

# KIDLIT MARKETING 101 KIT

Your simple marketing starter pack.

*-Works best in combination with KIDLIT MARKETING 101 PowerPoint-*

## CONTENTS

Starting

•

Marketing Basics

•

Marketing Calendar

*overview*

*printable worksheet*

•

About Me Brand Worksheet

•

Language References

•

Contact List Overview

•

Next Steps

# • STARTING •

## WHERE ARE WE MOSTLY STARTING?

- Overwhelmed
- Unprepared
- Worried about expectations



## WHERE DO WE WANT TO BE?

- Calm, proud, happy
- In control of a system we actually use
- Satisfied we're doing enough



## HOW ARE WE GOING TO GET THERE?

- By focusing on the things we can control, leaving us **reassured** by the physical proof that we are marketing **relaxed**, knowing all our resources are to-hand **ready** when opportunities come our way

HOW TO USE THIS KIT				
<input type="checkbox"/>	Stock an empty 3-ring binder with 4 dividers:			
	<i>Marketing Basics   Calendar   About Me   Language</i>			
<input type="checkbox"/>	Print out:	(1)	(12)	(1) (1)
<input type="checkbox"/>	Fill in the <i>About Me</i> worksheet			
<input type="checkbox"/>	Fill in the blank <i>Calendar</i> sheets as able/desired			
<input type="checkbox"/>	File everything in your shiny new marketing binder			
<input type="checkbox"/>	Share this download with a friend!			

# • MARKETING BASICS •

## MARKETING IS

- Telling people about your product (*books, you as author*)
- Showing why your product will help them CHANGE in a desirable way
- Helping them **buy / apply / share** your product

## MARKETING IS NOT

- Tricking people, sleazy, pushy
- Worth burning yourself out over

## TECHNIQUES & METHODS

### SOCIAL PROOF

Our social mammal brains can't get enough of this

Faces (*you, pictures from conferences, speaking gigs*)

Testimonials (*reviews, reader/teacher mail—with permission*)

Shared Experience (*call-backs, inside jokes, shared slang*)

### REPETITION

Become familiar in order to become trusted

Messages take more repetition than you would think to sink in

Formulas are comforting—think Charlie Brown and the football

Find your thing, repeat it often, and watch it become your brand

### CONVERSION (Engagement)

Offer tons of opportunities to opt in, like, try for free, sign up, comment, subscribe, vote in a poll, answer survey, etc.

Conversions are the primary measure and goal of digital marketing

## AUDIENCE FIRST

Your focus should always be on the audience/customer. Even in telling your story and introducing yourself, you are leading up to an offer of change for them. *“Don’t tell the customer about your grass seed, tell them about their lawn.”* –Robert Bly

## OPTIMIZE HEADLINES

80% of people only read headlines, and the other 20% skim, so get all your marketing into your headline first

## EASE IS KEY

*“Ease is the single biggest predictor of behavior. Better than motivation, intentions, price, quality, or satisfaction... Ease makes people happy, and effort can really piss people off. If you want people to do more business with you, make it as easy as possible.”* –Zoe Chance

## CORE MARKETING CHECKLIST

### DOES MY CONTENT INCLUDE

- Branding?  
*name, face, covers—aim for at least two*
- A takeaway prize?  
*humor, craft tip, book rec, discount—make it sharable*
- A call to action?  
*click, buy, like, share, comment, vote, subscribe, sign up*

## • MARKETING CALENDAR •

*Check off a monthly marketing baseline. Feel gloriously in control.*

ANNUAL EXCUSES TO POST ABOUT YOUR WORK
Book anniversaries
Feature months ( <i>AAPI Heritage Month, Pride, etc., as applicable</i> )
Holidays
School year cycle
Independent Bookstore Day
Children's Book Week
Specific dates featured in your books

### DO (1) TOUCH PER CATEGORY PER MONTH

CONTACT TOUCH	METHOD OPTIONS
Social media	Marketing post
Bookstore	Drop-in, postcard, email
School / Other	Postcard, email

