

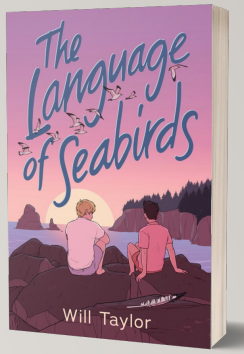
STATUS BAR



KIDLIT MARKETING 101

with
WILL TAYLOR

willtaylorbooks.com



HELLO'VERVIEW

- Why you? Why me?
- Your notes are already taken
- Focus on a few core marketing principles and action items
- Today's goal is to leave you *reassured, relaxed, and ready* (Rrr!)

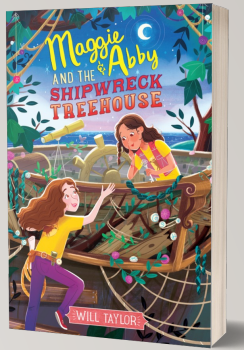
ONE-HOUR TAKEAWAY – A simple, dependable marketing system that you

- enjoy using
- know is enough
- can scale up as much as you like



THE PROBLEMS WITH KIDLIT MARKETING

- Time spent marketing takes away from our writing
- We mostly don't market directly to our readers
- We don't sell our actual books, we sell ourselves
- We cannot move the sales needle, but we still have to market



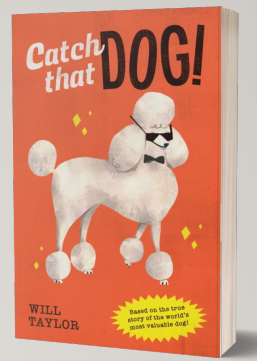
THE BENEFITS OF BEING KIDLIT CREATORS

We are selling a product we also love and consume

- Community, nerdy enthusiasm, specificity

We already understand marketing techniques such as

- Establishing character sympathy
- Building and relieving tension (*stakes, ticking clock, scarcity*)
- Appealing to core questions of identity, social status, hoped-for change and connection
- Following familiar storytelling rhythms to put people at ease
- Leveraging sticky, eye-catching language



EXAMPLE: MY MARKETING FOR THIS CLASS

- Character sympathy
- Need for change
- Hope

“For many authors and illustrators, the necessity of marketing is an unwelcome and frustrating burden, eating up precious time and delivering unsatisfying results. Luckily, anyone can learn to make marketing work for them. Bonus: Storytellers have a natural head start!”

- Team effort
- A map and a plan
- A prize

In this class we will explore:

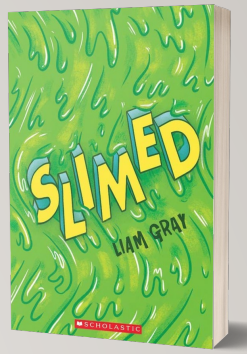
- **How to** optimize marketing efforts via language tricks, framing, and behavioral science
- **How to** create simple systems that take the guesswork out of marketing and leave you reassured, relaxed, and ready to focus on your real work

- Call to action
- Desired change

Come learn to make your marketing process easier, more fun, and more effective!”

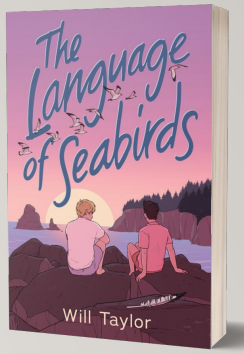


PART I: MARKETING BASICS



WHAT IS MARKETING?

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



WHAT IS BRANDING?

- Theoretically? A massive amalgamation of business image, logos, customer service, reputation, taglines, collaborations, etc.
- Practically? Your NAME, FACE, and BOOK COVERS (*you've already got it covered*)
- The goal of branding is for people to have **a simple, solid sense of what you offer**
- Optional extras
 - Tagline (*mine is "Stories & Adventures for Current and Former Kids"*)
 - Iconography (*mine → seagulls and rainbows*)



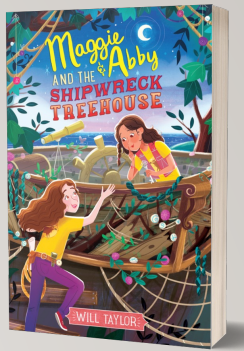
MARKETING KIDLIT – OVERVIEW

(Mostly
in our
control)

- Website
- Newsletter (*I use free Mailchimp*)
- Social media
- Events (*bookstores, conferences, fairs*)
- School visits

(Secondary for us today)

- Paid advertising
- Broader media
- Blogs

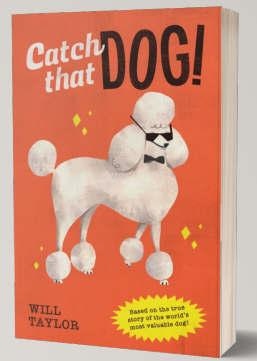


YOUR WEBSITE NEEDS

- Branding (*your name, face, covers*)
- Takeaways (*humor, craft tips, book recs*)
- “About Me” snippets (*short, sharable, moving, relatable, funny*)
- Buy links to Amazon, B&N, Bookshop.org, Indiebound (*ease*)
- Social proof (*reviews, faces, testimonials*)
- FAQ (*make up your own, brand your answers*)
- CTA (*save & share, subscribe, follow me on*)

