader benefits and share your unique slant.

4. **Position Yourself Well**

Tap into affinity groups to reach potential buyers to position you and your book. Do a search on your topic and see what groups pop up as possible affinity organizations. Explore the group, meet members, and see how your book meets with their vision and purpose. Let them know about your upcoming book and what you can offer their organization.

5. **Sit in the Industry’s Front Row** Get known. Join and serve in writing organizations that help you connect to an audience or industry professionals. Watch for marketing opportunities the group offers.

Before a book releases, connect with your publisher’s sales and marketing staff. Let them know your experience and ideas. They will support you more if they know you will work and have good ideas.

6. **Compliment People** Look for the best in others and praise them. That will help you notice what works to apply ideas yourself. In looking for the best you’ll bring out the best in yourself too. You’ll think more positively to build a supportive network.

7. **Speak Up!**Develop relationships. Get to know editors and writers at writer’s conferences. They are part of your networking team and a great source of information, opportunities, and camaraderie.

8. **Work At Being Your Best**Work out physically and spiritually to be well-balanced and in good health for travel and speaking. You want to look and feel your best. Travel can be grueling, so it helps to be fit. Hone your time management skills too. Evaluating your diet, time management, spiritual fitness, and exercise should be part of your business plan.

9. **Focus on Content**When you offer great content, people want more and trust your books will be good. While your books should be great, it’s just part of what you offer. Provide good content on your

website, social networks, and in articles. Adding freebies on you website lets people get to know you and what you have to offer. Being a guest blogger with great content lets you reach other audiences and offers an opportunity to interest those readers.

10. Express Gratitude It’s always a great gift to offer others. God often blesses generous people.

Creating a professional and well-dressed business builds your confidence and develops trust with readers and industry professionals. You’ll be prepared for success.

To brainstorm marketing ideas, check or write notes for any area you have training, experience, contacts, or database

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  |  | Trained | Experienced | Contacts | Database |
| Media | Radio |  |  |  |  |
|  | TV |  |  |  |  |
|  | Newspapers |  |  |  |  |
|  | Magazines |  |  |  |  |
|  | Teleconference |  |  |  |  |
|  | Blours |  |  |  |  |
| Speaking | Churches |  |  |  |  |
|  | Affinity groups |  |  |  |  |
|  | Bookstores |  |  |  |  |
| Networking | Authors with Radio lists |  |  |  |  |
|  | Speakers who will carry my books |  |  |  |  |
|  | Community leaders |  |  |  |  |
|  | Organization contacts |  |  |  |  |
|  | Stores/museums |  |  |  |  |
| Internet | Blogs |  |  |  |  |
|  | Online review sites |  |  |  |  |
|  | Newsletters/forums |  |  |  |  |
|  | Social networks |  |  |  |  |
| Writing | Articles |  |  |  |  |
|  | Columns |  |  |  |  |
|  | Companion books |  |  |  |  |
|  | Pamphlets |  |  |  |  |
|  | Free pdf files |  |  |  |  |
| Word of Mouth | Contact lists |  |  |  |  |
|  | e-lists |  |  |  |  |
|  | Friends |  |  |  |  |
| Experience | Awards |  |  |  |  |
|  | Past media experience |  |  |  |  |
|  | Published credits |  |  |  |  |
|  | Degree in topic |  |  |  |  |
|  | Accomplishments |  |  |  |  |
| Promotional Materials | Business cards |  |  |  |  |
|  | One-sheets or rack card |  |  |  |  |
|  | Media press kit |  |  |  |  |
|  | Interview Qs/bio |  |  |  |  |
|  | Brochures |  |  |  |  |
|  | Postcards |  |  |  |  |
|  | Newsletters |  |  |  |  |
|  | Book table display |  |  |  |  |
|  | Digital frame promo |  |  |  |  |
|  |  |  |  |  |  |