

## **Identify best methods and target idea within the methods**

### Speaking

- Develop postcards/flyers/etc and send out/contact meeting planners/organization heads
- Create webinars and post a few
- Start small/local and branch out-get a video clip/audience feedback
- Post audience comments on website
- Develop an online press kit
- Release event
- Develop a great book table display- (flat table = flat sales)

### Media

- Create a database of stations
- Start local
- Consider hiring a publicist like Don Otis
- Create a press kit
- Create several pitches
- Contact media with a pitch
- Develop great ending i.e. -acrostic, motivational statement, promised benefit

### Print

- Columns, articles, online articles
- Online content/articles on web site
- Postcard campaign
- QRs
- Content is king

### Expertise

- Use haro, pitchrate, etc to get interviewed/quoted
- Post on blogs
- Blours
- Contact organizations that need your expertise to speak at their events/meetings

### Social media

- Use hootsuite/dashboard or other tool to schedule posts and prewrite many at once
- Contests
- Choose type of posts/use a mix
  - Informative
  - Entertaining
  - Testimonial based
- CONVERSATION IS KING

**KNOW THYSELF:** Personality, Strengths in marketing, Time and money available

## **Consider your personality in identifying strengths**

### **Popular sanguine-people oriented promotion**

- Speaking platform
- Teleseminars
- Make connections everywhere
- U-tube/online 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

## **Take action Choose a few great ideas and build on them**

### **Prerelease**

- Website
- Pre-posts for social network via hootsuite or other tool-80/20 rule
- Develop freemiums (free pdf files of tips, games, excerpts, etc)
- Hunt online for media outlets, related blogs, and ho related book authors are promoting

### **Release**

- Daily tweets including pr-release
- 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
- Contests, freebies, and content

## **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

### **Use money wisely**

Hire PR specialist but choose specific targets/campaigns

Hire enlist volunteer help of neighbor/family to do grunt work

Postcards, social media ghost writing, calls to schedule speaking, media

### **Brainstorm**

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 (Time-clocks, watches, hourglass, calendars, etc..)

Use imagery in social networks, book table, print campaign

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

Find Connections

Check historical dates and special days calendars to connect your topic to the news

Read the news/barna updates etc to connect events/news to your topic

Consider why someone needs book and target to show how book fills the need

Find related special dates to connect to your book

<http://bit.ly/15WmfS>

<http://www.brownielocks.com/month2.html>

<http://www.brownielocks.com/month2.html>

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