

# MARKETING OBJECTIVES 2009

Based on the Publishing Workshop presented by Alan Weiss with Elaine Floyd.



abcd<sup>efg</sup> publishing <sup>INC</sup>  
 advanced strategies for turning books into business  
 www.efgpublishing.com



Completed by: \_\_\_\_\_ Date: \_\_\_\_\_

Consulting firm name: \_\_\_\_\_

During the past 3 years, which marketing methods are the most effective in attracting **new clients**?

\_\_\_\_\_

Which are the most effective in gaining additional business from **existing clients**?:

\_\_\_\_\_

Which of the Gravity Marketing™ tools that Alan Weiss suggests\*, do you plan to start, continue or expand (please note whether it's to S—start, C—continue or E—expand):

- |  |  |
|--|--|
| <input type="checkbox"/> Commercial publishing of a book               | <input type="checkbox"/> Press kit   |
| <input type="checkbox"/> Commercial publishing strategies:             | <input type="checkbox"/> Media room on Web site  |
| <input type="checkbox"/> Building my value proposition into the book   | <input type="checkbox"/> Print newsletters   |
| <input type="checkbox"/> Content strategies for attracting a publisher | <input type="checkbox"/> Referrals   |
| <input type="checkbox"/> Strategies for finding an agent               | <input type="checkbox"/> Teaching  |
| <input type="checkbox"/> Strategies for finding a publisher            | <input type="checkbox"/> Alliances   |
| <input type="checkbox"/> Position papers / white papers                | <input type="checkbox"/> Networking  |
| <input type="checkbox"/> Writing articles for publications             | <input type="checkbox"/> Pro bono work   |
| <input type="checkbox"/> Getting quoted by reporters in their articles | <input type="checkbox"/> Products:   |
| <input type="checkbox"/> Radio interviews                              | <input type="checkbox"/> Self-published book   |
| <input type="checkbox"/> TV appearances                                | <input type="checkbox"/> Booklets  |
| <input type="checkbox"/> Advertising                                   | <input type="checkbox"/> Recorded teleconferences / audio  |
| <input type="checkbox"/> Passive listings                              | <input type="checkbox"/> e-Books   |
| <input type="checkbox"/> Speaking                                      | <input type="checkbox"/> Collecting client data and e-mail addresses for outbound marketing        |
| <input type="checkbox"/> Leave-behinds that audience members save      | <input type="checkbox"/> Quality Control: Proofreading/Editing all of printed and Web site content |
| <input type="checkbox"/> Web site                                      | <input type="checkbox"/> Cross promotion of products and services                                  |
| <input type="checkbox"/> Electronic newsletters                        | <input type="checkbox"/> Other   |
| <input type="checkbox"/> Blog  | _____  |
| <input type="checkbox"/> Word-of-mouth                                 | _____  |
| <input type="checkbox"/> Trade association leadership                  |  |
| <input type="checkbox"/> Third-party endorsements / testimonials       |  |

\*Gravity Marketing™ is a trademark of Alan Weiss. (See pages 3 to 6 of this planning guide for a reading list.)

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Which 3 objectives are the most important:

Project #1 \_\_\_\_\_

Project #2 \_\_\_\_\_

Project #3 \_\_\_\_\_

Do you need assistance with any of the top 3 (please check all that apply to each project number):

- #1  #2  #3 guidance in setting out a year-long editorial calendar or plan
- #1  #2  #3 a design template to have on my computer
- #1  #2  #3 a template plus training on advanced strategies for this tool
- #1  #2  #3 someone to review/edit the product/piece before I send it out to clients
- #1  #2  #3 someone to just do it all
- #1  #2  #3 I already have a team in place to handle all aspects

Notes/Other help needed:

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How will you measure the results of each marketing tool?

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What is the potential value in succeeding with your top 3 marketing objectives?

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Looking at your 2007 calendar, which key dates do you have for speaking and consulting for which you'd like to have a product to sell, value-add to give or leave behind.

