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?

Uniqueness about book and how to connect that to readers

Possible media plan tools
Media pitch

Speaking topics

Article ideas

Contest ideas

Social network connecting ideas/topics

Qualifications as an expert

Personal experience/stories

Marketing strengths

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

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

Speaking outlets (interest groups)

Seasonal tie-ins

Potential story angles

Media contacts

Influencers include

Blogs topics related to book

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

Seminars/workshops I could develop

Website/online contest ideas

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

Columns to pitch

Press release connections to interest media

Coordinating blog or twitter theme

Special release activities