

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 (freebies, 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 _____