



Branding: Agenda



Branding and Marketing

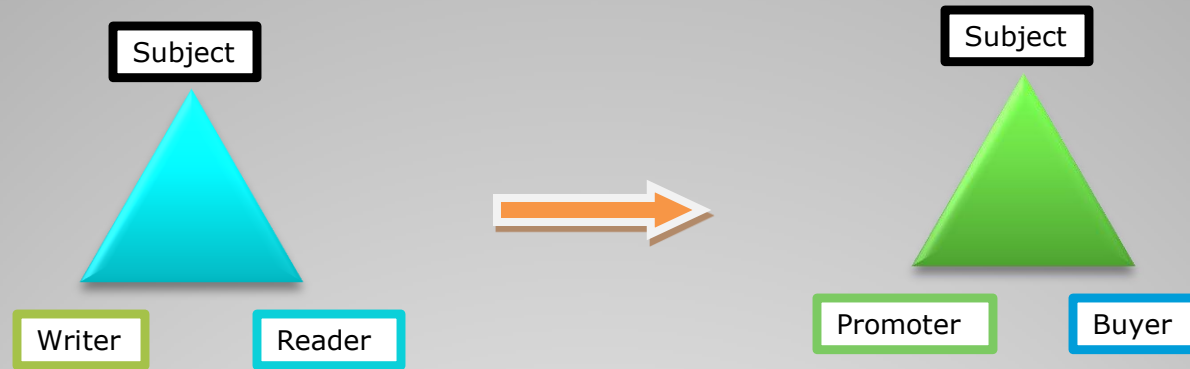
Branding helps persuade the reader/buyer to want to know more about you and your work.

Self-Oriented Branding ... Other-Oriented Branding

Marketing helps you communicate your brand to your target audience.

Rhetorical Triangle changes between author/reader and author/buyer.

Branding and Marketing begins with understanding the purpose of your work (to inform, to explain, to persuade, to solve a problem, to pose an interesting question, or something else) ... everything else follows.



1. Your book has to be worthwhile/valuable/important to someone.
2. You have to believe in the book, that it is worthwhile, valuable, important.
3. You have to put in the time, be persistent in your writing and promotion.
4. Your target audience must be large enough for economic success.
5. Your book has to be visible for others to see or hear about, i.e., placement is important.

Rhetorical Triangle

A Reality Check

# TITLES	# BOOKS SOLD PER TITLE	% OF TOTAL TITLES
10	1,000,000 or more	0.0008
22	<1,000,000 to 500,000	0.0022
64	<500,000 to 250,000	0.005
324	<250,000 to 100,000	0.031
767	<100,000 to 50,000	0.061
23,047	<50,000 to 5,000	1.9
67,008	<5,000 to 1,000	5.4
202,938	<1,000 to 100	16.3
948,005	<100	76.3
1,242,185	* * *	100.0

- About 400,000 new English-titled books (ISBNs) in 2009.
- Brick/mortar booksellers carry about 10,000 to 20,000 book titles.
- Source Data in Chart: Nielson Media Group, Book Industry Study, 2004.
- U.S. book sales in 2009 fell 1.8% to \$23.9 billion; e-book sales tripled to \$313 million according to the Association of American Publishers.

A brand image is the complete bundle of attributes about you and your work that signals to others who you are and/or what your product/service is. Positioning is important:

You, Your Book, Your Service must be **credible** ... people believe in you, your book, your service.

You, Your Book, Your Service must be **relevant** ... people care about what you have or represent.

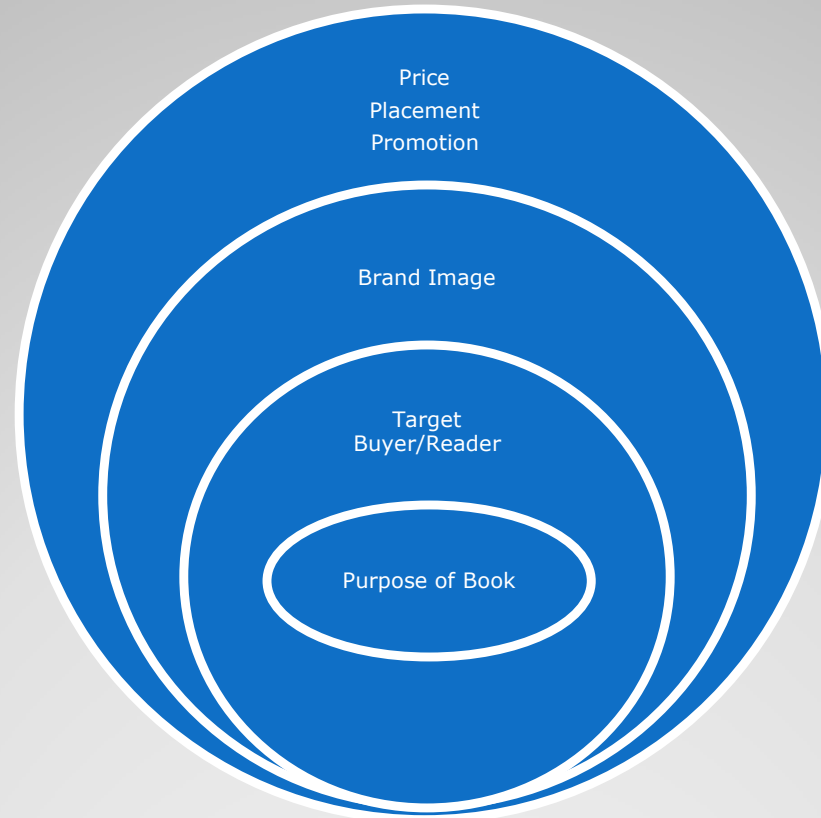
You, Your Book, Your Service must be **unique** ... there is no one else like you, your book, your service.

