

33 STEPS

To Market Your Tips Booklet Series For Global Distribution

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A Strategy to Consider When You Start

The following marketing tips are listed in suggested chronological sequence within the three marketing categories of *preparation*, *production*, and *promotion*. To launch your website and booklet(s) at the same time, push forward through all three lists simultaneously, whenever practical. If you plan to publish only one or two booklets, just skip or adapt the steps that refer to a series. Ready? Begin!



A. Marketing Preparation

- 1. Think of a theme for your booklet series.** For example, "Proven Ways to Catch Fish."
- 2. Plan a consistent structure for the titles of your booklets.** For example, [##] *Proven Ways to Catch [TYPE OF FISH] in [TYPE OF WATER]*.
- 3. Hire (subcontract) experienced professionals as needed.** What skills do you have neither the time nor inclination to learn or exercise? You may need a booklet or Web-copy editor, graphic designer, webmaster, search-engine-optimization (SEO) specialist, one or more virtual assistants (to set up your shopping-cart software, locate bulk-sales/licensing prospects, establish affiliate relationships with synergistic companies, place initial phone calls to prospects, and/or fulfill booklet-sample requests and orders), and/or a bookkeeper or Enrolled Agent to keep your books and do your taxes.

- 4. Identify any ordering limitations for online shopping-cart software.** Some, such as ClickBank, are intended for single-item transactions only, whereas others, such as 1ShoppingCart or WAHMCart, can accommodate multiple items, multiple quantities per transaction, and/or setting up and maintaining an affiliate-partnership program (whereby you pay commissions to affiliate partners on click-through sales from their websites).
- 5. Check scope of shopping-cart features you may need.** This might include auto responders (personalized emails, online newsletters, etc.), affiliate-partnership programs, automatic e-booklet downloads (or links to same) after online payment is made, etc. Some shopping-cart solutions provide more of these features than others, or have greater flexibility.
- 6. Compare shopping-cart software fees.** Look at setup, monthly usage, commissions, and transactions, as applicable. Investigate payment methods each accommodates.
- 7. Research payment solutions.** Identify how purchasers can pay for your booklets. If you already accept major credit cards, this is easy. If not, consider PayPal Web Standard, PayLoadz, or applying for a credit-card merchant account. The publisher of the shopping cart software you select may have some recommendations. Compare any monthly costs, as well as transaction fees and commissions you'll be assessed on sales.
- 8. Research other websites that market booklets or booklet series.** Learn what not to do from the bad, and what to emulate (without plagiarizing) from the good. Check appearance and view the source code of key pages (left-click on a page, then right-click and select "View Source" or "View Page Source") to see what keywords and phrases may be listed near the top of the page. Consider ordering a booklet to see how the ordering, payment, and delivery processes work.
- 9. Prepare for search-engine optimization (SEO).** List and research the popularity of search terms relevant to your booklet subject(s). Then find out the number of results found for each. Among the keywords you use in your website and press releases, include the ones people search on frequently that yield proportionately fewer search results, so your website will be more likely to appear nearer the top of the listed results. Consider getting help from an SEO expert.
- 10. Investigate your shipping/ mailing costs.** What does it cost to mail a single hard copy in a #10 business-sized envelope? Two copies? Three? At what point is a non- machinable surcharge added to your regular First Class postage costs because the mailing piece has become either too thick or too rigid? What are your options and costs for mailing or shipping bulk orders? What does your printer charge to ship directly to your customer?
- 11. Decide what you'll charge for your booklets.** Will a .PDF booklet download be priced the same as mailing a hard copy? Will you sell bundled (and discounted) multiples of the same title, for small-quantity service providers who want to add a business card or promotional label to the cover and give booklets to their customers and prospects? Will you sell a discounted assortment pack?

B. Marketing Production

- 1. Reserve a domain name that ties in to your booklet series (if you don't plan to market and sell from an already-established website).** Make it short, memorable, and easy to spell. Definitely get the .COM version; try to get the .NET version too, so people typing that in can be referred automatically to the .COM equivalent.
- 2. Hire a graphic designer to create your logo, if you need one.** The logo should be simple and small enough to fit on a booklet cover with a title and tagline, yet still have plenty of white space available for bulk purchasers and licensees to customize with their own promotional message.
- 3. Brainstorm taglines that will work for your series' theme.** Select the 5 best taglines and survey your target audience at a business meeting, mixer, or other appropriate function, or else by email. Look for a clear winner to emerge.
- 4. Get hosting for your new website.** If you already have a website, make sure your current web host allows or can accommodate e-commerce functions. Find out if there's an extra charge or upgrade fee.
- 5. Work with a Web designer and/or webmaster to set up your new website.** Plan the structure and flow of your website. Design template pages you or the webmaster can use to build the site. Put your website in password-protected maintenance mode until you're ready to launch it. Have your webmaster or Web host set up a "redirect" so visitors typing your .NET domain name will be sent to your .COM site.
- 6. Set up email accounts linked to your website (YourName@YourURL.com, Info@YourURL.com).** Have your webmaster direct the mail to a website-related mailbox for retrieval (e.g., <http://mail.YourURL.com>), if you want outgoing mail to appear to come from your website. Alternatively, direct your mail to your regular email Inbox (Earthlink, Gmail, Yahoo, etc.).
- 7. Set up an online inquiry form for bulk-sales and licensing prospects.** Collect enough information to start a discussion about their perceived needs: (a) large-quantity booklet orders (with or without custom covers) or (b) licensing of X number of downloads of e-booklets (with optionally customized covers), portions of content (e.g., tip-a-day content), or foreign-language translation and publishing. Have your webmaster design this form so respondents' information is emailed to you automatically.
- 8. Write your general Web content.** Make a checklist of the pages you need content for, and then start writing. If you compose in MS Word, be aware that long dashes, curly apostrophes, or curly quotation marks may not translate well to HTML Web-programming language without revising the HTML source code later on.

