

## Proposal's Market Analysis

Why do it?

How to find competition

Analyze competition for yourself

List top 5 competitive books

Comparison

Sharing uniqueness of your book and how it will fill a gap

## **Showcase Marketing Ability in Your Book Proposal**

By Karen Whiting

An author's marketing ability should shine throughout the proposal. Publishing experts indicate we need to either build a platform or gather and engage a tribe. Basically, authors need to clearly pinpoint the target buyer's motivations to buy the book and how to reach that audience.

### **Reader Motivations**

List takeaways that inspire buyers to purchase the book. This is first done within a good hook that shares both the uniqueness of the book and main reader benefit. Add a section on demographics to access the potential audience size with supporting facts about the possible market size. Add links to articles and studies to demonstrate the need for the books and its benefits.

For fiction authors this means crafting a great hook that grabs attention. In the book's description share 'what if' questions and emotions the characters will experience.

Benefits motivate people to buy a book, while affinity groups identify tribes or readers.

### **Tribe of Buyers**

An author starts characterizing the tribe by naming affinity groups. Add demographics of potential readers to communicate additional information about where readers spend their time and money. Recognizing what social media your readers use helps determine a strategy to reach those buyers. An author confirms reader connections through listing endorsers from affinity groups, blogs that will allow them to be guests, and reviewers from these organizations.

Fiction authors also need to identify readers who like the genre of their book and why the book will be unique enough to impact lives. Specific marketing plans explain how they will reach those fiction fans. That may mean providing a database of blogs and social media groups in the genre who will let you guest post. State what readers (tribal members) will receive in the posts, such as behind the scenes message, research, and story in blogs and places to engage readers. Next, make sure your book stands out.

### **Analyze Competing Titles**

Analyzing the competition challenges authors to explain the book's uniqueness and position in the market. Various titles help authors build a case that the topic is saleable and popular. It's also an opportunity to define the distinction of the author's book slant, solutions offered, treatment, and overall message. It's not an opportunity to put down other books, put an occasion to highlight the proposed book's distinctiveness.

For the author, dig deeper to see what the authors of the best sellers in the categories do to promote their books. Glean ideas to apply in your marketing plans.

### **Marketing Plans**

Showcase actual ideas you will put into action. Each one is a promise you make that you'll need to keep. The main outlets for marketing can be boiled down to five: media, social media, print, speaking, and expertise. If you have a proven record in any category note those credentials and experience followed by ideas to apply.

- For media, list past interviews, media training, or your own experience in creating videos and FB live. Then share a sample pitch for interviews. Add connections you have for interviews (radio, television, podcast hosts, and print).
- With social media, provide information on number of followers, what social media engage your readers and how you will connect to them. Include experience with media posts that engaged followers, Facebook live, and ability to create memes. It's more important to get followers to engage in conversation than to simply collect followers who may not actually read your posts.
- For print, list article pitches and publications, what types of materials you can create to augment your book such as charts, tip sheets, and facts. Indicate if you write a column or frequently contribute to any periodicals.
- With speaking, share your experience, speaker training, and ideas of possible speaking opportunities. This may include meetings of affinity groups, book clubs, and events your target audience attends. Outline your efforts to book speaking engagements through sharing ideas of seminars or talking points that will be used to develop keynotes and workshops.
- Expertise is becoming the person people contact for interviews and quotes. This comes as you get known. Increase opportunities to be quoted by subscribing to services such as PR newswire or Help a Reporter Out (HARO) and send press releases to media and meeting planners when your book releases or you speak. If you have published quotes and profiles list those.

### **Endorsements**

Publishers view endorsers as influencers for the book. For nonfiction, find endorsers with ties to affinity groups or expert authorities to validate your ability to write the book.

For fiction, endorsers should be well known authors within the same genre to help readers develop trust in your ability to write.

### **Author Bio**

This section specifies your authority and experience. Published articles and books, speaking and media experience, degrees and certificates in related fields to the book's topic, and media experience verify your qualifications to write and market the book. Add some personal notes about your background and hobbies that adds interesting facts for readers and interviewers.

Work carefully on each of these elements to present a professional vision for marketing the book. It will help garner the interest of traditional publishers and guide you to develop a strategy for selling the book as a traditional or indie author.

## Proposals that Grab Attention of Editors and Publishers

By Karen Whiting

### **Why write a proposal??**

- Defines book
- Shows need for books
- Shows benefits for reader
- Shares why you are the one qualified to write it

### **THE PROPOSAL ELEMENTS/SECTIONS**

#### **Opening**

- The hook, descriptions, audiences, reader benefits
- This is the pitch-13 seconds to grab attention
- Show reader benefits-why someone will buy it

#### **Overview and TOC**

- A little longer description of the book and vision of its progression
- NF Table of contents with short descriptions of each chapter
- Fiction-synopsis of book

#### **Market Analysis**

- Place to compare titles
- Comparison highlighting uniqueness of book from competition
- Show stats and articles that highlight the need for the book

### **MARKETING PLAN**

- VIP section of proposal
- Develop a plan that shows how you'll reach audience
  - Social Media
  - Print (articles)
  - Web site/blog/newsletter
  - Media
  - Expertise
  - Speaking/webinars

#### **Author Bio/qualifications**

- Relevant background to book concept
- Experience in writing
- Sales record

#### **Sample chapters**

- 1-3

## Practice Your Pitch

- Develop a great **focus statement** (tight, 1-2 sentence description of the book's uniqueness)

### Focus Statement example

Example: The Arms of Forgiveness

This goes from generic to more specific one that shows the book's uniqueness and take away.

**Target audience:** Married couples, on the verge of divorce

Extended audience will be any married couple facing problems and couples wanted to keep marriage intact).

**Benefits:** Practical tips

Methods for letting go of hurt

Healing the relationships

Rekindling love

Helpful book: Speak up with confidence by Carol Kent

### Write the draft and refine it to be specific to your book.

#### First draft

This is a book for all married couples having problems. Practical tips show people how to heal and how to let God help them love again. When they learn to forgive, they can save their relationship. Real stories will let readers see how this really works.

#### Draft 2

The book shows couples facing divorce they change and save the marriage through forgiveness. It uses personal stories of couples who turned their lives around. Each story also lists ways people can let go of hurt and how to let the Lord heal them and bring them back to loving one another.

#### Draft 3

In *The Arms of Forgiveness* shows how married couples, on the verge of divorce, can be transformed through the power of forgiveness. Personal experiences of couples who made U-turns in marriage are paired with practical tips to help partners let go of hurting and allow the lord to heal the relationship and rekindle love.

Tips on creating focus statement

- Define target audience
- Share book's value-the take away
- Share book's features (the way the message is delivered and the content)

## Focus statement worksheet

Target audience = readers who most need the book

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Benefits for readers (take-away)

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Main concept (main message and how you will present it)

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Pitch

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### Tips on meeting with Editors

- Get to the point fast-elevator pitch (written if necessary)
- Have list of other titles/ideas you can develop
- Be prepared to share marketing ideas
- Listen

### 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

### Apply marketing strengths combined with reaching reader

Where reader lives/reads/goes \_\_\_\_\_

My marketing strengths \_\_\_\_\_

Key concepts/message to market

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Influencers who could help get a buzz going

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Unique ideas \_\_\_\_\_