You must be **durable** ... you can sustain over the long run; you are not a "one-hit wonder."

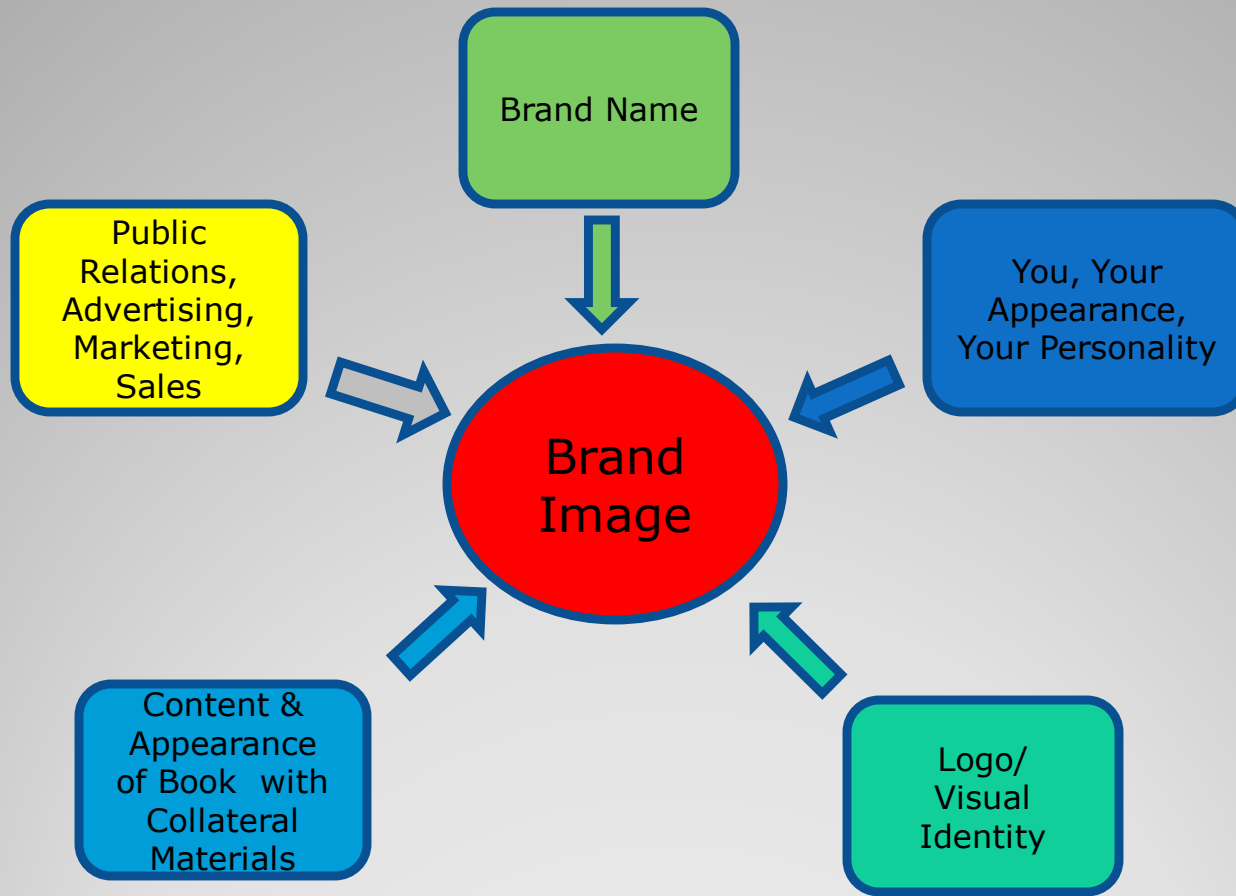
You are **consistent** ... you send a uniform image to your target audience over time.

Brand Image

Create your Marketing Plan
before you write your book.



Start With Marketing Plan



Main Drivers of a Brand Image

Target Audience

- Purpose of Book
- Target Reader
- Target Buyer
- Large Enough for Economic Success



- Tell Others How To Live Happy Lives (memoire)
- People Over 55 y. o.
- People Over 40 y. o.
- 40% Population > 40 y. o.