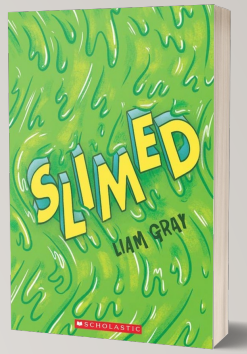
DESIGN REMINDERS

- No dead ends (*don't waste eyeballs or assume people will go looking for more*)
 - Smitten Kitchen “last year” technique
 - Give people choices, even just two
- Simplify. Bullet lists beat paragraphs.



YOUR NEWSLETTER NEEDS

- Branding (*your name, face, covers*)
- Takeaway: humor, craft tip, book rec, sale/deal (*small, easy to consume, sharable*)
- News!
- Anticipation for next time
- CTA (*save & share, read more, follow me on*)
- Use your newsletter to
 - Build trust (*repetition = comfort*)
 - Practice your marketing
 - Add ASSETS to your website/portfolio
- The people who open and read your newsletter every month are worth way more to your career than the thousand or so who might glance at your social posts. Invest in them. Give value.

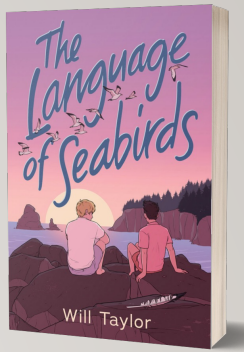


YOUR SOCIAL MEDIA POSTS NEED

- Branding (*your name, face, covers*)
- Takeaway: humor, craft tip, book rec, sale/deal (*small, easy to consume, shareable*)
- CTA
 - Drop your faves in the comments
 - Are you more X or Y? (*Questions*)
 - Share this with your corniest friend

REMINDERS

- Don't assume you'll be an outlier (viral)
- Find a format you actually enjoy and do it on repeat (with minor variations)
- You set your own engagement level
- Not all your posts have to be *Marketing*



YOUR EVENT TABLE NEEDS

- Simple swag (*bookmarks & postcards; I like gotprint.com; get lots*)
- Verticality (*brand from afar*)
 - Your name and covers
 - Iconography / symbolism
- Color (*dynamic contrast*)
- Bonus:
 - Safe interactive area (*drawing pad or similar*)
 - Other books to rec (*esp. at bookstores*)

REMINDERS

- Your table should look
 - Interesting / Fun
 - Approachable
 - Memorable
- Visitors should leave it
 - Entertained
 - Intrigued
 - With something

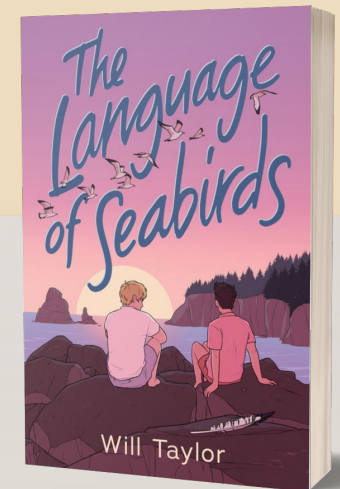
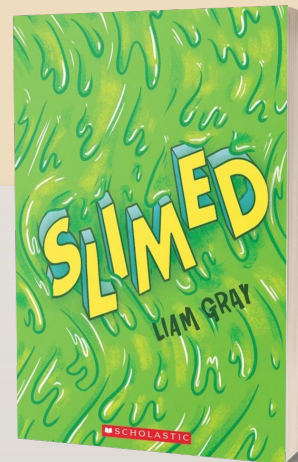
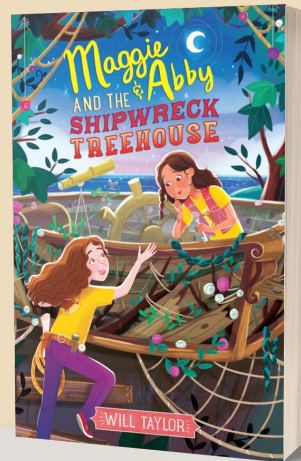


YOUR SCHOOL PRESENTATIONS NEED

- Timeline:
 - What we're doing and how long each part is going to take
 - How long we have left overall (*we're all used to status bars now*)
- Context (*what is the concrete goal of this visit?*)
- Your name and covers on a “resting” slide (*never waste eyeballs; see example next slide*)
- Simple slides (*no, simpler than that*)
- Example questions other kids have asked you (*break the ice; make up if needed*)

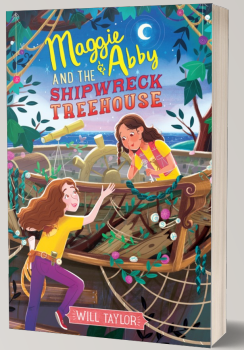
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STORIES & ADVENTURES
FOR CURRENT
AND FORMER KIDS