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**Review Course Reading List:** For your top 3 projects listed above, read or review the following:

**By Alan Weiss and available at [www.summitconsulting.com](http://www.summitconsulting.com):**

MDC = *Million Dollar Consulting* (Wiley)

Toolkit = *Million Dollar Consulting™ Toolkit* (Wiley)

Brand = *How to Establish a Unique Brand in the Consulting Profession* (Kennedy Information)

MBS = *How to Market, Establish a Brand, and Sell Professional Services* (Jossey-Bass)

**By Elaine Floyd and available at [www.efgpublishing.com](http://www.efgpublishing.com):**

*Booked* (published originally as *Product Strategies for Consultants, Speakers & Celebrity Experts*)

**Commercial publishing** of a book:

MDC: 11, 14, 41, 103, 114-115, 204, 206, 335-336

Toolkit: 134-147

Brand: 71-88, 45-47, 153-154

MBS: 49-55, 61, 145, 147

**Position papers** / white papers:

MDC: 41, 279-280

Toolkit: 24, 222-226

Brand: 47-48

MBS: 1-11, 31-33, 39

**Writing articles:**

MDC: 12, 111, 154, 202-204

Toolkit: 98-100, 129-133

Brand: 138

MBS: 1-11, 27-31, 39, 83, 93

**Getting quoted** by reporters:

MDC: 113-114

Toolkit: 147-150

Brand: 48-51, 138

MBS: 1-11

**Radio interviews:**

MDC: 41, 279-280

Toolkit: 147-151

Brand: 23, 48-51, 63

MBS: 1-11, 127-131, 141, 163-165

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## □ TV appearances:

MDC: 41, 279-280  
Toolkit: 147-151  
Brand: 23, 48-51, 63  
MBS: 1-11, 127-131, 141, 163-165

## □ Advertising:

MDC: 11-12, 41-42, 53, 115-116, 280-281  
Toolkit: 45-46  
Brand: 51-52  
MBS: 1-11, 139, 141

## □ Passive listings:

MDC: 41-42  
Toolkit: 45-46  
Brand: 51-52  
MBS: 1-11, 57-59, 61, 139, 141

## □ Speaking:

MDC: 208-212  
Toolkit: 151-168  
Brand: 54-55, 89-108  
MBS: 1-11, 113-125, 161-163

## □ Leave-behinds at speeches:

Toolkit: 151-155  
MBS: 113  
Booked 1-64

## □ Web site:

MDC: 42, 112, 197, 237-241  
Toolkit: 17-20  
Brand: 55-56, 138, 175-176  
MBS: 1-11, 65-81, 93, 149-151

## □ Electronic newsletters:

MDC: 42, 111, 239, 290  
Toolkit: 169-173  
Brand: 56-58, 162  
MBS: 87, 93, 145-146

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## ❑ Word-of-mouth:

MDC: 10, 42  
Brand: 58-59  
MBS: 139-141

## ❑ Trade association leadership:

MDC: 43, 106-107, 117, 341-343  
Toolkit: 55-57  
Brand: 59-60

## ❑ Third-party endorsements:

MDC: 43  
Toolkit: 24  
Brand: 23, 60-61  
MBS: 133

## ❑ Press kit:

MDC: 106, 210-211, 282-283  
Toolkit: 22-24  
Brand: 102, 138, 155  
MBS: 23-27, 39, 41-47, 61, 147

## ❑ Media room on Web site:

MDC: 282-283  
Toolkit: 22-24  
Brand: 102, 138, 155  
MBS: 41-47, 61

## ❑ Print newsletters:

MDC: 43, 121, 290  
Toolkit: 169-173  
Brand: 61-62, 162  
MBS: 31-33, 39, 145-147

## ❑ Referrals:

MDC: 10, 14, 43, 89, 123-124, 127-128, 141-142  
Toolkit: 177-182  
Brand: 23  
MBS: 133-135

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## □ Teaching:

MDC: 43  
Brand: 63-64  
MBS: 133

## □ Alliances:

MDC: 33, 43, 133-134  
Toolkit: 188-191  
Brand: 35-36, 64-66, 163-166  
MBS: 137-139, 163-165

## □ Networking:

MDC: 12, 43, 103-109, 117  
Toolkit: 43-45  
Brand: 67-69  
MBS: 1-11, 103-111, 157-159

## □ Pro bono work:

MDC: 41, 107, 111-112, 212-215  
Brand: 44-45  
MBS: 95-101, 155-157

## □ Self-published products:

MDC: 114, 201, 206-208, 283-286  
Toolkit: 134-136  
Brand: 66-67, 71-77, 81-87, 149-167  
MBS: 49-51, 61, 135-137, 141, 145  
Booked: 1-64

## □ Collecting client data:

Toolkit: 4-5

## □ Cross promotion:

Brand: 129-147

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