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# Marketing Strategies For Writers

Workshop #1

## The "Pitch"

Facilitated by Charley Valera



# Workshop Agenda

- Establish Your Goals
- Identify Your Obstacles
- Create Your Elevator Pitch
- Create a One-Sheet Handout

# What Are Your Goals?

- Who is Your Target Audience / How Much Exposure?
  - Family, local or limited readership
  - Targeted readership, but wide spread
  - As much exposure as possible
- How Much Money Do You Want/Need to Make?
  - Money doesn't matter – it's all about getting my story out
  - Break even
  - Extra spending money
  - Pay the bills
  - Get rich
- How Much Recognition Do You Want
  - Recognized subject matter expert – Educator
  - Best sellers list
  - Book awards
  - Pulitzer Prize
  - Paid speaker



# EXERCISE

Establish your book's goals using **SMART** goals:

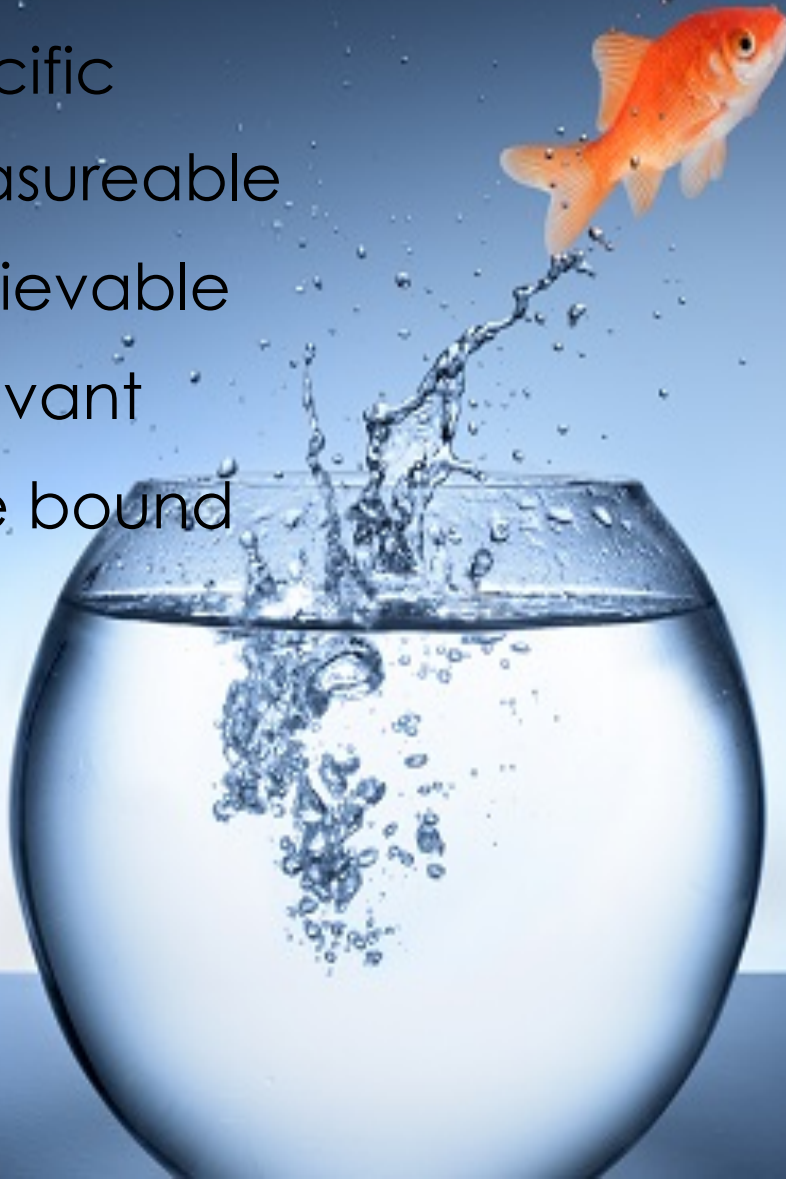
**S**pecific

**M**easurable

**A**chievable

**R**elevant

**T**ime bound



## EXAMPLES:

- Sell 6,000 books by the end of 2019 (average of 500/month)
- One radio program per week
- Book signing event every 2 weeks
- Guest appearance on one television show per month
- Featured speaker at 4 events per year (1 per quarter)



