

Abstract for a
***Book Marketing Battle Plan*[™]**
for those authors or publishers who are seriously
interested in selling their titles into the
special-sales marketplace.

The *Book Marketing Battle Plan* consists of these
marketing elements customized to your title:

- Assessment of the special-sales markets
- The development and presentation of your *Battle Plan*
 - An analysis of competitive titles
- Identification of specific special-sales prospects
 - A *Book Market Map*[™] with precise contact information for each prospect
- The prioritization of the prospects to maximize your selling efforts
- Focused recommendations for contacting each prospect
 - Hints for writing your press release and your sales literature
- Recommendations for negotiating your contract
 - Tips on closing and implementing the deal
 - Ongoing support systems to help you follow up, monitor and critique your progress and see what others are doing that works for them

Disclaimer

This *Book Marketing Battle Plan™* was created especially for the recipient in order to provide the information needed to market and sell the client's books in venues primarily outside of bookstores. It is the result of extensive research using a multiplicity of resources, including the Internet and the World Wide Web.

It is sold strictly with the understanding that the publisher and author are not engaged in rendering legal, accounting or other professional advisory services. If expert assistance is required, then the services of a competent professional should be sought.

It is not the intent of this *Battle Plan* to cover all the information that is available on this topic although the reader should find very extensive immediately usable information and even more from the links and resources that are indicated. Other information may be found from other experts and creative people who are focused to elements relevant to the title.

Searching for prospective customers is not a guaranteed endeavor. No guarantee is made that the recipient will find any

customers. Rather, this *Book Marketing Battle Plan* will point the user towards likely prospects, who may then be approached by the user and presented with information about each title. Those who use this plan must expect to invest a lot of time and effort without any guarantee of success.

Every effort has been made to make this plan complete and as accurate as possible. However, there may be mistakes both typographic and in content. There are some duplications, either because resources have been indicated in several different categories, or because listings may be shown by institution or by individuals. Therefore, this *Battle Plan* should be used carefully. Furthermore, it contains information that is current only as of the date of publication.

The purpose of this *Battle Plan* is to support the marketing and sales efforts of a publisher or author seeking sales of his/her title. The author and publisher of this *Battle Plan* shall have neither liability nor responsibility to any person or entity with respect to any loss or damage caused or alleged to be caused directly or indirectly by the information contained in this *Battle Plan*.

This abstract of a customized *Book Marketing Battle Plan™* is for demonstration purposes only and is not intended to be an exact replication of a complete *Battle Plan*. It is intended to give readers an idea of the leads, information, instructions, and marketing hints and strategies that are contained in a full-length *Battle Plan*

Examples of the contents of a *Book Marketing Battle Plan* are shown in the left-hand columns of the following pages with their corresponding explanations in the right-hand columns. This particular *Book Marketing Battle Plan* was customized for the title, *The Woodstock Bridge* a non-fiction book about spirituality based in Native American culture.

Introduction

This is your *Book Market Map™* directory – your customized list of prospective buyers for *The Woodstock Bridge*. Your *Book Marketing Battle Plan* describes unique ways to approach these buyers as well as hints for contacting them by telephone, in writing, via direct mail or in person. Use these tools appropriately and you can multiply your sales, increase your profitability and reduce returns.

Each *Book Marketing Battle Plan* is customized for the title at hand.



How to use your *Book Market Map™* directory

Your *Book Market Map* directory contains contact information for thousands of prospective buyers. But do not try to reach all these people in a short period of time. First, prioritize them according to their likelihood of purchasing (see the *Fastart™* section). Then create a generic, one-page letter describing all the features and benefits of your title. Then focus on one target market at a time and think about the reasons why your title will be important to it.

Helpful hints to reduce the sense of being overwhelmed by thousands of leads received at one time



For example, online bookstores are seeking titles that will increase traffic to their website and increase their profits. However, this will not motivate librarians...

Evaluate every website

Each link contained in your *Book Market Map* directory can be a gold mine of even more sales opportunities. Do not simply connect to a website and contact only one specific buyer. Look at each site carefully. If it has a section on *Resources* or *Links to Other Sites* always pursue those avenues. You will invariably come to a site that contains additional contact information.

Every website has the potential of yielding many more prospective customers if it is worked properly. We tell them how to mine each site.



Your *Book Marketing Battle Plan* will work for you if you put the time into making it work. We wish you every success with the sales and marketing of your book. Good selling.

Marketing Summary for the *Book Market Map*™ Directory
 Prepared Exclusively for
The Woodstock Bridge, by Greg Drambour

This is an example of the page that summarizes the leads in each category of the *Book Market Map*™ directory. It also lists the benefits relating to each, the recommended marketing strategy and a suggested prioritization for each.

