**Identify target ideas for 5 main areas of marketing**

Social media

 Be consistent on whatever social media you choose

Contests pull in people

 Choose type of posts/use a mix and have a focus

 Informative

 Entertaining

 Testimonial based

 CONVERSATION IS KING so train followers to engage

Speaking

 Develop postcards/flyers/etc and send out/contact meeting planners/organization heads

 Create webinars/FB live mini teachings 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

 Develop a great book table display- (flat table = flat sales)

Media

 Create a database of stations

 Start local

 Consider hiring a publicist

 Create a press kit

 Create several pitches

 Contact media with a pitch

 Develop great ending/talking points i.e. -acrostic, motivational statement, promised benefit

Print

 Columns, articles, online articles

 Online content/articles on web site

 Postcard campaign

 Content is king

 Newsletters

Expertise

 Use HARO, pitchrate, etc to get interviewed/quoted

 Guest Post on blogs

 Blours

**Consider your personality in identifying strengths**

**Popular sanguine-people oriented promotion**

Speaking platform

Teleseminars

Make connections everywhere

U-tube/onlibne 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

**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

Prepare ahead

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

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

**Pre-release**

 Website optin, home page, landing page

 Write Pre-posts for social network via hootsuite

 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

**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

**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 (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

**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

**Develop yourself as an expert**

3 tiers to become an expert. Once an expert people will quote you/profile you, etc.

 1. Take training

 2. Network: Join affinity groups (The Writers View/AWSA/Class/Groups related to book topic)

 3. Build experience by doing, speaking, being quoted (sign up on profnet)

**Activities that build expertise**

* Write articles and more books on the topic/issue
* Develop your testimony on the topic if you have experience that makes you an expert
* Speak on the topic-design brochures/descriptions of talks with outlines for each
* Get quoted by signing up for HARO haro@email.helpareporter.com, profnet
* Join related organizations and become a leader/contributor
* Get on the media as an expert (use book to pitch and make it connect to being an expert)
* Get endorsements
* Earn awards for books/yourself
* If book is featured in magazine or you are profiled, add it to your resume/website
* Build subscribers/friends on networks/blog readers
* Start a focus group (egroup/facebook)
* Start a mail or email list
* Credentials (degrees, experience, etc)

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* Join related organizations and become a leader/contributor
* Get on the media as an expert (use book to pitch and make it connect to being an expert)
* Get endorsements
* Earn awards for books/yourself
* If book is featured in magazine or you are profiled, add it to your resume/website
* Build subscribers/friends on networks/blog readers
* Start a focus group (egroup/facebook)
* Start a mail or email list
* Credentials (degrees, experience, etc)