

Marketing Clinic by Karen Whiting

Handout-various parts of this handout will not be covered in the clinic as that has limited time. Clinic will focus on applying ideas to your specific book/brand. If possible, read before class.

Long range goal

Part of the plan is to sell a specific book and part of the plan is to develop the author's name recognition and brand for sales of future books/products.

Components of a plan:

- Personal marketing strengths
- Target audience accessibility
- Tools that promote the message to readers = consumer touch points
- Time and resources available

Perfect Pitch (Come to clinic with your pitch ready to be critiqued)

An effective pitch will, in 1-2 sentences:

Tips on creating focus statement

- Define target audience in a few words and be specific (not every woman or person)
- Share book's value-the takeaway (what is biggest gift you will give the reader that the reader really needs?) These are the reader benefits
- Share book's features (the way the message is delivered and the content/genre)

Target audience = readers who most need the book

Benefits for readers (take-away)

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

Pitch

Create your pitch!

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

Know thy strengths

Personality

- Social-interactor or socializer
 - Speaking, video, media
- Powerful Director/Mobilizer
 - Broad plan, workshop leader, Mini-courses
- Thoughtful Analyzer/Organizer
 - Print, social media posts
- Friendly Supporter/Stabilizer
 - Humor in interviews, posts, print but overcome procrastination

Personality _____

Strengths _____

Marketing preferences _____

KNOW THY READER

List needs of readers-what do they most want from the book

- **What gift do you promise?**
- **Vision for the book clearly communicated**
- **Basic needs of readers**
 - **Acceptance-tone**
 - **Affirmation-you can do it**
 - **Approval-you belong here**
 - **Affection-God loves you, you are blessed**
 - **Adventure-you can change, you can make a difference**
 - **Assurance-it is doable**
- **What books make best sellers**
 - Escapism
 - Education
 - Entertainment
 - Emotional Bonding (relationships)

State your passion for the book

5 Main Areas of Marketing for Writers to Focus On

Social Media _____

Method of posting _____

Media where images and video matter

Pitch _____

Database _____

Experience _____

Speaking

Pitch _____

Database _____

Experience _____

Topics _____

Print

- ___ Bookmarks
- ___ Postcards
- ___ Business cards
- ___ Flyers
- ___ Article pitches
- ___ Freebies/handouts

Expertise

- ___ Website, articles, books
- ___ Credentials
- ___ HARO and other places to post expertise
- ___ Profiled

Think Big

Use multi-channel plans that rest on more than one method to reach readers.

EMAIL and how to gather emails (Main thing you own)

- Landing page
- Events
- Shared emails

Freebies to outlet that will give you a CSV list
How to connect with email recipients
Email sequences (quizzes)

Time Management in Marketing

Make it easier-

- Piggyback marketing
- Group cross marketing
- Kindness in promoting others
- Networking

Focus on what works (evaluate campaigns and activities)

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
- Power of referrals

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

Prepare 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

Unique Marketing Plan flows from a unique book

Unique of book

Images that go with book

Related calendar dates (where to find them)

Book tables

Book cards
Digital frame with book benefits
3D and upward, not flat
Business cards with QR code linked to ordering page or book page

Develop experience and expertise

Practice pitches/interviews
Take training
Hire a coach (proposals, marketing, speaking, article writing, social media)

Study Paul and Remember you are promoting God's Message

Paul promoted everywhere he went in spite of hardships and obstacles
Paul felt compelled to preach
Paul used his strengths or writing and speaking
Paul persisted, and kept up his passion

Market even before you start writing a book by developing the basics (website, social media, brand (this may come later), expertise in writing related articles)

Paul

Passionate
Resourceful
Persistent in spite of obstacles-followed the vision and calling