PART 2: MARKETING TOOLS



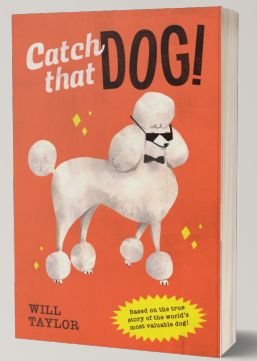
MARKETING TOOLKIT – OVERVIEW

(I'm giving you these)

- Monthly marketing calendar
- “About Me” brand sheet
- Language reference sheet

DIY CONTACT LISTS

- Indie bookstores
(address, contact name, etc. List of when and how you've contacted them)
- Schools (*teachers, librarians*)
- Public libraries
- Kidlit colleagues



MONTHLY MARKETING CALENDAR

Feel awkward posting on social?

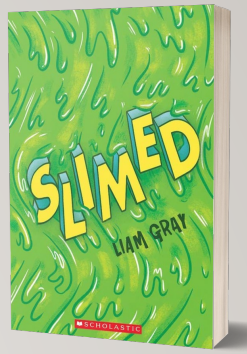
Calendar of Excuses to the Rescue!

- Book events / anniversaries
- Feature months (*Pride, Black History Month*)
- Theme days (*National Ice Cream Day*)
- School year cycle
- Holidays
- Indie Bookstore Day, etc.

Want to know you've done enough?

Hello, Reassuring Monthly Contact Checklist!

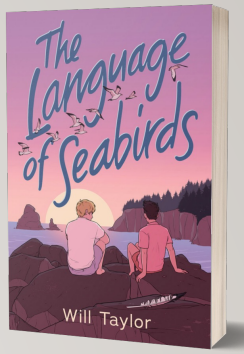
- Social media
- Bookstore
- School / other
- One touch per category per month. Done.
 - Marketing post
 - Drop-in visit, postcard, or email
 - Postcard or email



ABOUT ME BRAND SHEET

Get relaxingly ready for any opportunity with:

- Book rec lists (*old classics and updated faves*)
- Favorite movies, foods, music, etc.
- Basic career timeline
- Recommended resources
- Go-to fun facts / entertaining stories



LANGUAGE REFERENCE SHEET

Your marketing copy is already half done:

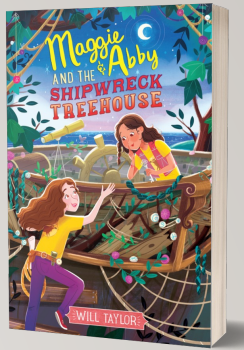
- Imperatives list
 - *click, discover, try, enjoy, go, join, dare, express, upgrade*
- Headline terms
 - *how to, free, new, sale, magic, easy, results, guarantee*
- Scarcity terms (*use sparingly*)
 - *urgent, last chance, almost sold out, leaving soon, over tomorrow*



EVERYDAY MARKETING CHECKLIST

DOES MY SOCIAL POST/ NEWSLETTER/ EVENT TABLE/ PRESENTATION/ SWAG 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 TIPS (BONUS!)

PSYCHOLOGY

- Keep your focus on the audience/customer. Even in telling your story and introducing yourself, you are talking about them, telling them about themselves, and 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
- No one likes to be sold to, but we all love to buy

OPTIMIZE HEADLINES

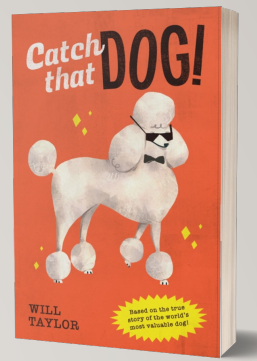
- 80% of people only read headlines, and the other 20% skim, so get all your marketing into your headline

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

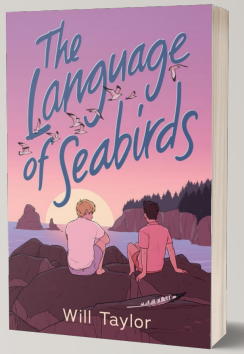


CONCLUSION!



SUGGESTED READING

- Influence Is Your Superpower (Zoe Chance)
- This Is Marketing (Seth Godin)
- The Copywriter's Handbook (Robert Bly)
- The Referral Engine (John Jantsch)
- The Emotional Craft of Fiction (Donald Maass)
- Building a Storybrand (Donald Miller)
- Wired for Story (Lisa Cron)



CALL TO ACTION

BUY

- Class was free! Buy my books anywhere you like.
- Sign up for my short, silly newsletter! → willtaylorbooks.com/newsletter

APPLY

- Download your Kidlit Marketing 101 Kit at → willtaylorbooks.com/marketing
- Fill in your basic brand sheet and print out three months of your calendar
- Start a binder, see how it feels having this resource to-hand

SHARE

- Share this presentation with friends! (*Present* this presentation to friends!)
- Share the toolkit—it works better when done as a team



(Steal this technique!)

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