Target Market	Decision Maker	Number of Leads	Benefits	General Marketing Strategy	Priority
	The person most likely to make the purchasing decision. The title may change with each prospect.	This is the number of leads provided to you in each target market, for a total of 8326	Persuade decision makers to buy your books for reasons that are important to them, not necessarily to you	This is the recommended approach to contacting each target. Go to the individual section in your <i>Book Market Map</i> directory for more, specific hints for reaching each.	The relative likelihood of a quick buying decision (See Fastart™ for more tips)
Special Distribution			Most of the people you contact in this segment will resell your book. Their primary consideration is how it will help them increase their sales and profits.	Call to learn the name of the buyer for books such as yours and what their guidelines are for submitting titles. Submit your book accordingly.	
Home Shopping Networks	New-Products Buyer	4	Increased sales, revenue	Same as distributors. This is not a high priority at this point	C
Native American Libraries	Acquisitions Librarian	45	Help patrons improve their lives	Cover letter should describe the benefits to their patrons and that you are distributed by Baker & Taylor. Quality or Unique, if so.	A
Gift Stores	Owner	75	Your promotion will pre-sell books to the general public; increased store traffic, sales and profits	Contact these gift stores to determine their level of interest. Try to sell directly to them with non-returnable books.	A



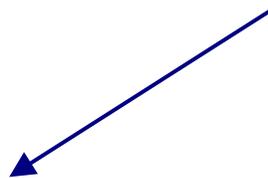
Chapter One

How to Use your Book Marketing Battle Plan™

This is your customized *Book Market Map™* directory naming thousands of different people and organizations potentially interested in buying your books. They typically buy books in larger quantities than do bookstore buyers, at shorter discounts and with no returns. Most pay invoices promptly in 30 days. You will find that selling to these customers will help you sell more books more profitably than you have in the past.

At first glance it may appear to be an overwhelming task to contact everyone in your *Book Marketing Battle Plan*, but there are ways to make this undertaking more manageable. Your *Book Market Map™* directory divides these people into different market segments, making it easier for you to

**Frequent reminders,
hints, recommendations,
ideas and examples keep
the user motivated and
informed.**



Organization

Your *Book Market Map™* directory is divided into three sections. The first is **Special Distribution** which lists potential buyers in a system similar to the way most independent publishers currently market books, i.e., distribution partner ⇒ retailer ⇒ consumer. Here, for example, you will also find book clubs and catalogs.

The second is **Commercial Sales**. Here you will find corporations, associations and government agencies ready to buy books for use as premiums, incentives, sales promotions or for educational purposes. They may also purchase books for resale.

The third is **Niche Marketing**. This section contains lists of groups of people that share a need for the information in your book. It also provides examples of promotional opportunities such as sources of reviews, awards and web forums and communities.

The overall category of Special Sales is divided into three sub-segments to make the process of contacting them easier to do.

Do-it-Yourself Marketing



In most cases you will probably contact the prospective customers yourself. Your *Book Marketing Battle Plan* makes this an option for people who enjoy the sales function and also for those who abhor it. How can this be? You can reach everyone listed in your *Book Market Map™* directory successfully *and* by the means with which you feel most comfortable.

Even people who dislike personal sales may carry out the process. The instructions take different personality types into consideration.

Fastart™

On the next page is a checklist to help you get started implementing your *Book Marketing Battle Plan*. It guides you through the initial steps you should take to reach certain high-priority prospects. It recognizes that some people take longer to make decisions than others, and that certain opportunities require a longer lead-time. Get familiar with the prospective customers in your Battle Plan and

The *Fastart™* checklist on the next page demonstrates how your *Book Marketing Battle Plan™* help you avoid the “On your mark. Go. Get Set.” syndrome.

- Prioritize your prospective customers.
Make a list of those...

- likely to purchase in large quantities.

- with a long decision-making process.

- who need books before pub date
(distributors, book clubs, reviewers).

- markets with which you are familiar.

- you will contact by telephone, direct
mail or email.

- customers who are knowledgeable
of your topic.

- List the benefits to each group of
prospective customers (reasons why the
information in your book is important to
them)

- Ten benefits for buyers in the Special
Distribution category

- Ten benefits for buyers in the
Commercial Sales category

- Ten benefits for buyers in the Niche
Marketing category

- Create a one-page letter describing your
book in terms of the benefits for each
target segment listed above

- Cut and paste it to a blank email and make
format changes

- Create a telephone script to use when
calling prospects in each target segment.

