



Bradshaw & Co. Business Consulting

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Based in Los Angeles, yet effective nationwide

Specializing in Marketing, Personal & Business Development and Organizational Improvement

Come to us for Answers! We create Solutions!

Bradshaw Book University™

Bradshaw & Co. Business Consulting was initially drawn into the publishing industry when authors looking for advice, branding, marketing and creative promotions, approached us. We've worked with independent authors who are self-published - those that knew if they wanted their book to sell, *they* were going to have to "make it happen." We've also worked with clients who've published with big publishers such as Random House, Hyperion, and Avalon Books. *Bradshaw Book University™* is a body of marketing services specifically designed to help authors increase the sale of their book. Utilizing a variety of coaching, mentoring, marketing, & promotions strategies, we help authors work toward getting on the bestseller list.

It Starts With a Dream

Every new or independent author dreams of getting picked up by a big publisher. One that offers many noteworthy advantages, such as a great brand name, a built-in distribution network, and instant credibility.

This sounds like a complete package. However, when we researched the industry, we were astonished to discover the lack of marketing support for books through these large corporate publishers.

Our research has revealed that there is a lot to be desired when it comes to the marketing effort that most big publishing companies put toward increasing sale new of books. Though, it sounds unbelievable, especially when it is clearly in their best interest. *The work of new authors tends to get lost within catalogs, whose primary focus is to promote the hottest selling authors. Depending on their frequency, these catalogs from large publishers have tons of book titles listed, sometimes thousands.*

New books are listed in the catalog by genre, other times in a new release section. The publisher's salesperson only gets on average a 15-minute appointment with each bookstore buyer. It just isn't physically possible for a salesperson to highlight, discuss, or even mention every new book in the catalog. *And we all know that you have to explain a book, at least briefly, for someone to get the point.*

Getting Lost In the Shuffle

Unless you are one of the hottest selling authors out there (in the top 2%), you are virtually ignored by your own publisher, basically getting lost in the shuffle. Clients of these major houses generally do not know this, and publishers obviously do not publicize or volunteer this info either. We have heard clients defend their publisher's actions - until they started asking specific questions of their publisher's representative, regarding how the publisher planned to market their particular book. This is where the lack of marketing, advertising, and promotions becomes extremely clear to the author. *This is not meant to bash the big publishers, just to encourage you to be an informed author, and ask specific questions, so that you know about the gaps in your marketing strategy... and to encourage you to create a plan of attack. Remember, if you fail to plan, you plan to fail.*



STEPS IN THE Bradshaw Book University™

We start with an Author Questionnaire. This gives us complete background information on the expectations, perceptions, and goals of the author. We use it to evaluate where you are in the complete book process to ensure that you are exposed to the best opportunities for the best values. We make sure that you have considered some of the latest technology like: POD (print on demand), or thought about non-traditional, creative options: can you save money by doing overseas printing, etc.

We also offer traveling services such as attending Book Expo America (the largest book conference in the nation), in place of our clients, as well as representing authors at local events such as Festival of Books. We understand that our clients cannot do everything so we gladly step in and perform these duties to make their lives easier. We agree on specific pre-trip goals and happily provide post-trip reports. We travel to various cities to scope locations, set up premium signings, as well as providing escorting and concierge services for our author-clients. We offer a variety of coaching, mentoring, marketing, & promotional strategies. Our services are divided up into 3 main areas or phases; however there is flexibility to customize a program that fits each author's particular needs.

Phase A

We use our author questionnaire to identify Target Markets, determine your (USP) Unique Selling Proposition and positioning. We then determine distribution options and strategies allowing consumer demand to pull the book through the various distribution channels, versus the traditional way of pushing it through.

We create a Marketing Plan to identify innovative ways to increase book sales, author branding and visibility, as well as create promotional tie-ins. We develop press kits, conceptualize book signings, as well as provide complete set-up and implementation for premium events. We identify nationwide events that your target market attends, where the book needs to be available and represented. We have a team that will handle the logistics of such an event as well as offer escort services to the author, if they choose to attend for a book signing.

We use a combination of traditional and non-traditional programs like:

- Book Signings
- In-stores promotions/Radio Remotes
- Industry Mixers
- Wine Tasting(s)/ Art showings
- Dinner parties
- TV, print, radio, cable and outdoor mediums for advertising
- Speaking engagements that increase credibility.
- Events, contests, and promotions

Phase B

We work on getting publicity; booking clients for TV/ radio interviews as well as finding product and event sponsors. We solicit opinion leaders' endorsements and quotes that can be used in promotional material. We ensure that mailings are done for trade reviewers, major consumer reviewers, book clubs and all other reviewers. We perform a profit and loss worksheet per book title so we know sales break-even points.

Phase C

We take the promotional efforts a step further: we explore TV, & movie deals, foreign languages, e-publishing, other applications for the book, personalization for corporations, books on tape, etc.