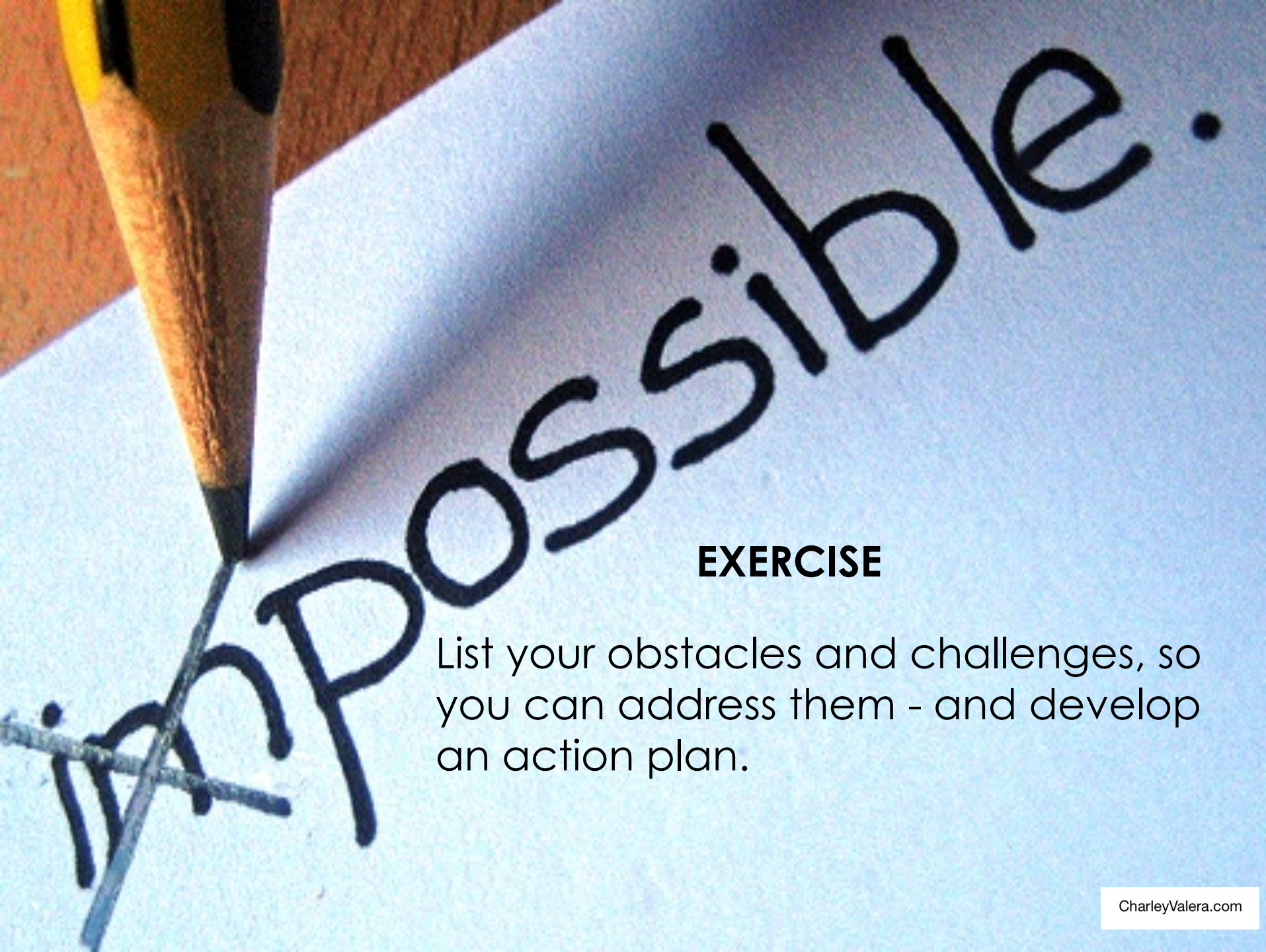


# Identify Your Obstacles

## EXAMPLES:

- You don't know where to start
- Out of your comfort zone
- You are not famous yet
- Lack of contacts/connections in the industry
- Lack of comprehensive media plan – Getting the word out

