

## 1 THE ROAD

TO  
MARKETING  
BY  
JUDY HOWARD

ESTABLISHING YOUR BRAND  
AND  
BUILDING YOUR PLATFORM

## 2 BRAND IS WHO YOU ARE - PEOPLE'S GUT REACTION TO YOU AND YOUR WORK

- WHAT DO YOU WANT YOUR READERS TO FEEL WHEN THEY THINK OF YOU AND YOUR WORK? The most often used tag to my name is, "An Inspiration."
- HOW CAN YOUR READERS REACT DIFFERENTLY TO YOU THAN THEY DO TO YOUR COMPETITORS? My readers tell me I am a firecracker, a free spirit, and fiercely independent. They tell me they live vicariously through me.
- 

## 3 WHO EXACTLY ARE YOU?

- I have accumulated over 70 years of experiential knowledge. I am a widow, a solo rver, a cat lover first and dog lover second, I've driven Indy cars and Nascars. I've loved and lost. I've been so high on life you would have to scrape me off the ceiling, and I've fell so low, wondered if I could ever climb back. I like to paint, go for long walks in the desert, the forest and along the ocean.
- 

## 4 BUILD UP BRAND EQUITY

- IMPROVE YOUR IMAGE AND IDENTITY – Be vulnerable. Do something different and exciting. Let people know who you are.
- IMPROVE YOUR ASSOCIATION WITH OTHER LIKE PRODUCTS - I like to hang out with other authors and people who have the passion, belief and desire that their words and their work can be as powerful as a bullet or a bomb.
- IMPROVE PEOPLE'S AWARENESS AND PERCEPTION OF YOU AND YOUR PRODUCT - I am always meeting people, in the grocery store, at the gas station, and on street corners.

## 5 MORE THINGS TO THINK ABOUT

- WHO IS YOUR AUDIENCE?

RVERS, CAT AND DOG LOVERS, VETERANS, WIDOWS, PTSD SURVIORS AND PEOPLE WHO WANT TO GET OFF THE COUCH.

- WHY DID YOU WRITE THIS STORY?

I WRITE TO INSPIRE OTHERS TO FIND THE FAITH AND COURAGE TO FOLLOW THEIR DREAMS.

## 6 THINGS TO THINK ABOUT

- WHAT MAKES YOUR BOOK DIFFERENT FROM OTHERS? It seems the message in many books today is to instruct us on how to avoid feelings – Be safe. Avoid hurtful relationships. Don't be upset.

- The message I hope to carry to my readers is that we gain strength of character by standing tall and facing our reactions to hurt, fear, and anger and thus become more understanding and connected to those around us. It is okay to feel.

- WHAT STORIES ARE LIKE YOURS? MASADA'S MARINE – AMERICAN SNIPER, ACTIATE LION MODE –THE INCREDIBLE JOURNEY –MASADA'S MISSION- A DOG'S PURPOSE

- WHAT DO YOU WANT THE READER TO GAIN? TO UNDERSTAND LIFE FROM THE CHARACTER'S PERSPECTIVE.

## 7

### YOUR ELEVATOR PITCH

- IN ONE SENTENCE DESCRIBE WHAT YOUR BOOK IS ABOUT.

- ACTIVATE LION MODE. An incredible journey story.

- COAST TO COAST WITH A CAT AND A GHOST. A widow overcomes her grief and faces her fears by traveling across country in her motorhome with her cat and the ghost of her dead husband.

- THE GRIEVING GIFT. Based on reality, the author weaves a story outlining the surprising outcomes of facing our fears.

- 

## 8 PROMOTEXT

- WRITE ONE PARAGRAPH DESCRIBING YOUR STORY( 100 – 300 words)

Sportster the cat had always envied the huge cats who lived the big life in the jungle until opportunity sends the motorhome in which he travels veering into a roadside ditch. When strangers whisk away not only his Winnebago, but also his chauffer, Arlene, he is alarmed. However, once the dust settles, he purrs a happy tune . Sportster the cat had always envied the huge cats who lived the big life in the jungle until opportunity sends s he discovers he is free! I He is in the wild! And he is in the Olympic Forest!