**An easy-to-use checklist
guides the user ahead
methodically**



**Regular reminders keep the
users focused on the benefits
their titles hold for
the consumers.**





Chapter Two

How To Organize Your Actions

Step One

Create a second copy of the electronic version of your *Book Market Map™* directory and give it a different name. Go through the new copy, cutting and pasting the contact information according to the criteria listed below and any others that suit your needs. Reorganize your prospects according to the criteria listed below.

1) **By size of opportunity.** Not all prospects are created equal in terms of their ability to buy your books. Online bookstores may display your title on their website and purchase from you as sales are made. Orders will come in for a book or two at a time until sales warrant stocking larger quantities. On the other hand, a company buying your books to use as a premium may purchase tens of thousands at a time, but the sales process may take a year or longer.

Strategy hint. Contact those likely to purchase quickly and easily so you will receive revenue while you are working on the longer-term sales.

← **Step-by-step instructions make it easier to get quick results and to keep the user motivated.**

← **Helpful hints abound, providing marketing techniques that are easy to use.**



Chapter Three

A Customized List of All the Prospective Customers Unique to Each Specific Title

Organizing the names of people in your *Book Market Map™* directory is not enough. Now you must reach your prospective customers and motivate them to take action that will help you *both* achieve our goals.

Submitting books to distributors

As described earlier, discount stores and warehouse clubs rarely buy directly from publishers for the same reasons bookstores do not. Therefore you must sell through a distributor to reach the retailers. You contact these people in the same manner you would approach a bookstore distributor, and that is to show them why it is their best interests to carry your title.

How do you do this? First, call to find out the name of the proper buyer for your title as listed in your *Battle Plan*. In most cases you will receive a voice-mail message with this information, along with their submission guidelines. Send them a cover letter with a sample of your book, a press kit, a one-page fact sheet and a one-page marketing plan (See Appendix C). Let them know how you



Each *Book Marketing Battle Plan™* not only tells whom to contact but also describes how to do so.

Example of a page from the Special Distribution section

Distributors to Discount Stores & Warehouse Clubs

Ms. Debra McKirdy; Book Purchasing Department, **Anderson Merchandisers**, 421 East 34th Street, Amarillo, TX 79103 (buys for Wal-Mart); (806) 376-6251, x4489

Date Name Results

Actual contact guidelines are provided whenever possible. In this case, Ms. McKirdy prefers contact via phone and mail vs. email.

Space is provided after each listing so the user may keep accurate records of each contact.

Airport Stores

Benjamin Books, Associate Book Buyer, 26 Kennedy Boulevard E, Brunswick NJ 08816; 800-332-4552, ext. 3046.

Date Name Results

When prospects request that submissions be made to a “buyer” instead of to an individual, you are directed to follow their requirements.

Libraries

[A list of 35 Native American libraries](#)

<http://www.nativeweb.org/resources/libraries>

Date Name Results

Many sites listed in each *Book Marketing Battle Plan* act as a launch pad to additional prospects.

Home Shopping Networks

Deborah Wooley, Shop at Home, 5388 Hickory Hollow Pkwy, Antioch, TN 37013
Book submission forms located at:

www.ishopathome.com/vendorform

Date Name Results

The user is directed to the required forms when they are necessary for proper submission.

An example of how the *Book Marketing Battle Plan*[™] describes how to reach your potential customers

Book-club sales can generate significant additional revenue. These sales do not have to come only from the major clubs, and your *Book Market Map*[™] directory lists niche clubs for you to contact. There are number of other advantages to working with book clubs:

1. The book club may purchase while you are preparing for your initial print run. Since you can now order a larger quantity (including the books for your inventory) your unit production costs will be significantly lower. If they buy copies from your stock, they will

2. You receive increased credibility and

3. The royalties you can expect for book-club sales are approximately 10% of the club's list price...

Purchasing procedures and guidelines are described as necessary.

Additional advantages for each are listed to increase the user's profitability

Where appropriate, the Battle Plan provides buying terms, contract hints and submission guidelines.

Book Clubs

Founded in 1982 in order to stimulate people interested in the growing and ever-changing New Age Movement. Also contains a reading list and book club.

<http://www.newagepointofinfinity.com/newage>

<u>Date</u>	<u>Name</u>	<u>Results</u>
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Listings include details about the site

A hot link is established in the electronic version for "click-and-send" convenience

The *Book Market Map*[™] directory continues with the customized contact information for the remaining prospects in Special Distribution

Example of a page from the Commercial Sales section

Selling to Businesses

Selling to businesses can be lucrative in terms of the number of books they may buy, but at the same time the sales process can be demanding and time consuming. The first step is to go through your *Book Market Map™* directory to locate the name of the best person with whom you should begin contacting. In many cases it is likely to be a product manager. Review their site to learn as much as you can about the company and make a list of the reasons why your title will benefit the company. If it is nearby



Once you feel you are prepared, call the potential buyer and schedule a personal appointment to discuss your proposal. Most times you will be sent to voice mail so have a 20-second, benefit-packed message prepared, and make sure you include your telephone number and best time to call you. When you are face-to-

face with the buyer, remember the hints about personal selling found in Chapter Four.

