

PLAN 1: BOOK X MARKETING

OBJECTIVE:

Establish Book X nationally as THE self-help book for personal and business growth as we enter the new millennium. Create strong demand for the book and training programs.

GOALS:

- 1) Become a national best seller series of books: achieve national book distribution in all major chains and independent bookstores.
- 2) Partner with at least 10 major (Fortune 500) companies to deliver training programs and trainer facilitation help.
- 3) Achieve extensive media attention and impressions via television, radio, newspaper, magazine and the web. Look for some mention in national, regional or local media at least once a day.
- 4) Build interactive, informative web site that gets 1MM hits a month.
- 5) Create demand for Author Y as a nationally prominent speaker, speaking to groups of 1,000 or more, and commanding fees of \$5,000-\$10,000 per speech.

PLAN 2 BOOK XMARKETING

OBJECTIVE:

Establish Book X and Author Y as THE self-help book and guru for personal and business growth as we enter the new millennium. Develop regional awareness of Book X series and create demand for books and author speaking.

GOALS:

- 1) Maximize self publishing revenues through web sales and placement in independent chains.
- 2) Get well-known regional companies and organizations to implement training program.
- 3) Achieve media attention and impressions via television, radio, newspaper, magazine and the web.
- 4) Build interactive, informative web site that gets 10,000 hits a month.
- 5) Create demand for Author Y as a speaker, speaking to groups of 100 or more, and commanding fees of \$1,000 per speech.

PLAN 1 VERSUS PLAN 2

PLAN 1

- Focus on training and the book
- Faster national timeline
- High sales volume, low profit margin
- Better impacts national audience
- Large organization: need to use experts in sales, training etc.
- Decisions made by organization/experts
- Requires large, upfront investment spending
- Risky, no guarantee investment payout
- Travel 40-50 weeks/year

PLAN 2

- Focus on the book and Author Y
- Slower, regional build
- Lower sales volume, high profit margin
- Limited national impact, strong regional presence
- Small, part time contractors
- Decisions made/input made by Ann
- Pay-as-you-go plan
- Limited risk due to pay-as-you-go
- Travel 20-30 weeks/year