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Writing a Book's Marketing Plan for Maximum Profit

By Roger C. Parker

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Much has been written about book proposals. But less has been written about book marketing plans. This is wrong!

What happens after your book is published has a great deal to do with whether you become published and profitable... or just published.

A book proposal is a direct-marketing document intended to persuade publishers to edit, print and distribute your book. It's a sales piece intended to communicate the inevitability of your book's success.

Your book's marketing plan, however, is intended for an audience of one - You! It's not intended for your publisher. Rather, it's intended to identify the revenue streams that you will develop after your book is published.

Your marketing plan should describe profits you will earn above and beyond royalties from sales of your book. It should describe in detail your market and the steps you will take to earn this income.

The reason to prepare your marketing plan now, before you sign a publishing contract or write your book, is that the success of your marketing plan depends on the way your book publishing contract is negotiated.

Coaching and consulting

Let's assume, for example, that you plan to use your book as a way of enhancing your visibility and credibility among your target market. At the simplest level, you will want to include your web site address at several points in the book. Knowing this goal, you can insist that the publisher agrees in writing to include your web site address in specific locations in your book.

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Remember: promises don't make it! Let's take the worst case scenario. You and your acquisition editor agree that you can include five mentions of your web site address in the book. However, as often occurs, the acquisition editor, after signing the contract, fades out of the picture.

The new development editor then informs you that author's URL's can only appear in one place, in the author biography hidden toward the rear of the book. When this happens, what happens to your coaching and consulting plans?

Likewise, you may have planned to buy books in case lot quantities for resale and/or distribution to your prospects and clients. Understanding this before you sign the contract, you can include the right to purchase books for resale at trade discounts in your contract, ensuring your `book pipeline' won't get turned off.

If you know you want to offer telephone coaching at \$75.00 a call, for example, you can negotiate written permission to promote this service within the body of your book.

Remember: promises are written on air. Only written agreements count!

Other back-end profit opportunities based on your book's title include: Articles, columns, newsletters Yearly updates Special Reports Teleclasses and seminars Speaking and training Audio/video recordings Choosing a web site address based on your book's title Free downloads of sample chapters from your web site Fee-based web site services

The possibilities are endless, but nothing can happen if, after signing the contract, the publisher limits your ability to promote your business and your website in your book.

Thus, it's imperative that you start by preparing a marketing plan that analyzes post-publication profit opportunities and describes the steps needed to make them happen. Only then are you in a position to decide if the publisher's `boilerplate' contract meets your needs.

The stronger your book proposal and the more experienced your agent, the more likely you'll get what you want (need) in your contract.

Jay Conrad Levinson says the first volume of his Guerrilla Marketing series earned him thirty million dollars. But only about \$35,000 came from the book itself. All the rest came from back-end profits.

That's how important this issue is!

Roger C. Parker is the \$32,000,000 author with over 1.6 million copies in print. Do you make these marketing and design mistakes? Find out at

How eBooks Can Be Very Valuable

By Andy George

Writing a Book's Marketing Plan for Maximum Profit

EBooks have a number of benefits over the traditional book. These include the following: Cheaper to create Quicker to create Easier to target a wide market High profit potential More versatile than traditional books

Lets look at each of these points in turn:

Cheaper to create:

The eBook can be created on a shoestring budget since it is possible for its publishing and marketing costs to be minimal. On the other hand the traditional book has a higher cost structure. This means the author will have to overcome a tough sales target before they even consider making a profit on the book.

The costs the author will incur if he follows a traditional book format include: Publishing costs The profit margin that the bookstores will want to sell the book Distribution costs Marketing costs including advertising costs

Quicker to create

The eBook could be written and published in as little as 7 days. For other potential authors who work at a slower pace, the whole process of writing and publishing a book could be done within a month.

On the other hand for a traditional book the time span between starting a book and writing it could take around 18 months. By that time the information contained in the book could be out of date especially if the book is technology or research related.

Easier to target a wide market

With eBooks the sky the limit! The eBook may be sold on the Internet to anyone who has a credit card and an Internet connection in any place in the world. Since an author can control the topics of their book, they can decide whom to market to.

However with a traditional book it may be difficult to expand to new markets since it will involve further significant costs on distribution and marketing.

High profit potential

EBooks can be produced on a shoestring budget but since customers may believe they offer value for money, the author may charge more for them than expected. It is not impossible for almost everything grossed from an eBook being profit.

On the other hand traditional books have high production and marketing costs and this means the author (unless they are very popular) will have great difficulty in recovering these costs and making a profit.

More versatile than traditional books

EBooks could be used for a number of purposes. The most common method is for the sale of the eBook. However an eBook could be used as a free gift to customers to entice them to buy a product from you. It can also be transformed into audiocassettes or digital products.

To conclude eBooks are a very valuable tool that could be used as a profit centre, as a publishing tool or as a marketing tool. It has many advantages over the traditional book.

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Andy George is a qualified chartered accountant who was born in Birmingham, England and who has had many years' experience in public practice, industry, and commerce and as a lecturer. Since 1991 he has been based in the island of Cyprus. Andy was a financial correspondent for eight years at the Cyprus Financial Mirror where he wrote articles on business and accounting related issues to a non-technical audience. He is the author of eBooks: How to write and Publish Your Own With a Shoestring Budget

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