

# ***HELP!!! I OWE BACK TAXES!***

## **Marketing Plan**

*HELP!!! I OWE BACK TAXES!* is author Gary K. Smith's new user friendly tax book, and he is committed to both a strong marketing plan to accompany the book's release, and long-term marketing over time. He plans to promote the book through his "network of networks" of friends and fellow activists and organizations, as well as doing targeted and direct mail marketing, radio talk shows, and print promotion. He will travel to several West Coast cities to promote the book.

### **A. Targeted and Direct Mail Marketing**

1. The author will mail review copies to his many friends in the network of professional organizations, and request that they talk about the book in their meetings and public presentations, and provide links to the book on their web sites.
2. The author will send direct mail pieces to 3,500 genre-specific newspaper reviewers, 4,500 genre-specific bookstore buyers, 3,500 university and college bookstore buyers and 3,500 genre-specific acquisition librarians with budgets of \$25,000 or more.
3. A direct mail piece will be sent to 4,000 public libraries.
4. The author will send a direct mail piece to 2,200 book reviewers with bounce-back cards soliciting review copies.

### **B. National Publicity**

The author will engage Dawson Church of Elite Books in Santa Rosa, California and who has represented many leading authors in the last twenty years, to oversee and direct his promotional efforts to national media outlets. Dawson Church will supervise the preparation of a full length media and internet media kit including:

- \_ Press Release
- \_ Author's Biographical Information Sheet
- \_ Sample Interview Questions and Partial Answers
- \_ Sample Pages from the Book

- \_ Full color book flyer
- \_ Newspaper clippings, reprinted articles

National media to be approached include:

- \_ The top 20 pre-publication media such as *Publisher's Weekly*, *Library Journal*, *ALA Booklist*, *Kirkus Reviews*, and so on.
- \_ Business and Finance Features Editors, and Book Review Editors, of 40 Top National Print Media. e.g. *Time*, *Newsweek*, and *US News* magazines, *Parade*, and so on.
- \_ 10 Top Syndicated Radio Shows, e.g. AP Syndication, NPR, Comcast Radio, Reuters Radio, Clear Channel, and so on. Author interviews.

## **C. Regional Tours**

1. The author's promotional manager, Patricia, will make follow up calls and regional bookings for the author. She will initiate pitches to regional media in tour areas, smaller circulation but highly targeted media, and to media suggested by other activists.

2. Patricia will book the author on radio shows sourced through the Gebbie Press publicity database, and set up pre-recorded ten minute, 25 minute and 50 minute interviews with the author.

3. The author will place an ad in *Radio/TV Interview Report* to announce his availability as an interviewee.

4. Targeted media reviewers will receive review copies and follow up e-mails, including such publications as, *Money Magazine*, *Kiplinger's*, *Utne, Inc. Magazine*, *Mother Jones*, and others.

5. The author will mention the book during his lectures, and where the groups involved have bookstores or web sites, sign copies to be sold through these stores.

## **D. On-line Marketing**

1. The author has a dedicated web site at [www.help-with-taxes.com](http://www.help-with-taxes.com). He will place an on-line version of the press package on the site, and have a book sales link on the front page.
2. On-line press releases will be sent out by the author through the major services such as Flash News Service, PR Newswire, and PR Leads.
3. Patricia will follow up publicity leads generated by the journalists' e-mail campaign, while major media leads will be passed to Dawson Church for follow-up.
4. Colleagues and friends of the author will be asked to post reviews for the book on Amazon.com and BarnesAndNoble.com.
5. Contacts will be asked to notify relevant web sites, asking them to link to the site [www.help-with-taxes.com](http://www.help-with-taxes.com). They are given permission to reprint any of the information on the site.
6. The author will approach the science sections of large portals like Yahoo, AOL and MSN, and offer to do live chats, interviews, and post chapters from the book on these gateway sites.