

Your Book, Your Business_Chynoweth 01

The 7 P's...Purpose, Plan, Platform, Publicity, Priorities, Perseverance, People

Purpose

- Vision
- Mission
- Message

Plan

- Setting up Your Business/Incorporation
- Business Plan/Goals/Objectives
- Marketing Plan

Platform

- Branding
- Events – Book Signings and More
- Email Marketing
- Website and Social Media
- Public Relations
- Public Speaking

Publicity

- Radio/TV
- Newspapers/Magazines
- Podcasts/Blogs

Priorities

- Scheduling
- Focus

Perseverance

- Follow up
- Conferences
- Getting on the NY Times Bestseller List

People – Building the Right Team!

- “Launch” or “Street” Teams
- Target Market