*- Feel like doing more? Great! But totally optional -*

### BONUS FEATURES

Completed calendars transform into a Have-Done List (*take that, To-Do List!*)

Ready-to-use reference sheet for next year (*so handy!*)

MONTH		YEAR	
-------	--	------	--

MARKETING EXCUSES	DATE

MARKETING EVENTS	DATE

CONTACT TOUCH
<input type="checkbox"/> SOCIAL POST
<input type="checkbox"/> BOOKSTORE
<input type="checkbox"/> SCHOOL / OTHER

YAY EXTRA (TALLY)

• YOU DID GREAT WORK THIS MONTH. WELL DONE, YOU! •

# • ABOUT ME BRAND SHEET •

*Be ready for interviews, kid questions, and more, all in one place.*

FAVORITE MOVIES

FAVORITE MUSIC

FAVE BOOKS AS A KID

BIGGEST DREAMS

WHO I WRITE FOR / REPRESENT

WHY I WANTED TO BE IN KIDLIT

---

---

---

OTHER INTERESTS / HOBBIES / PASSIONS

---

---

---

---

---

WRITING CAREER TIMELINE

Started writing:

Started querying:

Got my first agent:

Pubbed my first book:

GO-TO BOOK REC LIST

---

---

---

---

---

---

---

---

---



# • LANGUAGE REFERENCE SHEET •

*Effective words and phrases to jumpstart your marketing copywriting.*

## POWERFUL HEADLINE WORDS

Free	How to	Why
Sale	Quick	Easy
Guarantee	You	Results
Proven	Save	New
Breaking	Secret	Magic
Urgent	Alert	Danger

## MYSTERY & CURIOSITY

Secret	Hidden	Invisible
Never-before-seen	Revealed	Mysterious
Unknown	Strange	Curious
Who	What	When
Where	Why	How

## MONUMENTAL

Life-changing	Massive	Huge
Global	Everyone	Everything

## SURPRISE & NOVELTY

Brand new	Suddenly	Innovation
Transformation	Spark	Unique

## SCARCITY

Final	Last chance	Limited time
Sold out	Almost over	Don't miss out

## NUMBERS

11 reasons why ____	3 easy ways to ____	47 steps to better ____
---------------------	---------------------	-------------------------

# IMPERATIVES: Your #1 marketing language tool

*Start big. Finish strong.*

## A

Activate	Access	Act
Add	Amplify	Accelerate
Achieve	Apply	Answer
Ask	Appreciate	Arrange

## B

Boost	Build	Become
Be	Belong	Balance
Buy	Begin	Brighten

## C

Connect	Create	Choose
Celebrate	Change	Contribute
Come	Control	Cut
Combine	Compare	Complete

## D

Design	Double	Decide
Define	Deliver	Demonstrate
Drop	Develop	Direct
Discover	Drive	Dare
Dedicate	Dream	Delight
Dazzle	Defy	Do / Don't

## E

Embody	Elevate	Enhance
Expand	Energize	Emerge
Empower	Experience	Express
Enter	Explore	Earn
Encourage	Enjoy	Enchant
Entertain	Exceed	Experiment

## F

Fulfill	Forge	Fuel
Follow	Finalize	Finish
Forget	Foster	Find

## G

Get	Gift	Give
Guarantee	Go	Grab
Grow	Guide	Generate

## H

Have	Hear	Help
Handle	Hope	Honor

## I

Impact	Inspire	Invest
Invite	Include	Innovate
Indulge	Introduce	Improve
Improvise	Increase	Influence
Inform	Imagine	Impress

## J

Join	Judge	Jump
Juggle	Journey	Joke

## K

Keep	Kick	Know
Kindle	Knock	Knit

## L

Launch	Learn	Let
Lead	Leverage	Look
Listen	Live	Love
Leave	Level	Limit

## M

Mentor	Meet	Maintain
Manage	Measure	Merge
Market	Motivate	Make
Move	Maneuver	Match

