

Tiger Marketing

Finding the Market Your Novel Deserves

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Randy Ingermanson, First Tiger



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Why You Need To Market Yourself

- Publishers only market the winners.
- Your book won't be a winner unless it gets marketed.
- That leaves you to market it, sweetheart!
- Marketing **your book** means marketing **you**.
- It's a jungle out there. Don't be a sheep, be a tiger!



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Why Marketing is Hard

- Nobody cares about **your book**.
- Nobody cares about **you, either**.
- Everybody cares about **something**.
- You need to connect that **something** to **yourself**.
- Then connect **yourself** to **your book**.
- Repeat this a million times.



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Enter the Internet

- The Internet never sleeps.
- Everybody is on the Internet.
- Search engines connect everybody to what they care about.
- You can fight the Internet, or you can work with it.
- Tiger Marketing is about working with the Internet.



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The Three Claws of the Tiger * (What you need for Tiger Marketing.)

- Your product (your book).
- Your web site.
- Your e-mail newsletter and/or blog.

* Adapted from Tom Antion's Three-Pronged Marketing Attack. See www.antion.com for more info.



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The Tiger Marketing Chain of Events

- A customer wants information on a subject you know.
- The customer uses a search engine on the web.
- The search engine leads the customer to your web site.
- The customer finds the required information.
- The customer finds you trustworthy and entertaining.
- The customer subscribes to your e-zine or blog.
- You provide periodic FREE information on your e-zine/blog.
- You also include enlightened ads for your product.
- Eventually, the customer buys your product. Or not.



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What Can Go Wrong?

If you break any links, the chain breaks:

- The search engine leads your customer to the wrong site.
- The customer can't find the information on your site.
- The customer doesn't trust your information.
- The customer finds you boring.
- The customer doesn't subscribe to your e-zine or blog.
- You never provide useful information on your e-zine/blog.
- You include too many ads or too few or the wrong kind.
- The customer doesn't want your product.



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Enter the Entrepreneur--You!

- Your job is to preserve every link in the Tiger Marketing chain.
- You do this by being an entrepreneur.
- An entrepreneur **solves people's problems:**
 - Creatively
 - Entertainingly
 - Efficiently
 - Inexpensively



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If the Search Engine Goes Astray:

- Did you **register** with the search engines?
- Did you **wow** the search engines? (You need to do this.)
- Did you **spam** the search engines? (You had better not do this.)



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If the Customer Gets Lost:

- Does your site load **too slowly**?
- Is your site **ugly**? (Be honest!)
- Is your site **easy to navigate**?
- Is your information **easy to find**?
- Does your site have a **site map**?



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If the Customer Doesn't Trust You:

- Do you **know** what you're talking about?
- Do you **present** it effectively?
- Do you sound like a **loony**?



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If the Customer Is Bored:

- Are you **bored** yourself?
- Have you forgotten to be **entertaining**?
- Have you gotten your site **critiqued**?



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If the Customer Doesn't Subscribe:

- Do you even **have** an e-zine or blog?
- Do you present opportunities to subscribe on **every** page of your web site?
- Do you explain what **FREE** information the customer will get?
- Do you provide **incentives** to sign up?



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If Your E-zine/Blog is Worthless:

- How **often** do you send it or post to it?
- Are you giving **valuable** FREE information?
- Do you give the customer a chance to **opt out**?



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If Your E-zine/Blog's Ads Fail :

- What **percentage** of your content is ads?
- Are the ads **entertaining**?
- Are your ads all **together** in the “ad ghetto?”
- Do they present a clear **call to action**?
- Have you studied **copywriting** techniques?



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If Your Customer Still Doesn't Buy :

- **Not everybody** wants your book.
- This is tragic. **Deal** with it.
- Keep **improving** your craft.
- Keep **writing** books.
- Now go get some **more** customers, Tiger!



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