

Responsibility: Create market visibility for The Productivity Pro

Objective: Orchestrate successful (earn out advance in one year) book launch for Find More Time book by June 13, 2006.

1. *Coordinate marketing with Random House*

- 1.1. Request table top displays
 - 1.1.1. Measure current displays
 - 1.1.2. Determine best sizes
- 1.2. Request post cards
 - 1.2.1. Send photos
 - 1.2.2. Write copy
 - 1.2.3. Mail post cards to list
- 1.3. Request brochure
 - 1.3.1. Write copy
 - 1.3.2. Approve layout/
- 1.4. Obtain press release
- 1.5. Send them my media list for galleys
- 1.6. Send them my client list for free copies

2. *Coordinate internal marketing effort for book sales*

- 2.1. Order TPP marketing materials
 - 2.1.1. Bookmarks
 - 2.1.2. Reorder business cards with photo of books on back
 - 2.1.2.1. Contact Gary Gomez
 - 2.1.2.2. Send updated photos
 - 2.1.2.3. Review layout
 - 2.1.2.4. Send to PSPrint
- 2.2. Create special pre-publication order form
- 2.3. Google Adwords
- 2.4. Send copies to NSA colleagues with offer to send free copies to their clients as gifts from them

3. *Hire new part-time media employee to help in PR effort*

- 3.1. Query colleges for journalism/publicity students
- 3.2. Use in-house media lists to send out review copies
- 3.3. Long-lead publications—articles and excerpts
- 3.4. Op Ed pieces for major market newspapers
- 3.5. Co-marketing ops
 - 3.5.1. Sam's Club
 - 3.5.2. Costco
 - 3.5.3. Office Depot
 - 3.5.4. Office Max

4. *Build media awareness and relationships*

- 4.1. Create ProfNet queries around my topic
- 4.2. Conduct Regional Book tour

- 4.2.1. Tattered cover Highlands Ranch featured author
- 4.2.2. Book signings Denver, Phoenix, Indianapolis
- 4.2.3. Radio satellite tour
- 4.3. Promote National Leave the Office Earlier day in conjunction with book launch
 - 4.3.1. Create video demo of television appearances
 - 4.3.2. Send video to Oprah, 20/20, Good Morning America

5. *Develop Web site enhancements to support book*

- 5.1. Post new press releases
- 5.2. Reproduce survey from book in survey monkey and post on site
- 5.3. Write teaser for suggested improvements to point to book
- 5.4. Sell book in shopping cart

6. *Create support materials to sell speaking engagements to clients*

- 6.1. Write excerpts and tip sheets to send to employees
- 6.2. Email electronic version of survey to clients for seminar sample
- 6.3. Write course description and 100 word teaser copy
- 6.4. Send a copy of book to women's conferences with coupon
- 6.5. Email clients and prospects curriculum for new spouse program on book
- 6.6. Conduct teleseminar series
 - 6.6.1. Schedule on calendar
 - 6.6.2. Promote
 - 6.6.3. Record
 - 6.6.4. Add to shopping cart