

SAMPLE - CROSS MARKETING WORKSHEET

Book Title	<i>Callie's Spirit</i>
25 Word Synopsis	<i>Callie Cohen, small town seamstress, has an extraordinary client from 150 years in the past who teaches her some powerful life and love lessons</i>
Primary Genre	<i>Women's Fiction</i>
Primary Target	<i>Women, 18 -60</i>
Possible Subgenres	<i>Paranormal, Paranormal (light) Romance, YA</i>

OBVIOUS MARKETS

Target 1	<i>Women's Fiction book clubs</i>
Target 2	<i>Fans of paranormal romance and YA</i>
Target 3	<i>All my author friends (DUH, non-strategy – Authors are not effective sales target)</i>

SUBLIME CROSS MARKETS

Hidden target 1	<i>Callie is a seamstress, possibly fashion fans would like book</i>
Hidden target 2	<i>The story takes place in the Outer Banks of S.C, possible local and tourist fans. Callie also spends a lot of time at lighthouses (there are several in the Outer Banks)</i>
Hidden target 3	<i>Historical story line might interest history buffs, historical followers of the area and/or historical book clubs</i>
Hidden target 4	<i>Supporters of the historic Lighthouses in the Outer Banks might be interested</i>
Hidden target 5	<i>Fashion Design students (DUH, non-strategy – Design students are more interested in learning to design than reading my book)</i>
Hidden target 6	<i>Sewing store customers</i>

NOTE – Use the Turbo Creative Thinking process from lesson 3 to develop as many Sublime Cross Markets as possible, then weed them out for practicality. Mark the DUH, non-strategy ideas but keep them visible on your worksheet so that you don't tend to move back into that direction.

PLATFORM STRATEGIES

- Book website** *Must be kept active to hold primary market interest and maintain newly acquired fans from Cross Markets. Have regular updates on characters, area points of interest, even harsh weather reports in that area or correlating historical events that relate to the book.*
- Blog** *Write weekly blog covering the strongest theme of my book. Talk about history, the area, work as a seamstress 150 years ago and in contemporary times. Become the expert in these areas.*
- Social Media** *Twitter, facebook, etc. as author and as book. Create fan page for Callie's Spirit and target friends and followers of the genre, sub-genre and those interested in your book's subject and Cross Market themes.*
- Group Affiliations** *Join Cross Market groups (i.e. lighthouse lovers groups, paranormal/ghost lovers groups, historical clothing groups). List them and remember to really join, not just show up and pitch my book. Share about my book's topics and gain insight from other group members.*
- Live Connections** *This is important! Create connections with LIVE businesses and groups that have common interests in the topics in my book. They don't need to be book clubs, they can simply be historical clubs or sewing clubs or even seaside businesses. Would the local gift store like to carry my book? Would the local library be willing to shelf my book or permit me time to speak about my book? Would the local crafts and sewing store like to display my book? All good connections. List them and schedule time to talk with them.*
- Website Connections** *List all the online Cross Market strategies. The sewing company website might love to display your book and buy link. Same with the paranormal research websites. Try approaching the historical websites and asking to post my book there. Remember to give something back. Some websites will charge for an "ad" others might love it if the author writes a brief blog occasionally that connects their site with my book.*
- Guest Blogging** *Strategize with blogs that are talking to my Cross Markets and offer to do a guest blog – not a blog about my book, a blog about what interests the blog reader with a secondary note that I am the author of a book that features history or historic clothing or lighthouses or whatever subject is appropriate. NOTE: Never just*

use the same guest blog each time, Google is not big on repeated content, and each blog audience deserves a special approach.

Charities

Approach appropriate charities, for example lighthouses are always trying to raise money, there might be a fund for retired historians or seamstresses, I might want to develop support for paranormal investigators. Find the right, most powerful charity to connect with my book and either commit a portion of the book sales to that charity or create a fundraising event for it.

NOTE: Be sure to review lessons 6, 7 and 8 on Locating, Approaching and Maintaining your Cross Markets

SCHEDULE

Cross Market 1	<i>Fashion</i>
Strategy	<i>Try to post on fashion websites</i>
Start Date	<i>June 1</i>
End Date	<i>June 30</i>
Test Tool	<i>Offer free book contest to followers of that website</i>
Evaluation	<i>Non-effective, no sales and no one tried to win free book</i>
Cross Market 2	<i>Historic</i>
Strategy	<i>Historic book clubs, lighthouse blogs and gift shops, historic clothing shop websites</i>
Start Date	<i>June 1</i>
End Date	<i>June 30</i>
Test Tool	<i>Interaction from this Cross Market</i>
Evaluation	<i>Many comments on blogs, good reception from book clubs, some comments on posts at historic clothing shop websites and gift shops at lighthouses. Unclear on number of sales for this Cross Market, but worthy of continued effort</i>
Cross Market 3	<i>Charity – Raising funds for lighthouse upkeep</i>
Strategy	<i>Offering and gaining free promotions from charity, press campaign that book is raising funds for charity</i>
Start Date	<i>June 1</i>
End Date	<i>June 30</i>
Test Tool	<i>Sales through coded purchases (purchase only at one location or online book store for charity to receive funds)</i>
Evaluation	<i>Sales have shown very successful, continue for 6 more months.</i>

Try not to approach more than 3 Cross Markets at the same time and REMEMBER to keep the focus on your primary markets active as well!