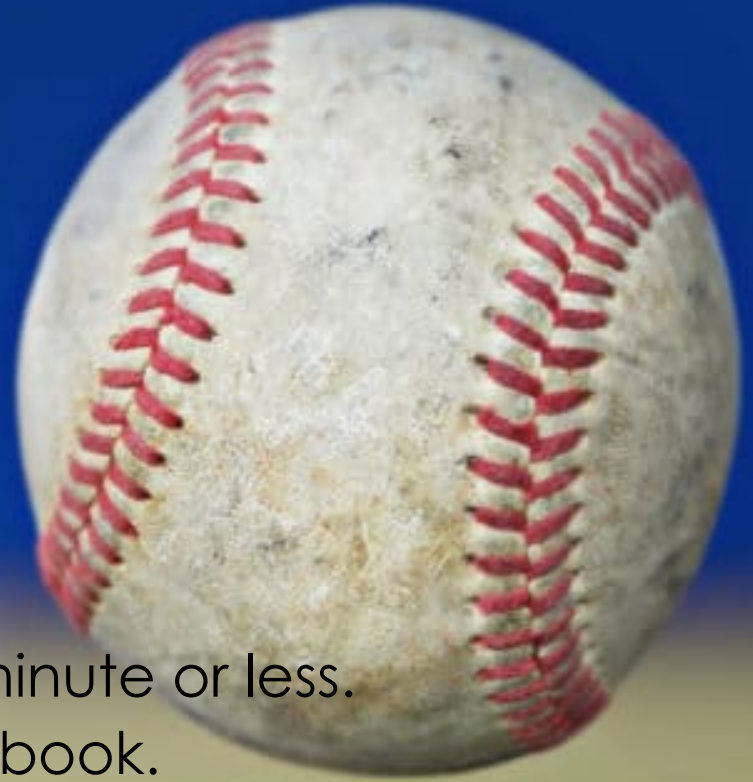




## EXERCISE

List your obstacles and challenges, so you can address them - and develop an action plan.

# The “Pitch”



## **Purpose:**

- Tell me about your book in one minute or less.
- Sell me on why I should buy your book.

## **Who you will be pitching to:**

- Radio
- Television
- News
- Speaking Engagements



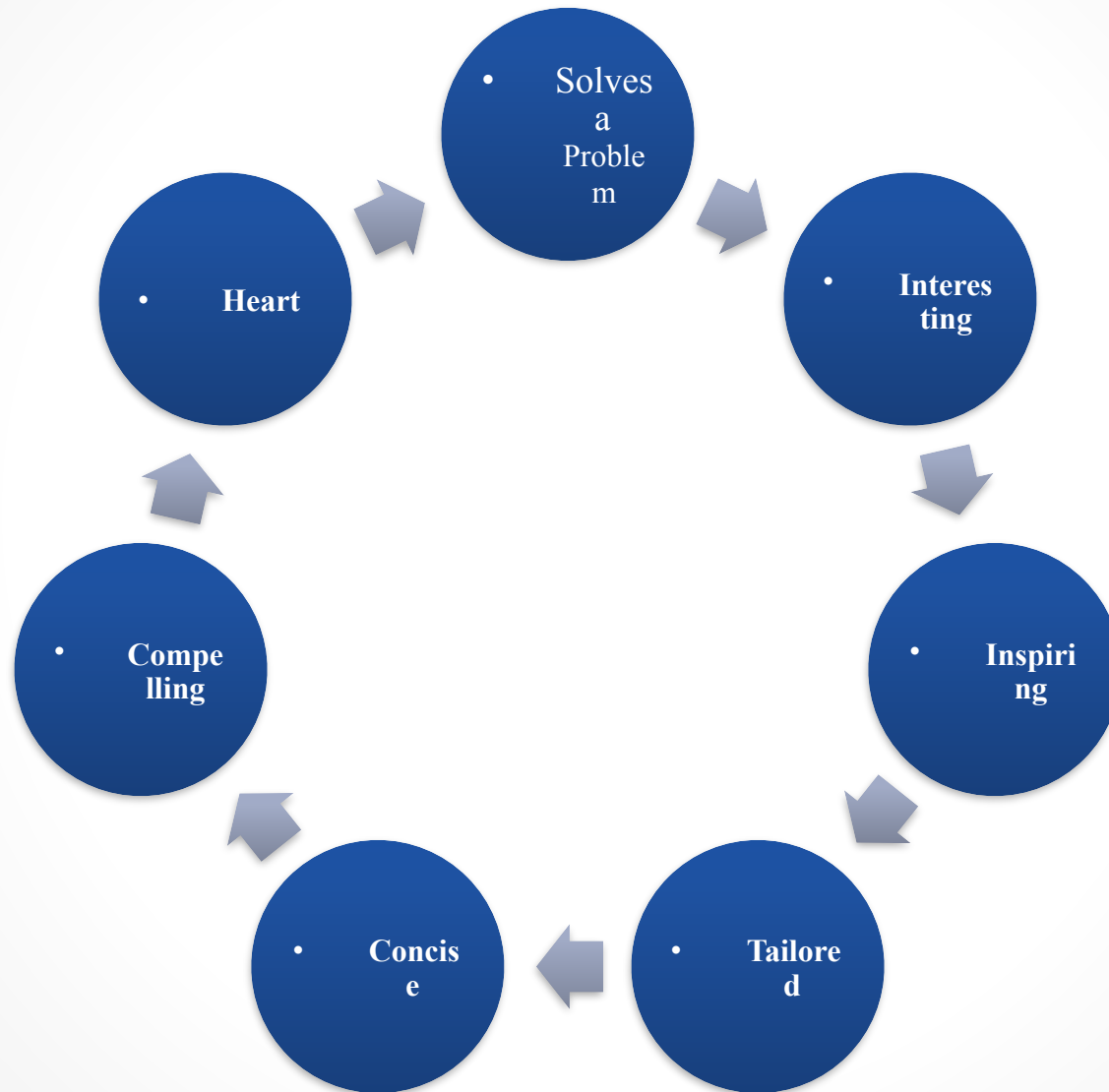
# Create a “Pitch Script”