Message Content

- Key Messages Provide Reason to Buy/Read the Book



- Happy People Live Long Healthy Lives
- Simple To Do

Desired Image Attributes

- Words
- Pictures
- Charts
- Symbols



- Happy
- Healthy
- Simple
- Fun
- Inexpensive

Positioning: You and Your Book

- Credible
- Relevant
- Unique
- Durable
- Consistent



- Age/Appearance
- Formal Credentials
- Writing Style
- You Practice What You Preach

Media and Budget

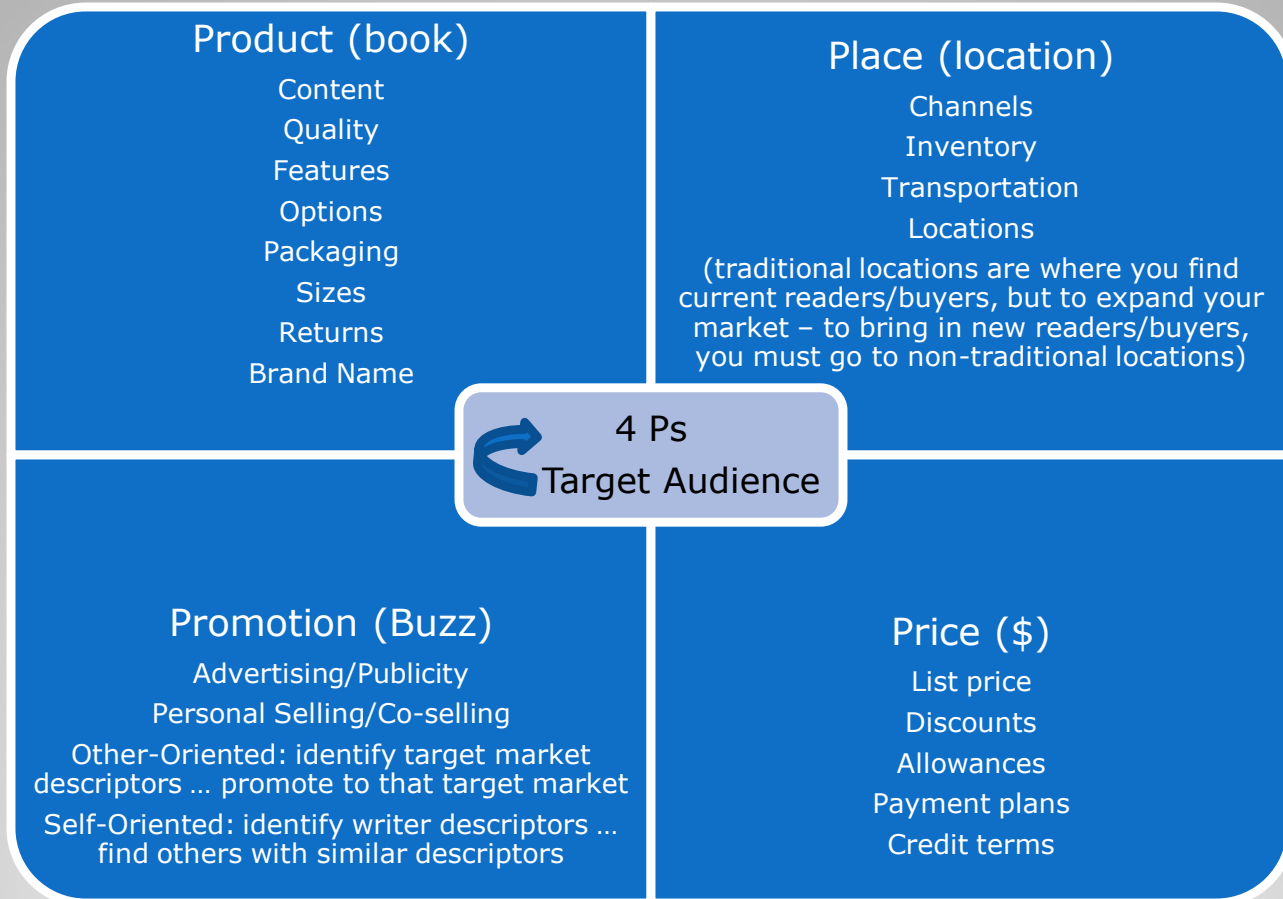
- Various Communications Modalities to Get the Word Out