ACTIVATE LION MODE is just what Sportster does as he spins this yarn in his own words. Living wild and free brings on encounters he never have imagined. The life he dreamed becomes an adventure full of bears, pit bulls, drugs and more. Sportster weaves this story of his incredible journey as only a coddled cat of leisure can do.

(136 words)

- 
- 

## 9 PLATFORM IS YOUR VISIBILITY TO THE PUBLIC

- WEBSITE –BLOG-SOCIAL MEDIA GROUPS- GOOGLE –LINKEDIN- ETC.
- DEGREES – CREDENTIALS- AWARDS- REVIEWS
- COMMUNITIES – CLUBS – SERVICES

## 10 Why have a website?

Websites are ...

... the virtual form of a physical address.

... where customers find out more about you, your product, and links to your product.

...your property you have control of the content.

..where you list your credits, reviews, and your community connections.

## 11 Should I build my own website or hire a web designer??

- Ask other authors for recommendations.
- WORDPRESS \* GO DADDY \* iPAGE \* SITE 123
- Compare cost, customer support, complexity of your website.
- 

## 12 Why should I blog?

- Blogging regularly enhances your brand.
- Blogging regularly gives you a presence on the web.
- Blogging gives you writing experience.
- Blogging keeps you in touch with your readers.
- Blogging builds your fan base.

## 13 BLOGS

- Blogspot
- Blogger
- Tumblr

- Wordpress

#### 14 WHAT SHOULD I BLOG ABOUT?

- Blogging is about building and maintaining a relationship with your audience.
- Blog about who you are, what you love.
- Blog about what you did, what you are going to do, and what you've done.
- Blog about your hobbies, your job, everyday life.
- Blog about what you know, what you have learned.

- 
- 

#### 15 YOUR BLOG CAN BE A NEWSLETTER.

- "BUY MY BOOK" HAS NO PLACE IN YOUR BLOG! Although at the end of every blog you can have a link (Click here for more about Judy Howard and her books) to your website or author page on Amazon.
- SOCIAL MEDIA BUTTONS
- WEBSITE LINKS
- LINKS TO SIMILAR BLOGS THAT YOU SUPPORT
- BE HELPFUL – BE INFORMATIVE – BE ENTERTAINING
- ANNOUNCEMENTS – Book signings, speaking engagements, fundraisers you support, etc.

#### 16 SOCIAL MEDIA

EEEEK!!!

#### 17 TYPES OF SOCIAL MEDIA

- Goodreads
- Social Media
  - Google Plus, LinkedIn, Facebook
- Microblogging
  - Twitter, Tumblr
- Photo Sharing
  - Instagram, Snapchat, Pinterest
- Video Sharing
  - YouTube, Facebook Live, Periscope

#### 18 SUMMARY

- Your Brand – Find your uniqueness and expose it.
- Your Platform - Your home. Invite folks in to sit a spell.

#### 19 ONE LAST NOTE

- Many people tell me that they are introverted, shy and humble and this idea of marketing is uncomfortable.
- My response? Go back to the beginning. Remind yourself why you are writing, why

you started down this path.

- If it is for money and fame, you might as well pack it up, plop back down on the couch and turn on the tv.
- If your reason is a burning desire to give back, to help others, to entertain then remember that this journey is not about you ....

## 20 **Your journey is about what you can do to make this world a better place.**

Who will suffer if you remain on the couch?

## 21 **THE ROAD TO MARKETING**

**BY**

**JUDY HOWARD**

- [WWW.JUDYHOWARDPUBLISHING.COM](http://WWW.JUDYHOWARDPUBLISHING.COM)
- [JHOWOARD1935@GMAIL.COM](mailto:JHOWOARD1935@GMAIL.COM)
- 951-544-3046