



**BALBOA**<sup>®</sup>  
PRESS

# EXPAND YOUR HORIZONS

A COLLABORATIVE APPROACH  
TO MARKETING YOUR BOOK

# SHARE YOUR VISION

You probably had an idea of where you wanted to go with your book and who you wanted to reach before you even finished the first page. Now is the time to do all you can to make those dreams a reality. Balboa Press, a division of Hay House, is here to help.

## A Collaborative Approach to Marketing Your Book

To provide a comprehensive solution for transformational authors, Balboa Press brings together a range of marketing tools.

### WE PROVIDE THE RESOURCES AND EXPERTISE. YOU MAKE IT HAPPEN.

Marketing your book can be as fun and creative as the process of writing it — if you have the right plan. We've developed this easy-to-use marketing guide to help you develop the most effective strategy for connecting with your potential readers. Your thoughtful input combined with our expertise and experience give you the greatest opportunity to share your book and achieve your goals.

### BALBOA PRESS CAN HELP MAKE YOUR MARKETING EFFECTIVE.

Developing a marketing plan is one of the most important tasks you need to complete in order to promote your book successfully. By working with our Marketing Consultants and using this guide, you can develop a unique promotional plan for your book.

You'll learn how to target your ideal readers, distinguish your book from the competition, plan dynamic events that sell books, and develop press materials that can grab the attention of local and online media outlets. Before you know it, you'll have a detailed marketing plan and a personalized master calendar.

To get started, consider the essential elements of an effective marketing plan outlined on the following pages; then contact a Balboa Press Marketing Consultant, who can help design the elements of your campaign.

## The Essential Elements of a Successful Book Marketing Plan

As with any good book, a good marketing plan has an effective beginning, an engaging middle and a powerful end.

**PHASE ONE:** Ask the important questions.

**PHASE TWO:** Consider your marketing tools.

**PHASE THREE:** Follow through.

# PHASE ONE: Ask the important questions.

We don't have to lecture you on the importance of writing. Putting your ambitions on paper will give you a clear direction for moving forward. Answer these questions to build an effective marketing plan.

- **WHAT ARE YOUR BOOK MARKETING GOALS?**

Identify goals that are observable, measurable and attainable. You might wish to sell a million copies, but that may not be a realistic goal to start with. Set targets you can hit, so that you can measure progress and celebrate successes.

- **WHO ARE YOUR IDEAL READERS?**

Develop a clear picture of who your potential readers will be. Your book won't be for everyone, and that's OK! Create a prototype of your ideal reader by considering age, gender and other demographics. This will help later as you decide what methods you'll use to reach them.

- **WHAT ARE COMPETING TITLES FOR YOUR BOOK?**

Go to a bookstore or search online. Look for books that might focus on a similar topic or have a similar title to yours. What are these authors doing to compel readers to pick up their books? How can you appeal to readers drawn to books such as these while still differentiating yourself?

- **HOW CAN YOU POSITION YOURSELF AS AN AUTHOR?**

Depending on the genre and topic of your book, you may be able to cite particular experiences, professional accreditations or other compelling factors that lend authority to your status as a writer. List the things that you've done that make your voice of self-empowerment one worth listening to.

- **WHAT ARE YOUR KEY SELLING POINTS?**

When you speak to book buyers, potential readers or media representatives, you want to have a list of compelling reasons why someone should buy your book. This selling sound bite is key to gaining the initial attention of readers.

- **ARE THERE ANY ENDORSEMENTS YOU CAN SECURE?**

Having quotes from well-known and respected people can give your book added credibility in the eyes of potential book buyers. Who might be willing to endorse your book? With their permission, you could use their quotes on your back cover and sales materials.

- **HOW WILL YOU UTILIZE THE WEB?**

The Internet can be one of the most effective ways to promote a book. That's why you should get your website and social media accounts up and running as soon as possible to start building interest. Include your website address and social media information in all of your promotional and press materials, so you have a way to stay connected with readers.

**MARKETING TIP:** *A successful marketing plan is an adaptable one. Don't be afraid to review your steps and go back as necessary to strengthen aspects of your original plan that might have been overlooked.*

## PHASE TWO: Consider your marketing tools.

Now you can prepare the groundwork for the launch of your book. Potential activities during this phase could include the following:

- **DEVELOP YOUR BOOK'S MEDIA HOOK.**

Sometimes called the elevator pitch, this is the brief speech (brief enough to share with someone during an elevator ride) that you would use to get media outlets interested in featuring your book. Above all, make sure your pitch is quick, clear and unique.

- **PLAN YOUR BOOK LAUNCH EVENT.**

Generate interest with some grassroots-style promotion of your book. In some cases, an event can even be a way to gain important media attention. Be creative in planning and choosing a location. Tie it in to the theme or subject of your book. And don't forget to have fun – people are more likely to respond to someone who is enthusiastic and inviting.

- **IDENTIFY OTHER VENUES FOR BOOK SIGNINGS.**

Many bookstores, libraries, community centers, coffee shops and other local businesses are willing to welcome authors who are interested in speaking or hosting book signings. Contact locations you're interested in around your town and start building relationships with the people in charge.

- **ASSEMBLE YOUR MAILING LIST.**

Prepare a list of people and local media outlets that you'll invite to your book launch, signings and other events. Accommodate for both email and regular mail.

- **SEND OUT YOUR BOOK LAUNCH INVITATIONS.**

When you settle on a time and date and work out the details with the location, send out the invitations to your book event, including local members of the media and individuals on your list.

