

## Basic Steps to Develop a Unique Marketing Plan

Be strategic and start with what fits you best and reaches readers

### Consider your personality in identifying strengths

**Popular sanguine-people oriented promotion**

**Powerful choleric- goal oriented**

**Perfect Melancholy-details/organized plans**

**Peaceful Phlegmatic-easy and fast ideas**

Understand your personalities and know you need to reach readers with the various ones.

Choose marketing activities that are in your personality strengths

### Book Promotion Timeline: Choose a few great ideas and build on them

PREPARE AHEAD 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

#### Pre-release

Launch team

Website optin, home page, landing page

Write Pre-posts for social network via hootsuite or other tool

Develop freemiums (free pdf files of tips, games, excerpts, etc)

Hunt online for media outlets, related blogs, and way related book authors are promoting

Develop a Pinterest board (hidden until release)

Develop memes and use some to develop PPT for speaking

#### Release

Post daily including pre-written ones

Media or speaking and posting content to web site

Encourage people to talk about book/ask for it in stores

#### Continued marketing

Social networks and blogs

More media interviews

## Main Marketing Streams

Print

Online (social media, website, e-newsletter)

Media-TV, radio, podcasts

Speaking-live. Webinars, videos

Expertise

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

#### 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

### **Brainstorm ideas for marketing**

Brainstorm the book's benefits

- Ask those who preview it what they found useful/exciting
- Put it into simple statements—[this book] helps you [want to/overcome/find] state a problem] to [state a solution]
- Example: *Secrets of Success for Women: Time* helps busy, stressed out women streamline their life to have time for what's important: relationships, ministry, and enjoying life.
- [Book] provides [benefits] [goal]
- *Secrets of Success for Women: Time* provides inspiration, practical tips, and creative solutions that help busy women manage their days.

Brainstorm tips for readers on the book's topic

Brainstorm outside places to sell books-related hobby, museums, specialty stores & catalogues

Brainstorm images to connect to the book for social networks, book table, print campaign

Make top ten lists such as Top ten reasons people would want the book

### **Invest money wisely and barter or find volunteers/launch team**

PR specialist but choose specific targets/campaigns

Hire/enlist volunteer help post, share posts, and engage online

Printing postcards, social media ghost writing, calls to schedule speaking, media

Writing coach if you need direction and want guidance planning your future