

SUCCESS STORY: Small publishing companies know how difficult it is to get an account with any book distributor, much less a prestigious one. Unless it is a well-established publishing house with several titles under its belt, convincing a distributor to carry a title can be a daunting task. The following Marketing Plan for The Educational Center Press, a one-book publishing business, landed an account with the two largest book distributors in North America (Ingram Book Company and Baker & Taylor), and another large national book distributor based in the State of Georgia (New Leaf Distributing Company). This successful result shows what a well-written and organized Marketing Plan can accomplish.

MARKETING PLAN

for

Teachers of the World, Unite!

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LCCN 00-133080

5.5" x 8.5" trade paperback, 96 pages

Cover Price: \$10.95

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www.educenterpress.com

The following is the marketing plan to promote, advertise, distribute and sell copies of *Teachers of the World, Unite!* by Sebastian de Assis. The plan is strategically divided into two phases and four specific geographical areas:

PHASE I (Pre-Publication Date)

PHASE II (Post-Publication Date)

GEOGRAPHICAL AREAS: Local (Oregon), Regional (Northwest and California), National, International.

PHASE I

LOCAL:

- Contact local media for book reviews, news release, feature articles, interviews, etc.
- Contact bookstores for book reading, signing, presentations, etc.
- Contact schools offering free presentations and discussion groups.
- Distribute promotional literature in schools, universities (Schools of Education), libraries, bookstores, etc.
- Offer "brown bag" presentations at local libraries.
- Organize book parties at my house and other suitable sites.

REGIONAL:

- Contact media for book reviews, news release, interviews and subsidiary rights.

- Contact bookstores for book reading, signing, presentations, etc.
- Mail out promotional literature to selected schools and universities.
- Participate in the Fall Book Trade Shows sponsored by Pacific Northwest Booksellers Association.

NATIONAL:

- Contact national media for book reviews, news release, interviews, subsidiary rights, etc.
- Send out promotional literature to schools, universities, bookstores, libraries, organizations, interest groups, unions, etc.
- Contact book clubs, catalogues (e.g., Great Ideas in Education, Teaching for Change, etc.), education associations (e.g., National Coalition of Educators Activists, etc.).
- Contact every school and region where I have worked and lived and announce my book.
- Contact distributors, wholesalers and sales representatives.
- Test-market small advertisements in education publications (e.g., Teacher Magazine, The Instructor, etc.) newspapers, and other potential advertisement outlets (e.g., newsletters).
- Offer bulk sales for niche markets (e.g., school of education at universities, education book clubs, associations, organizations, etc.).
- Direct marketing a 20% discount pre-publication special offer to selected potential buyers.
- Marketing through a Web site.

INTERNATIONAL:

- Send out book and promotional literature to international conventions, conferences and other gatherings of progressive-minded educators (book's main audience) for display and information (e.g., Soul in Education, 21-27 October 2000 at the Findhorn Foundation).
- Contact education associations, organizations, unions, etc. (first in Canada, then overseas) that might be interested in purchasing and promoting the book.

PHASE II

LOCAL:

- Continue offering talks, discussion groups, teaching classes, etc.
- Contact educational institutions that were not covered during Phase I.
- Maintain and reinforce contact with bookstores, libraries and the media.
- Mail out "Available for Interview" packets to local radio and TV stations.

REGIONAL:

- Organize a regional book tour.
- Mail out "Available for Interview" packets to radio and TV stations in conjunction with book tour schedule.
- Participate in seasonal Book Trade Shows sponsored by Pacific Northwest Booksellers Association.
- Establish new contacts with schools, universities, bookstores, libraries and the media not covered during Phase I.

NATIONAL:

- Continue direct marketing approach through mail and electronic ally.
- Place small advertisements in selected publications test-marketed in Phase I.
- Keep on contacting schools, universities, organizations, associations, libraries, bookstores, book clubs, catalogues and the national media not covered in Phase I.
- Participate in selected Book Trade Shows.
- Contact different regions' booksellers association.
- Lease an education mailing list (name of teachers) from Market Data Retrieval.

INTERNATIONAL:

- Same as in Phase I.

NOTE: The above Marketing Plan shall work as a guideline of a plan of action. Priority will be given to those strategies that prove to be most effective.

BUDGET

Investment Capital:	\$20,000
Book Printing:	\$ 4,000
Shipping Cost:	\$ 260
Book Cover Design, Typesetting, etc.:	\$ 500
Printing Expenses* (flyers, stationery, etc.):	\$ 1,200
Shipping Material* (boxes, tapes, stamps, etc.):	\$ 1,000
Mailing Cost*:	\$ 3,000
Advertisement*:	\$ 3,000
Travel*:	\$ 3,000
Miscellaneous*:	\$ 2,000
Total Expenses*:	\$17,960
Balance*:	\$ 2,040

(*) These are estimates that will be more accurately determined as work develops.