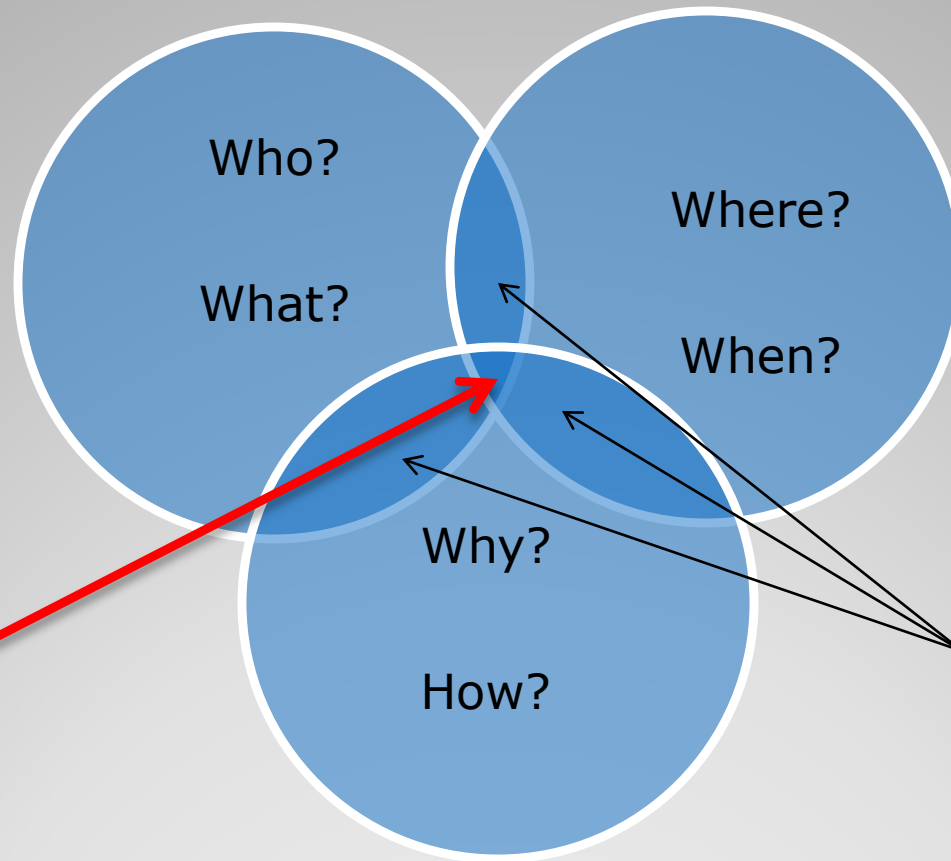
- Inexpensive Venues
- A.A.R.P., etc.
- Electronic
- Co-Brand

Example: Branding Process

4 Ps of Marketing



4 Ps of Marketing



Primary
Audience:
Existing
Audience

Secondary
Audiences:
Expanding
Audience

Use These 6 Elements To Brand To An Existing Target Audience and/or Expanding Target Audience

Criteria of Existing/Expanding Target Audience for Career Management Workbook

Who

= Age, Gender, Ethnicity, National Origin, Religion, Race, Disability, Marital Status, College, etc.

What

= Interests, Competencies, Capabilities, Aspirations, Employment Status, Own/Rent, Income

Where

= Work Location, Residence, Travel Locations, Leisure Locations

When

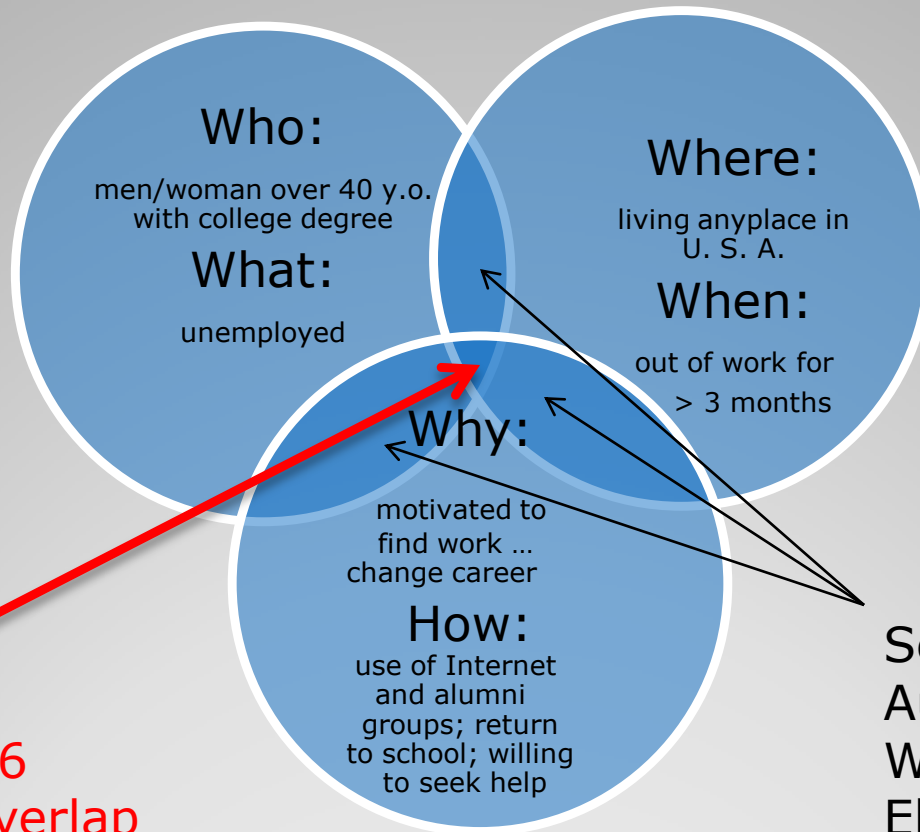
= Work/Leisure Times, Days, Months, Years, Seasons

