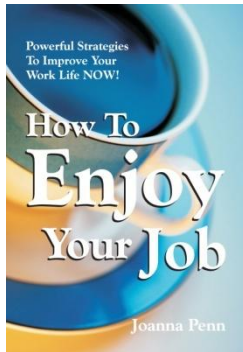


Marketing Plan: How to Enjoy Your Job

“How to Enjoy Your Job”(2008) by Joanna Penn



People hate their jobs. This book aims to change that.

“How to Enjoy Your Job” is an inspirational business/self-help book. It is aimed at the 50-70% of people who don’t enjoy their jobs, and who are desperate to change their life but unsure how to.

The book outlines the results of modern working life including stress, depression and obesity. It tackles the main reasons people don’t like their jobs: boredom, stress, lack of appreciation, trapped by money, other people and just being in the wrong job. The book is then packed with ways to improve your job, change your career or discover what you would really love to do with your life.

It is interspersed with anecdotes and inspirational quotes as well as practical tips and strategies. There is also a companion workbook available for download online at www.HowToEnjoyYourJob.com

Overview

This plan contains the different strands of marketing that would go into the campaign for “How To Enjoy Your Job”.

Target Market: Office workers aged 26-50 who commute to work. Women as they primarily buy self-help books.

Timing: The various angles would be pursued concurrently so that maximum impact is gained by multiple exposures in multiple media. To be running at least 1 month prior and 1 month after hard launch.

Cost: Free and low-cost strategies would be pursued primarily with paid advertising/PR/marketing kept to the most effective usage.

PR/ Publicity

Press Kit	<ul style="list-style-type: none">• Set up press kit on the website with audio and video links• Include press clippings of publications and articles already published• Have press pack that catches attention e.g. cafetiere with mug “Love your job like you love your coffee”
Local papers, radio and local TV stations	<ul style="list-style-type: none">• Play the local angle of the new author. Write the article for them.• Brisbane XTRA TV show for local news

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	<ul style="list-style-type: none"> • Send copy to the Ipswich mayor, Paul Pisasale as he is active in the media
National papers, radio and TV	<ul style="list-style-type: none"> • Target MX with free giveaways as they are filled with unhappy commuters who hate their jobs • Press releases to national press targeting cities and career pages
Book Reviewers	<ul style="list-style-type: none"> • Send copies to book reviewers in various publications • Send review copies to book clubs with large distribution
Testimonials and Endorsements	<ul style="list-style-type: none"> • Get cover quotes from famous people quoted in the book • Put testimonials on other peoples websites with my website address on them as link backs
Press Releases	<ul style="list-style-type: none"> • Send multiple press releases related to stories in the media through Australian Associated Press and direct to targeted journalists • Send press releases based on timings e.g. common New Year's resolution is to change jobs
Print Articles	<ul style="list-style-type: none"> • Submit articles for print media on related subjects • Article in Working Woman – Spring 2008 on career change

In Person/ Speaking/ Building a platform

Speaking	<ul style="list-style-type: none"> • Run workshops for companies and include the cost of the book in the price of the seminar • Volunteer for local associations and organizations that need speakers • Practice "Elevator speech" for quick pitch • Build slides of key points of book so I can produce these as part of speaking
Networking	<ul style="list-style-type: none"> • Active member of Womens Network Australia who have the book on their bookstore online • Sell at networking events • Member of Australian Businesswomen's Network • Build brand and reputation as an author and sell book at events as well as talking about it
Book Launch and local bookstores	<ul style="list-style-type: none"> • Launch at independent bookstore. Make sure media are aware. Press release before, and after. • Approach local and independent bookstores to see if they will buy books. • Donate books to local library and offer to speak • Sell at fairs and markets in person

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Promotional material	<ul style="list-style-type: none"> • Have book cover and free offer on business cards and hand them out whenever possible • Wear T-shirt with book image and name on as well as website • Stick stickers or stamp with website name on all post
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Internet Marketing