- 9. Write your tips-booklet product descriptions.** Use a short version for the order form, plus a longer description for the detail page. Write about the “sizzle” (benefits), not the “steak” (features). If you’re too close to your booklets to write effective, benefits-oriented descriptions that will motivate prospects to buy, hire a ghostwriter or copywriter to write them for you.
- 10. Upload graphic images of your booklet cover(s) to your website.** Consult your webmaster regarding recommended sizes (pixel width/height) and formats (.JPG or .GIF) for the order form and the detail pages. Ask your graphic designer (or whoever typeset your booklet) to provide these graphics in the highest resolution format possible. Then create (or have your webmaster or graphic designer create) the appropriate sizes for use on your website.
- 11. Add keywords and phrases to appropriate Web pages.** Search engines may look not only at your meta tag key words, but also at your Web-page titles (what shows up in the blue bar) and content, as well as descriptions of graphics shown on your pages. Consult an SEO specialist, if you can.

C. Marketing Promotion

- 1. Sign up for the shopping-cart software of your choice.** Arrange the expertise to set up the features you may need—shopping cart, auto responder for automatically generated communications with your mailing list(s), an affiliate program, and more. Avoid surprises: Read your contract carefully, and ask about anything you don’t understand.
- 2. Set up your emailing lists for use by the auto responder.** Provide appropriate data from any existing emailing list(s) you want included in future emails. Send the people on your list an email that explains how you plan to use your list, provides them with the means to opt-out now, and tells them that they may opt-out in the future, if they wish.
- 3. Select your payment solution.** This may involve applying for a merchant credit-card account, or opening an initial or separate business checking account. Avoid surprises: Read your contract carefully, and ask about anything you don’t understand.
- 4. Take steps to build your emailing lists.** Add “Keep Me Informed” buttons on all key Web pages, to build your prospect list automatically. And make sure everyone ordering online is automatically added to your customer list and removed from your prospect list. Manually add bulk & licensing purchasers to your customer list.
- 5. Test the functionality of all features you plan to activate.** These could include your shopping cart, payment solution, affiliate program, auto responder, mailing list, and bulk-sales/licensing inquiry form. Fine-tune and retest as needed, until you’re satisfied with the functionality.

- 6. Write several press releases.** Fine-tune the media versions of each, and then model a second set as announcements for your own mailing lists. Keep your media releases under 500 words, and release them successively at three-week intervals to your audiences. Your angles for the three successive releases can be website launch, overall launch of tips booklets, and launch of a series or sub-series of booklets on a specific theme. If you're unsure what to write, hire a ghostwriter or copywriter.
- 7. Draft a script for initial phone calls to your primary bulk-sales/licensing prospects.** Keep it brief, and write in responses for different situations, i.e., voicemail message, gatekeeper, "busy/can't talk," "just email me," etc. Get feedback from an experienced telemarketer and refine your script accordingly. Have a different script for each category of target prospect (e.g., association, corporate sponsor, or event planner).
- 8. Research bulk-sales/licensing prospects to contact.** In a spreadsheet or table, include columns for name of company or association, phone number, website, contact person and title, email address, date first called, whether a .PDF or hard-copy sample booklet is desired, when the sample is sent, and notes.
- 9. Launch your website.** Remove the password protection from your website. Authorize the publication of your first press release to free or low-cost online press-release sites. Send the first announcement to your mailing lists. Send website-launch announcements to organizations you belong to. Register your website with appropriate search engines.
- 10. Start calling your bulk-sales/licensing prospects.** Review the prospect's website to see what they do. Speak with the desired contact person. Explain that you have a new tips booklet that makes a great promotional tool. Ask if they want a .PDF or hard-copy sample. If so, confirm the proper email or mailing address, as appropriate. Send the sample booklet with a cover letter or email offering two or three appropriate promotional ideas and ask them to expect your call "the week of [at least a week after they receive the sample] to follow up."
- 11. Follow up with the prospects who received a sample booklet.** Call when you said you would. Ask if they received your sample. Ask what ideas they liked, or what other possibilities they thought of. Ask if they'd like a quote (and if so, ask for appropriate details). Tell them you'll crunch the numbers and call them back. (Include a little "wiggle room" in your price for negotiation.) Ask for a purchase order and a 50% deposit to get started, with the balance due within 30 days. Be their advocate in getting the order printed and shipped timely.

“All My Best” for YOUR Success!