Why

= Motivations

How

= Modes of Travel, Uses of Technology



Primary Audience:
Where 6 of 6
Elements Overlap

Secondary Audiences:
Where < 6
Elements Overlap

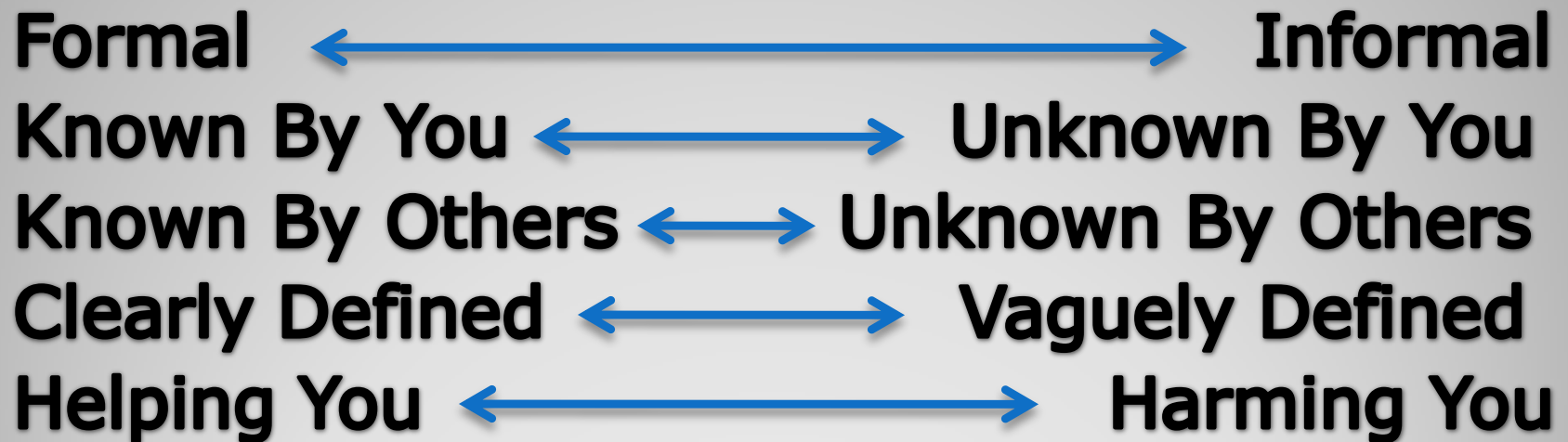
Specify The Target Audience For Career Management Workbook For Existing/Expanding Audience. Brand To This Target Audience.

Branding is not a new idea.

- ➔ Ranchers brand their cattle.**
- ➔ Citrus growers brand their fruit.**
- ➔ Vehicle manufacturers brand their products.**
- ➔ People brand their image as fathers, mothers, sons, daughters, lovers, opponents, experts, etc.**
- ➔ People brand their image by their profession, educational background and institution, people with whom they associate, clothes they wear, words they use, e-mail address, website URL, blog name, pen name, etc.**
- ➔ People brand their bodies with tattoos, piercings, cosmetics, hair style and color, etc.**

Brand Image

But Do You Know The Brand Image You Project?



Brand Image

So, What Can Your Brand? ... Anything You Want!

Characters in your book: different than similar characters in books by other authors; *Triana* of A. Rice's "Violin" v. *Bella* of S. Meyer's "Twilight."

Theme: different than similar themes in books by other authors. (S. Martini's "The Rule of Nine" v. R. Ludlum's "The Bourne Objective.")

Length: short, medium, long.

Language/Writing Style: E. Leonard's ethnic slang v. D. Francis's horse racetrack talk.

Book Cover: image, words, color.

Number of Book Titles: N. Robert's > 150 books v. T. Capote's 2 books.

Genres: Vianna writes mystery and management books; Baldacci writes thriller and children's books.

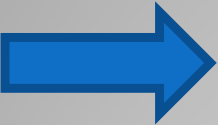
Free-Bees: whatever you want to give away.

Author Appearance/Name: Samuel Longhorne Clemens is also Josh, Thomas Jefferson Snodgrass, and Mark Twain; Nora Roberts is also J. D. Robb.

Other: who you were before you were a writer and why that is important; Vianna is a *recovering* HR professional who understands issues of human conflict.