## N

Nurture	Nudge	Number
Notify	Negotiate	Name

## O

Open	Offer	Organize
Observe	Outperform	Overhaul

## P

Prepare	Practice	Present
Pack	Persuade	Push
Plan	Put	Produce

## Q

Quantify	Question	Quiet
----------	----------	-------

## R

Relax	Refine	Redefine
Remember	Refresh	Reach
Revolutionize	Research	Respond
Restore	Respect	Read
Raise	Review	Resolve

## S

Start	Stop	Support
Strengthen	Simplify	Sample
Shop	Sing	Say
Spark	Show	Select
Shine	Surprise	See
Share	Satisfy	Search

## T

Transform	Thrill	Tailor
Teach	Take	Tell
Track	Train	Trust
Think	Try	Thank
Treasure	Taste	Test

## U

Uncover	Update	Upgrade
---------	--------	---------

## W

Welcome	Weigh	Work
Write	Wish	Wait
Wrap	Watch	Want

## • CONTACT LISTS •

*Make yourself a simple system you can easily add to as you go.*

BASIC CONTACT LISTS	BONUS LISTS
Bookstores	Kidlit colleagues / friends
Schools	General media contacts
Public libraries	Professional org. contacts (SCBWI)

You'll want to format this for yourself, but here's what to include as you make your own updatable contact sheet:

- Contact Name
- Title / Position
- Email
- Phone (*if applicable*)
- Tally of when and how you've interacted

*Sent an email? Add it in.*

*Got a reply? Did an event after? Mark it here.*

### – SCHOOL CONTACT LIST EXAMPLE –

SEATTLE SCHOOL DISTRICT (145 contacts)		
SCHOOL	LIBRARIAN	EMAIL
NAME Middle School	First Name Last	NAME@seattleschools.org
9/20/22 – Emailed (B&M Event, Phinney Event, School Visits)		
5/22/23 – Emailed (Visit offer for Seabirds)		
9/7/23 – Emailed (Start of school year)		
NAME Middle School	First Name Last	NAME@seattleschools.org
9/20/22 – Emailed (B&M Event, Phinney Event, School Visits)		
5/22/23 – Emailed (Visit offer for Seabirds) ( <i>replied 5/30</i> )		
6/11/23 – School visit		

## • YOUR NEXT STEPS •

All set up? Got your baseline marketing systems in order? Congrats!  
Now it's time to kick back and start dreaming big.

What does marketing success look like for you?

What are your grandest goals ( <i>that you can actually control</i> )?

How do you want to feel this time next year?

## • TWO LAST THINGS TO REMEMBER •

**#1:** You are leveling up with every piece of marketing content you create, every calendar page you fill out, and every contact you add. This is all cumulative, and you are already becoming a proud, confident marketer.

**#2:** Only give your precious time and attention to tasks you genuinely enjoy. Not feeling the worksheets? Do something different. Your marketing should support YOU and your life, not the other way around.

## • BONUS EXTRA •

### FINAL TIP: TELL PEOPLE WHAT TO DO WITH YOUR PRODUCT

Back in *Marketing Basics* we discussed how part of marketing was helping people share your product once they've got it.

The trick is to tell them HOW—in a specific, visualizable way. The desired action may seem obvious to you, but our brains respond best when we're given strong, confident direction.

Here's a fun example:

<b>LIKING THIS KIT? IT'S FREE! PASS IT AROUND!</b>
Email to your three best kidlit friends
Add as a bonus link to your newsletter/website
Pre-fill a binder as a gift for a local debut author
Grab your SCBWI pals and fill it out together

<b>HELP IMPROVE THIS KIT → <a href="mailto:wiltaylorbooks@gmail.com">wiltaylorbooks@gmail.com</a></b>
First impressions? Share what you think!
Anything you'd like in a 201 Course? ( <i>presentation/speaking tips?</i> )
Filled out the worksheets? High five! How'd it go?

• *Thank you for reading.*  
*Let's all level up together!* •