Write a pitch script before you start making calls

- Introduce yourself
- Quickly state your credentials
- Launch into your show pitch idea
- PRACTICE, PRACTICE – Tweak and Change
  - Practice out loud
  - Call and leave it on your voicemail
  - Practice it to friends and family
  - It should flow naturally
- Start with smaller radio shows first, and perfect it before moving on to larger stations
- **DO NOT pitch your book!** You are pitching a **SHOW IDEA!** If you pitch your book they will refer you to their advertising department.



# Elements of a Successful Pitch



# Define a Problem

- Identify a problem that's worth solving or worth bringing their audiences' attention
  - Describe it in one or two sentences.
- Describe your solution
  - Focus on one problem and one solution. Try not to solve multiple problems.
- What is the key benefit to your solution?



# Make Your Pitch Topical

- Give producers a reason to have you on their show.
- Pay attention to the news and tie your story into the latest hot topics.
- What is the current emotional pulse of the people?
- What is everyone up in arms about?
- How to Relieve \_\_\_\_
- The Craziest \_\_\_\_
- Are you paying too much for your \_\_\_\_?
- The \_\_\_\_ from Hell.
- Time saving strategies for \_\_\_\_.
- The best and the worst \_\_\_\_ in America.
- Ten things you don't know about \_\_\_\_.





# Have Your Answers to Their Questions Ready

- What inspired you to write this book?
- How long did it take?
- What is your expertise in this area?
- How will reading your book impact or change my life?
- How much does it cost?
- Add more specific questions that people may ask about your book and have your answers ready.



# Practice



Don't strike out!