Brand Image

Branding comes in a variety of forms. A few are:

 Words and Phrases

 Visual Images

 Reputation

 Sounds

 Smells

Brand Image

**"Another grand tale of magic and mystery" ... "Harry Potter" ...
J. K. Rowling**

"Hypnotic storytelling" ... "The Vampire Lestat" ... Anne Rice

**"We live in an age when unnecessary things are our only necessities." ...
Oscar Wilde**

"The Martian Chronicles" ... "Fahrenheit 451" ... Ray Bradburry

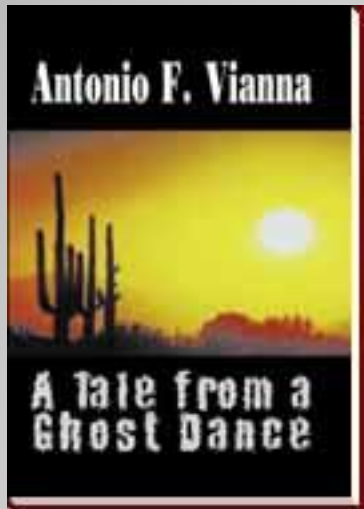
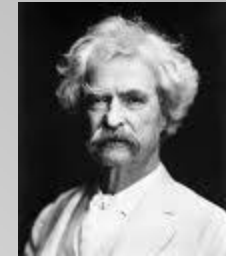
"Space Trilogy" ... C. S. Lewis

**"Five Sigma of Success: Interests, Competencies, Motivation,
Capabilities, and Fit" ... Vianna**

**"The Coldest Winter I Ever Spent Was A Summer In San Francisco." ...
Mark Twain**

**GO TO
www.goodkeywords.com**

Brand Image: Words and Phrases



Brand Image: Visual Images

Sold over 1 million copies

On the New York Times Best Seller Listing for five months

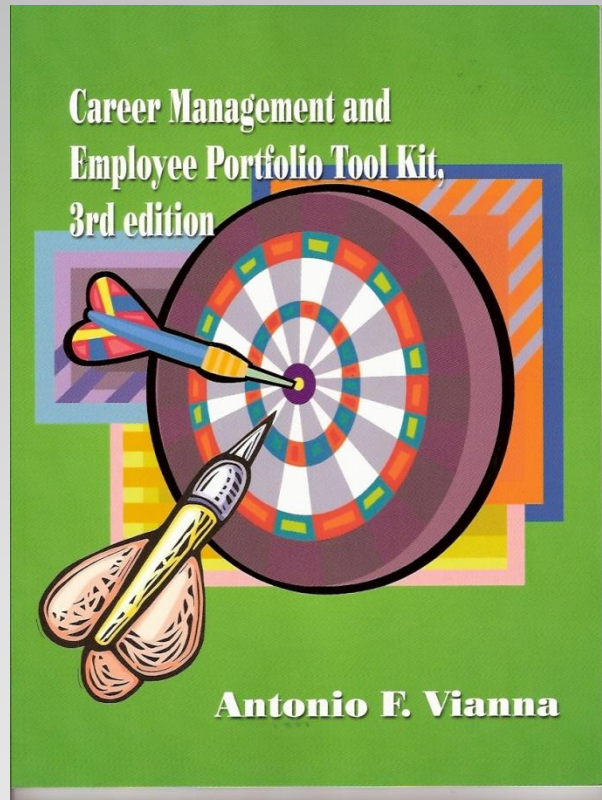
It is the most insightful book on the subject of caring for your own health