[Realtors in Sedona, AZ](http://www.sedonarealty.com/) (They may buy your book to give as a gift to buyer/seller or for people inquiring about a listing)

<http://www.sedonarealty.com/>
Date Name Results

The *Book Market Map™* directory continues with the customized contact information for the remaining prospects in Commercial Sales

← **Step-by-step instructions kick off each section as they may differ from others**

Periodic illustrations break up the copy to make the *Book Marketing Battle Plan* easier to read and use

← **Frequent references are made to other pages in the *Book Marketing Battle Plan* for reinforcement and additional hints**

An example from the Niche Markets section

Working with print media

Your *Book Market Map™* directory lists contact information for many magazines, ezines, newsletters and newspapers. These can serve as excellent vehicle to bring your message inexpensively to a specific target market. A mention of your title in these media gives it a third party, objective testimonial. Readers are more likely to assign positive feelings to this approach and believe the message more readily than they would your advertisement in the same issue.

Many printed magazines have deadlines that reach four to six months before

List of 24 Native American newspapers

<http://www.nativeweb.org/resources/newspapers>

<u>Date</u>	<u>Name</u>	<u>Results</u>
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Working with the broadcast media

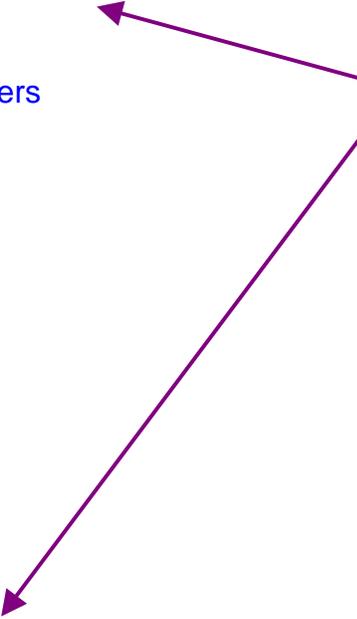
If you are inexperienced performing on the air, you should begin by appearing on local shows to gain experience. Or, you may have a book on a topic of local interest, such as *Covered Bridges In Connecticut*. It is unlikely a national show will book you to discuss it, so you should concentrate on the local media. When pursuing local news shows...

List of 27 Native American Television and radio stations

http://www.nativeweb.org/resources/tv_radio/

<u>Date</u>	<u>Name</u>	<u>Results</u>
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Sites with multiple listings are highlighted in red



The *Book Market Map™* directory continues with the customized contact information for the remaining prospects in Niche Markets



Chapter Four

Specific Instructions for Contacting Prospective Customers by Various Means of Communication

Once you know who your customers are and have prioritized them according to their relative likelihood to buy, it is time to contact them.

Contacting Prospects Using the Telephone

The telephone may be one of the best ways to contact many people in a short period of time. It is more personal than email yet not as time consuming as making personal visits. Use the telephone effectively to qualify your prospects – to find out if he or she is an A, B or C prospect. You can also make calls to follow up on emails, letters and personal visits and to do preliminary research.

Your *Book Market Map™* directory shows the telephone numbers for virtually all your prospective customers. These are listed in your *Book Market Map* directory or on the websites linked to it. When you call them, pay particular attention to the content of your

Detailed instructions make the user more successful when using the telephone

15 pages of instructions follow describing how to create a press kit and release, conduct direct mail campaigns, network and exhibit at trade shows properly

Appendices

Appendix A
A List of the
Top U.S. Newspapers

Appendix B
A summary of the Top 50
Competitive Titles

Appendix C
Marketing Information to
Send to Distributors

Appendix D
Special Hints for
Choosing a Distributor

Appendix E
Special Hints for
Sending Review Copies

Appendix F
Typical Publicity Devices

Appendix G
Sales Promotional Tools

Appendix H
Template for Creating
Sales Literature

Appendix I
Instructions on how to integrate the
Book Marketing Battle Plan with the
authors' overall marketing plan

Every *Book Marketing Battle Plan*[™] includes 11 pages of examples, forms, instructions and more names of people to contact

Your *Book Marketing Battle Plan* is a valuable ally for helping you get the special sales you deserve.