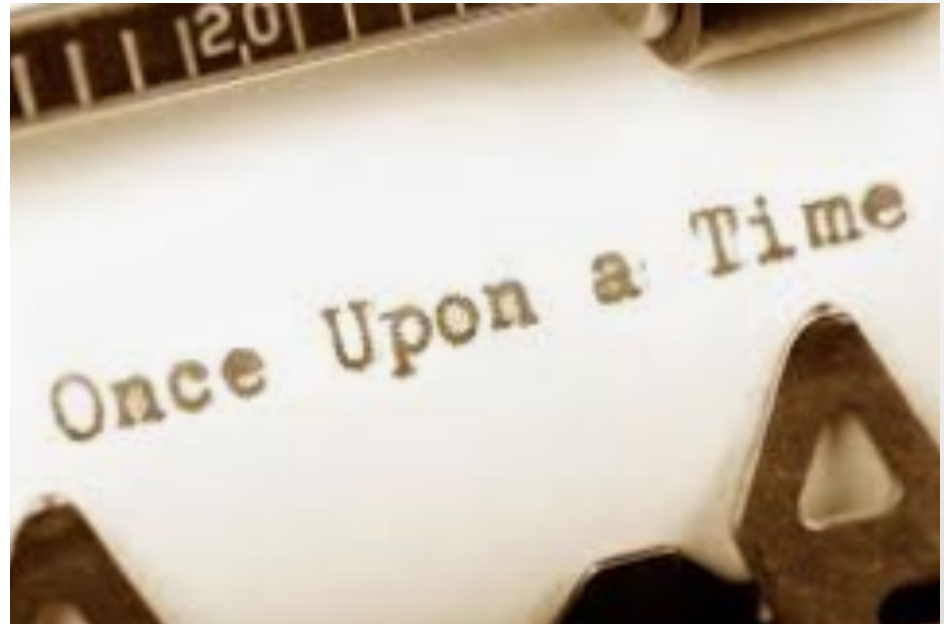
You want to hit a **home run** every time!



# What About Fiction?


Fiction books have different pitch elements

- Your book's name and category
- The main character's ambition
- The conflict he or she encounters
- The real significance of the story





# One-Pager




**Charley Valera**

*"...Thank you for making our Warbirds conversation significant and so interesting..."*  
- Good Morning America Host, David Hartman

*"...A profoundly moving book..."*  
- Phillip S. Balboni, Founder, CEO, DailyChatter, Trustee, Int. Museum of WWII, Boston, and Founder, former CEO NECN and Chronicle

*"...Woven together, they were totally engaging as a liked story, from beginning to end..."*  
- Mrs. Maj. General George S. Patton III

*"...Thank you for your dad's service to the United States in defense of the liberties we hold dear..."*  
- Former U.S. President George W. Bush



**My Father's War**  
Memories of Our Honored WWII Soldiers

Winner of six awards – and counting!

## Finally, The WWII Stories They Never Shared (and we never asked them about)

My father was a WWII veteran, but when Dad died, he took all his stories with him. More than 20 years after his death, I learned of his WWII battles, leaving me with more questions than answers. I then set out to interview dozens of WWII soldiers to get their stories - the ones they haven't spoken about in over 70 years. More often than not, their own families never knew about what really happened to them during the war, and were amazed.

What transpired from these candid interviews is chronicled in *"My Father's War: Memories from Our Honored WWII Soldiers."* Featuring ten soldiers from various divisions of the US armed services, readers identify these brave young men with their own relatives, and they can now better understand what it was like for them. From the horrendous battles and circumstances they endured, struggling to live day by day, to daily routines, the readers learn what it may have been like for their own fathers and grandfathers as they coped with war.

### Show/Story Ideas


10 Things we need to hear and learn from these WWII veterans while there's still time.

One WWII Veteran passes away every three minutes: Why it's so important to learn about their first-hand war experiences – and to thank them for their service while we still can.

My personal mission: Why I set out to capture their stories, and the unexpected rewards from getting to know these WWII Veterans.

Bottled up for over 70 years: How I got these WWII Veterans to open up, as they struggled to choke back their tears, and shared stories their families never even heard.

They joined as ordinary teenagers - And returned as forever battle-scarred men who were never the same again. The stark contrast between these young men and the teen of today.



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- The Hook
- The Pitch
- Show/Story Ideas
- Good photo of YOU
- Book Reviews
- Photo of the Book
- Accolades
- Media Experience
- Contact Information
- Quality Paper
- Quality Print

# Examples of a Good Hook

- Fear: Are you afraid of \_\_\_\_? Why you don't need to be afraid anymore. This expert shows\_\_\_\_.
- Lists: 10 ideas to \_\_\_\_\_. 10 foods you can eat whenever you want.
- Secrets revealed: Five things you didn't know about \_\_\_\_\_.
- Disaster: Hurricane disaster stories – What we can learn from their mistakes.
- How to: How to do \_\_\_\_ faster (or better, etc.)