She has written over 150 books

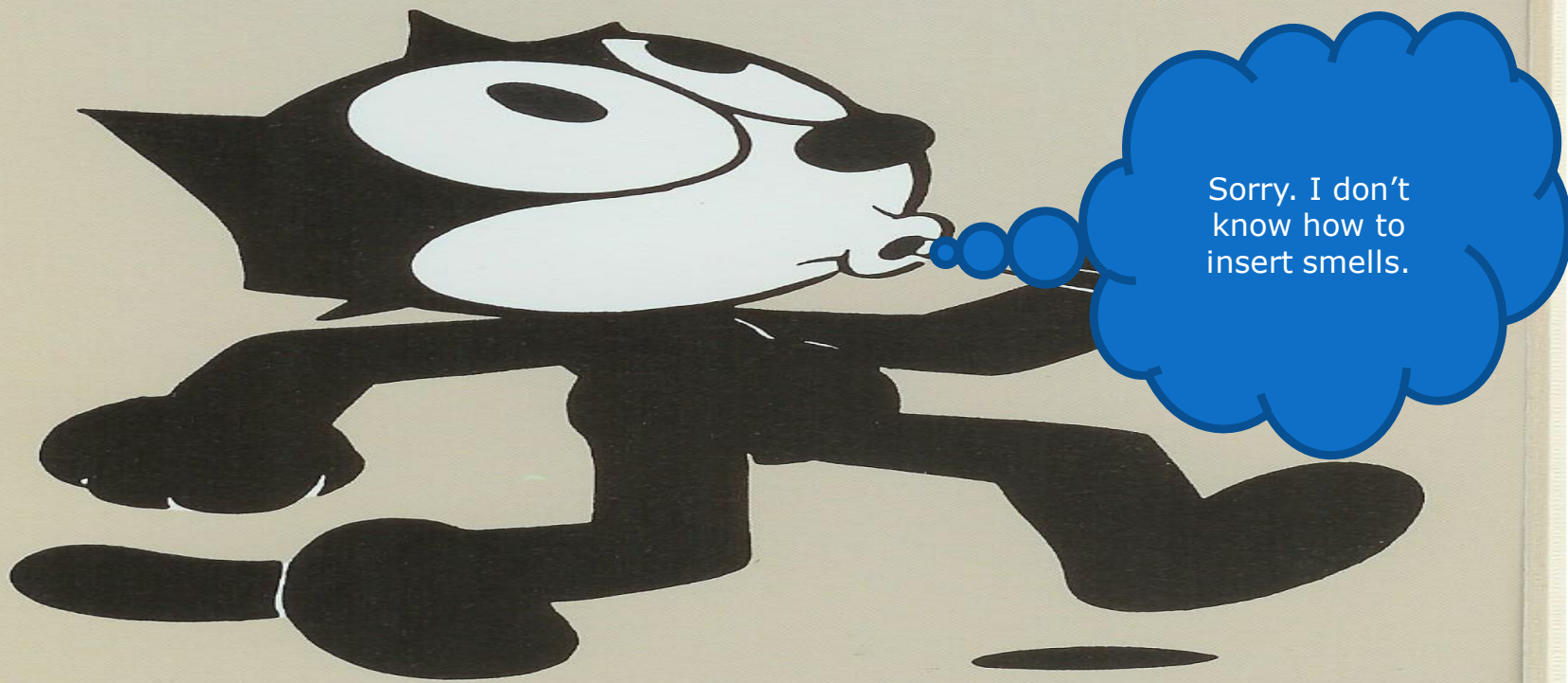
I strongly recommend you pick up a copy

As a former HR professional, he re-careered to a writer

**Brand Image:
Reputation/Testimonial**



Brand Image: Sounds



Brand Image: Smells

- Can you tie your book into a national, regional or local event or situation:

Climatic change ... is it from human interference or from natural causes?

Health care reform ... is it motivated by governmental control or the free market?

Strategic Marketing Questions

- Is your book for a niche market or for a general readership:

How you can fix a leaky faucet.

My life's decisions can affect the richness of your life.

Strategic Marketing Questions

- Can you team up with another writer or artist:

Use real children as the illustrators for a children's book.

Write a crime novel using a former FBI agent as your knowledge-based co-author.

Strategic Marketing Questions

- Can your book be part of a cultural program at a school, library, or other organization:

Write of the contributions from Native Americans as told by Native Americans.

Strategic Marketing Questions

- Can you speak (fee or free) to others about your book or your services; can you write an article:

Contact your college alumni group, professional associations, chamber of commerce and other organizations to talk about a topic you know something about and is of interest to the target audience; write an article for a newsletter, magazine, newspaper, ezine/articles; register with HARO.

Strategic Marketing Questions

- Can you use your appearance to help you showcase your book:

Mark Twain (born Samuel Langhorne Clemens, 1835-1910) was the first writer to brand himself. He wore a white serge suit year-round, kept a shaggy moustache and white hair, smoked a pipe, used simple sounding words that represented his worldly travels and the simple truths he learned from life. He spoke of working on Mississippi riverboats, for example, and took his pen name from Captain Isaiah Sellers's pen name that he used to tell of the Mississippi River's conditions. There were Mark Twain cigars and Mark Twain whiskey on the market. He established the Mark Twain Company in 1908 to promote his work and image. He would not talk to unauthorized biographers and recognized the power of the media. His picture and autograph were often in the front of his books.

Strategic Marketing Questions

- Is your book “evergreen” or is it time-dependent; use a press release:

Gold Watch Career Structure Gets the Pink Slip

Welcome to your very, very short career track! If you can hang on to the same job beyond 5 years consider yourself fortunate.

Career Management and Employee Portfolio Tool Kit, 3rd edition, by Antonio F. Vianna, focuses on up-to-date principles of managing your career

Strategic Marketing Questions

- Can you show any products or services to tie into your book:

If your book is a cookbook to bake cakes, offer samples during a talk. Provide photos of your cakes.

Other examples: give a free key ring, a free pen, bookmark, etc. as a take-away for people to remember you.

Strategic Marketing Questions

- Can you get a celebrity or well known person to promote your book:

Apolo Ohno says, "If it wasn't for Arlene Splain's book about diet and exercise, I don't think I'd ever win a single metal at the 2010 Olympics."

Strategic Marketing Questions

- Is your book controversial:

“Global warming is not the effect from humans. It is a natural occurrence.”

- Can you promote yourself to others (self-oriented branding) and others to yourself (other-oriented branding):

Self-Oriented – I have re-careered. Listen to me ... I can help you.

Other-Oriented – I’m like you, a HR professional who knows something about careers.

Strategic Marketing Questions

- Can your book provoke curiosity or interest; use a press release:

Alpha Male Status Determined By 'Luck of the Draw' in Birth Sequence

Second Son, the suspenseful new thriller by Antonio F. Vianna, examines the extent of birth order's role in determining the character of each sibling, how far that influence is taken and whether it is a matter of life or death.

