

### Develop Marketing Plans to Reach Your Audience

#### 3 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 your 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  
Reach the target audience online, be authentic, and develop relationships with potential readers.

#### 5 Key areas of marketing

- Print (freebees, handouts, flyers, business card, bookmarks, press kit)
- Articles (magazines and online content)
- Speaking
- Media
- Online presence: Social Networking, website, blog tours, youtube clips

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 \_\_\_\_\_

\_\_\_\_\_

**30 second pitch** \_\_\_\_\_

\_\_\_\_\_

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

\_\_\_\_\_

\_\_\_\_\_

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

**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?

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Uniqueness about book and how to connect that to readers

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Possible media plan tools

Media pitch \_\_\_\_\_

Speaking topics \_\_\_\_\_

Article ideas \_\_\_\_\_

Contest ideas \_\_\_\_\_

Social network connecting ideas/topics  
\_\_\_\_\_

Qualifications as an expert \_\_\_\_\_

Personal experience/stories \_\_\_\_\_

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Marketing strengths

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

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

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Speaking outlets (interest groups)

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Seasonal tie-ins

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Potential story angles

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Media contacts

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Influencers include

Blogs topics related to book

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

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Seminars/workshops I could develop

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Website/online contest ideas

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

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Columns to pitch

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Press release connections to interest media

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Coordinating blog or twitter theme

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Special release activities \_\_\_\_\_