



Marketing Plan & Promotional Calendar - Page 1 of 2

Publishing Gems: Insider Information for the Self-Publishing Writer

3/1/05 thru 2/28/06

by **Brent Sampson**

ISBN: 1932672850

PUBLICATION DATE: March-05

RETAIL: \$9.95

MARKETING OBJECTIVE	The short and sweet content, combined with the attractive retail price conspire toward one main objective -- deliver Publishing Gems into the hands of as many new or self-publishing writers as possible. From plotting to publishing, to production and promotion, Publishing Gems offers something for everyone at a cost any writer will be willing to invest in. The marketing and promotional tactics summarized here are geared toward introducing this book mostly to an older, novice writer -- although the content and price will appeal to a wide range of authors, self-published or otherwise.
MARKET ANALYSIS	The fact is, most books that offer advice to writers are daunting tomes filled with advice and procedures that ultimately intimidate many writers. Sales statistics for smaller, more easily digestible reference guides support the notion that writers may not be in the mood to read when it comes to supporting their craft. They're looking for a quick answer, a nugget of advice, a publishing gem. In that regard, Publishing Gems is designed and written to be a quick "checklist" of tips and hints. With over-sized headlines and large type, Publishing Gems will appeal to the older demographic, where there are a majority of writers looking to leave their legacy. Step-by-step instructions are meant for the novice, yet informative enough for the professional when covering cutting-edge concepts like non-traditional promotion and pay-per-click advertising. For beginning writers looking to get their feet wet and receive a wealth of advice, the appealing cover and retail price will attract them to purchase.
PRICE ANALYSIS	In the tradition of Strunk & White, or a pocket dictionary, Publishing Gems is designed to be a low-priced reference paperback for the casual or professional writer. At 5 x 8 and 80 pages, it is compact for a typical trade paperback and with a suggested retail price under \$10, maintains an appealing aura that combines the simplicity of the contents with the inviting and easy-to-read cover. The 55% trade discount ensures an optimal 40% retail margin.
MARKETING SUMMARY	The promotional plan for Publishing Gems combines paid advertising with press and media coverage. Galley review copies went to all the major national publications, plus specific and applicable local media. Already, one galley copy resulted in an interview by the Denver Business Journal. The final published copy will be sent out again to writer's magazines (Writer's Digest, the Writer, etc), along with newspapers, radio, and local television stations, along with this Media/Press kit. Simultaneously, articles featuring excerpts of Publishing Gems will be submitted to numerous online writing websites, Yahoo groups, and Google groups. In 3rd or 4th quarter of 2005, Radio/Television Interview Report will begin running an ad to secure interviews with Brent Sampson, during which he will mention Publishing Gems.



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Instructions for the Promotion Calendar below: List applicable media (stations, magazines, newspapers, websites, etc) in column A, following the example of Row 14. Then color code the tactic you plan on taking in the appropriate month according to the "Tentative Promotional Key" below. Reword the key as necessary.

	March	April	May	June	July	August	September	October	November	December	January	February
Online Webpage	Press Release/Articles	Press Release/Articles	Press Release/Articles	Press Release/Articles	Press Release/Articles	Press Release/Articles	Press Release/Articles	Press Release/Articles	Press Release/Articles	Press Release/Articles	Press Release/Articles	Press Release/Articles
ForeWord Magazine		Print Advertising										
Writer's Digest Magazine		Print Advertising		Online	Online		Print Advertising		Online	Online		
The Writer		Print Advertising				Print Advertising				Print Advertising		
Colorado Independent Publishers Association	Print Advertising			Book Reviews	Print Advertising				Print Advertising			
Publisher's Marketing Association				Print Advertising	Print Advertising			Print Advertising				
Small Publishers Association Network	Print Advertising			Print Advertising			Print Advertising					
KUSA		Print Advertising		Television								
KCNC		Print Advertising			Television							
KWGN		Print Advertising				Television						
Colorado Public Radio/ NPR		Print Advertising					Radio					
Radio & Television Interview Report						Print Advertising	Print Advertising	Print Advertising			Print Advertising	Print Advertising
SPAWN		Print Advertising			Book Reviews	Print Advertising					Print Advertising	
Denver Business Journal			Print Advertising							Print Advertising		
Outskirts Press	Press Release/Articles	Press Release/Articles	Press Release/Articles	Press Release/Articles	Press Release/Articles	Press Release/Articles	Press Release/Articles	Press Release/Articles	Press Release/Articles	Press Release/Articles	Press Release/Articles	Press Release/Articles
TENTATIVE PROMOTIONAL KEY												
	Press Release/Articles	Print Advertising	Online	Television	Radio	Book Reviews						