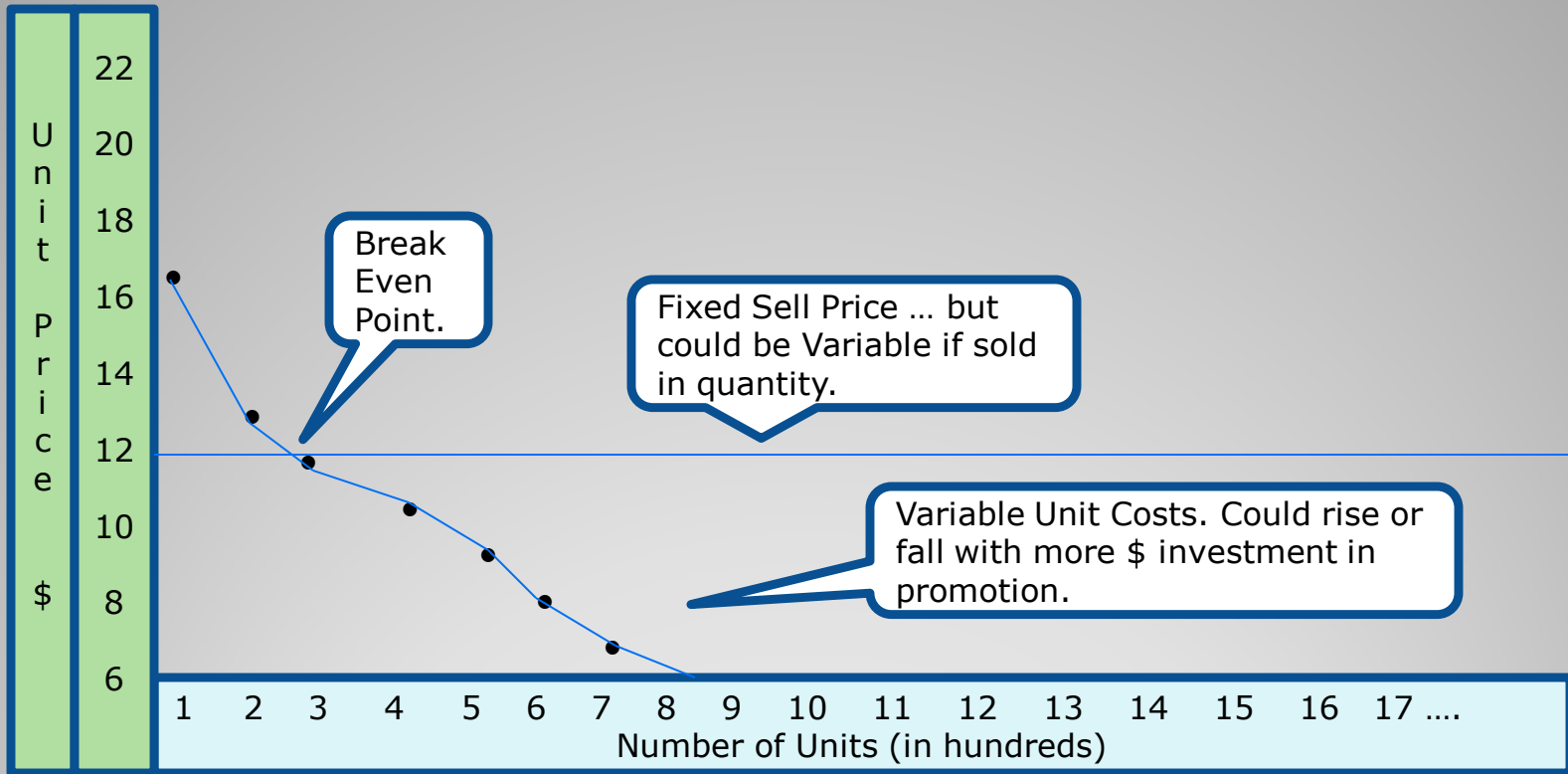
Strategic Marketing Questions

- Can you organize a book-party ... food and drinks as you listen to a reading by the author.
- Can you host a fund raiser with your book ... 50% of proceeds goes to xyz charity.
- Can you create a quiz or an award around your book ... figure out who really stole the secret recipe and get \$100.
- Will your book make others' lives easier ... follow these rules and your life will be healthier.
- Can you "coin" a phrase that people will remember/follow the advice ... "I never let my schooling interfere with my education" (Mark Twain).

Strategic Marketing Questions

- Is there something about your background that would attract a reader/buyer ... 5-time Ironman Triathlete.
- How different is your book from other books within the same genre ... more emotional twists.
- How many *levels of separation* can you identify to help you showcase your book ... traditional (bookstores) and non-traditional (car dealership, art gallery, wine bar, etc.)
- How are you using the Internet and Face-to-Face promotional tactics ... once a week do something.

Strategic Marketing Questions



Breakeven Chart: Do you know your profit margin?

What have I not mentioned that you can use to showcase your book and your ideas ... to brand yourself and your book?

There is no single way to brand and market yourself and your goods and/or services. Yet, if you don't take your foot off first base, you will never reach second base.



Sometimes I feel as if I am picking the grapes ...



Sometimes I feel as if I am drinking the wine.

Thank You.