- **FINALIZE YOUR MARKETING PLAN, CALENDAR AND BUDGET.**

Establish a calendar of your tentative activities for the coming year and consider the investment needed to accomplish those tasks. This will keep you accountable and help you reach your goal of connecting with as many readers as possible.

**MARKETING TIP:** *Be sure to finish every media interview by mentioning the title of your book, providing your website address and letting the audience know where they can purchase your book, including online retailers.*

## PHASE THREE: Follow through.

With your plan in place, you can start carrying out the events and actions you've been preparing for.

- **HOLD YOUR BOOK LAUNCH EVENT.**

Congratulations! You are a published author. It's time to celebrate that achievement. Have plenty of books on hand to sell and sign. Enjoy it.

- **SCHEDULE OTHER EVENTS.**

You laid the groundwork in Phase Two. Now follow through using your press materials to finalize a calendar of promotional events. Don't just think locally. As you travel, plan ahead and look for bookstores or venues that might be interested in having you sign your book.

- **PITCH TO LOCAL AND WEB MEDIA OUTLETS.**

Using the hook you developed in Phase Two, contact reporters at local newspapers and broadcast media (radio, TV) to try to secure stories about your book. Identify websites and bloggers that might be interested in your topic, and make a pitch to them as well. National coverage may be one of your goals, but the best place to start is locally; then expand from there.

**MARKETING TIP:** *When promoting your book to media outlets, always provide an angle that can help reporters and reviewers craft a compelling or entertaining story. The story behind the book often brings readers to the book itself.*

- **BUILD A BLOG FOLLOWING.**

Blogs allow authors to develop a relationship with readers worldwide. You can post a summary of your book, an author bio, news stories and upcoming events. Some authors use a blog as an extension of their book, offering fans an extended glimpse of their story or topic. Your goal is to write interesting, valuable posts that will compel readers to follow your blog and become invested in you as an author.

The author-fan relationship strengthens as readers comment on your blog, so encourage reader interaction. Enable comments to allow for feedback. Pay close attention to the words of your followers so that you can better speak to your target audience.

- **PLAN AND CREATE ADVERTISING.**

Advertising could be a way to make readers aware of your book. For example, if you have a book on healing, you can take advantage of small-space ads in a publication read by people interested in that topic. It can take several impressions before a reader is influenced to buy, so plan on purchasing several ads that are featured over an extended period of time.

- **EVALUATE AND REVISE YOUR PLAN.**

Even the best-laid plans will not go exactly as you imagined. Be willing to evaluate results and make adjustments. If something is working, try to find a way to expand your efforts in that area. If something didn't work, adapt or try something entirely new. Make changes learned from experience to accomplish your goals.

# Create Harmony on Your Marketing Path

Along with having clear goals, the key to book marketing is an integrated approach to your campaign. Combining the right elements for your book will give you a greater impact than a series of disconnected activities.

Our comprehensive approach to book marketing is designed to give you the best opportunity for success and an easy way to manage the process. Through Balboa Press, you partner with one company that can provide most of the services you need — and within the budget you set.

## CHOOSE THE SERVICES THAT MATCH YOUR NEEDS AND YOUR BUDGET.

Some of the most successful book launches start with a promotional plan that creates excitement and awareness on a small scale and then grows gradually through simple means such as social media and word-of-mouth. It all depends on what sort of promotional plan you devise — and how much of your own promotional effort you wish to apply.

## Balboa Press Marketing Tools

You can let Balboa Press do a little or a lot — depending on your needs and your budget — in the areas that matter most when you need to build awareness as an author.

### PUBLICITY

Balboa Press has industry experts who have helped thousands of writers publicize their books with services such as:

- [Publicity Campaigns](#)
- [Press Releases](#)

### MULTIMEDIA

You don't need to have a Hollywood budget or know a manager of a radio station to promote your book through video, advertising and beyond; use Balboa Press tools like:

- [Author and Book Videos](#)
- [Hollywood Book-to-Screen Coverage, Treatment or Screenplay](#)
- [Radio Interview](#)

### ONLINE MARKETING

Balboa Press can put the global reach of the Web to work for you with online services such as:

- [Author Website](#)
- [Social Media Advertising](#)
- [e-Book Giveaways](#)

### EVENTS

Let Balboa Press put your book in front of potential readers and publishing industry insiders at the venues that matter, including:

- [LA Times Festival of Books](#)
- [Miami Book Fair International](#)

*Note: Marketing tools are subject to change.*

# BROADEN YOUR REACH

Follow the marketing path that speaks to you.

You have unique goals and skills, as well as a limited amount of time and money to dedicate to book marketing. You'll likely find that some activities apply to you more than others.

But don't worry. The beauty of Balboa Press and its community of like-minded transformational writers is that we know how to work together to help get things done. If you would like more ideas on developing the right plan for you, simply give your Balboa Press Marketing Consultant a call.

Whether you want a copywriter to craft your marketing materials, a Web designer to help you create your author website, a publicist to contact the media for you or even a little help from the Hay House team, we have the resources.

Remember, book marketing is more of a marathon than a sprint. The key is to have a plan, stay focused, seek support and enjoy the journey.

*When you're ready to get your message out to the world, give your Balboa Press Marketing Consultant a call at **844.682.1282**.*

*AU* **1 800 844 925**

*UK* **0800 0148647**