Main website www.HowToEnjoyYourJob.com	<ul style="list-style-type: none"> • Optimise main site to capture email addresses and encourage direct sales with free workbook • Sale of book in multiple media – ebook, audio and print book • Testimonials for credibility • Free articles with resource box available
Articles	<ul style="list-style-type: none"> • Post regularly on top article websites EzineArticles.com and Articlesbase.com that syndicate across the web
Amazon.com	<ul style="list-style-type: none"> • Do Amazon.com book reviews on similar topics with links to my book • Add Amazon blog and all testimonials to site, plus new cover • Add video to my Amazon page • Promote sales through my affiliate AStore
Blog and social networking	<ul style="list-style-type: none"> • Drive traffic to my website and encourage sales through my blog at www.JoannaPenn.com • Facebook profile has link to website and promotes book • LinkedIn profile has info on the book as well as the day job • Set up a lens on squidoo.com • Channel on YouTube for book related videos • Post free information and useful documents on Docstoc.com for search engines • Profile on AuthorsDen.com • Submitted on Authonomy.com
Word of mouth and viral marketing	<ul style="list-style-type: none"> • Add a Tell a Friend button to website • Post videos on YouTube with excerpts from the book, advice • Create a screensaver for YouTube with inspirational quotes and the website address • Add signature file with book free offer and website to all emails
Targeted Internet advertising	<ul style="list-style-type: none"> • Run ad campaign on common words for people changing jobs, looking for job advice on Adwords. Can be country and city specific advertising

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	<ul style="list-style-type: none"> • Use targeted Facebook advertising which can be directed to age group, gender, interests as well as location
Build database for email marketing and auto-responders with free giveaway	<ul style="list-style-type: none"> • Free workbook is available for download at www.HowToEnjoyYourJob.com • Email addresses are captured and 10 auto-responders are sent to the people over the period of 1 month encouraging them to use the workbook and buy the book. • Periodic emails blasts on interesting topics and blog posts
Utilise Affiliates	<ul style="list-style-type: none"> • Set up affiliate program where people can earn commission on referrals to the website for sales
Measure and optimize marketing activities	<ul style="list-style-type: none"> • Use Google Analytics to track traffic and conversion rates and measure success • Measure Google Adwords campaign and tweak adverts as necessary • Measure traffic to blog and use keyword finder to blog with searchable terms

Joint Ventures

Work with similar authors to joint promote	<ul style="list-style-type: none"> • Target similar authors for co-promotion • For example, I have been a featured author on an American business communication program which gained me traffic and sales • I have also been a guest speaker on a new book "Job Interview Strategies" and I have a giveaway in their program that directs traffic to my website
Be part of compilation books which promote my own book in the resource box	<ul style="list-style-type: none"> • I have a chapter in "Living an Abundant Life" (published Oct 2008) which also includes Jack Canfield, Mark Victor Hansen, Neale Donald Walsch, Wayne Dyer and Brian Tracy amongst others. My chapter includes my website www.HowToEnjoyYourJob.com • I also have excerpts in another compilation book promoting female entrepreneurs called "Sprout the life you love"
Blog Guests	<ul style="list-style-type: none"> • Invite other authors and business people to be guest blogs or interviews on my blog. They reciprocate and promote me.

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Mass Sales Opportunities

Corporate Sponsorship and/or Mass sales	<ul style="list-style-type: none">• Approach companies to buy for their employees or clients as corporate gifts e.g. recruitment companies, seek.com and similar• Direct marketing to libraries for self-help/careers section• Universities and careers offices for bulk buy• Australian Institute of Management has a library and a booksales service. Approach them with on-sell opportunity.• Life Coach Institute for sales to life coaches for their clients• Employee Assistance Programs as they have unhappy employees as clients
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Charitable Tie-In

Charity is Outward Bound Trust (10% of profits)	<ul style="list-style-type: none">• Press release on the impact of Outward Bound tying into book• Charitable event with proceeds to Outward Bound
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Contact Details



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