

Marketing and Promotions Proposal for

The Double Bind

By Barbara Berg

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Competitive Analysis

Formulated in the 1950s by, amongst others, Gregory Bateson to create a theory about schizophrenia, the ***Double Bind*** theory is about relationships and what happens when important basic relationships are chronically subjected to invalidation through paradoxical communication.

To this date the publications that have focused on the Double Bind concept has been limited to clinical texts and articles in professional journals. Awareness of this material has been almost exclusively among clinical psychologists.

In ***The Double Bind***, Barbara Berg adapts the concept of the Double Bind and explains how it works in layman's terms. She shows how to apply this concept to solve everyday problems that can easily be learned by average men and women.

Competitive Advantage

Since this is the first treatment on the subject of the Double Bind that is written for the average reader, it has the distinction of being the first to provide practical self help information in this exciting new field of psychology.

Ms Berg is an experienced consultant and is a sought after speaker, having designed and conducted over 400 speeches and workshops at corporations, national organizations, and motion picture studio lots throughout the country on areas of stress management, communications, and leadership.

Her speaking engagements will greatly assist in branding her book and image.

In addition to, and in cooperation with the publisher's marketing and distribution efforts, the author is dedicated to undertake a personal marketing and promotional campaign to promote her new book ***The Double Bind***.

Target Markets

This book can be classified as: Non-Fiction, Self Help, Psychology, New Age, and Inspirational Book categories. There are three primary markets for this type of book, self help/ self improvement market, love and relationship advice, and corporate training market.

New Age and Self Improvement Market

A 1993 report by Marketdata Enterprises estimated that the market for "self-improvement products and services" -- which includes such booming fields as addiction recovery, holistic healing, and stress-reduction -- was worth at least \$1.36 billion, including \$204

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million in self-improvement audiotapes, \$66 million in holistic health centers, and \$245 million in self-help books. The Marketdata report predicted that the market would continue to grow at an annual rate of 15.8 percent. This market is dominated by Baby Boomer demographics as follows:

Sex:	81% female
Average age:	42
College degree or above:	56%
Household income:	\$58,802

Magazines servicing this market include: New Age Journal / Natural Health / Body, Mind, Spirit / Psychology Today / Vegetarian Times / Yoga Journal

Love and Relationship Advice

The Double Bind concept, while applicable to numerous human dynamic situations, also focuses on another area of primary concern - romantic relationships. A recent Women's Day poll found that 80% of their readers rated relationship advice among the top three interests. This market is comprised of the following:

Sex:	70% female
Average age:	34
College degree or above:	45%
Household income:	\$65,000
Marital Status	64% single 34% married or in relationships

Corporate Human Resources Training

A secondary market includes the fast growing corporate training field. A California Business survey of 500 companies found that more than 50 percent had used "consciousness- raising techniques." One such program is Warner Erhard's Transformational Technologies, Inc., which promote concepts similar to the Double Bind, and does \$25 million dollars worth of business annually in the corporate market.

Male/Female	86%/14%
Age 25-54	69%
Graduated College+	88%
Top Management	56%
Average HHI	\$230,000

Magazines servicing this market include: Business 2.0 / Business Week / CFO / Context / Economist / Fast Company / Forbes / Fortune / Inc. / Industry Week / Institutional Investor / Money / Red Herring / Smart Money / Strategy & Business / The Industry Standard / Upside Online / Worth

Marketing Strategy Overview

This author's promotional campaign will focus on three communications channels; Media Relations, Multi-Media Productions, and Public Speaking.

Media Relations

This includes the standard new book release promotions and events including: sending out galleys for cover quotes, endorsements and reviews, preparing and distributing printed materials such as media kits, brochures, and posters, arranging in-store book signings, appearing on radio and television, and writing articles and excerpts for magazine and newspapers.

Public Speaking

Ms Berg is currently a respected speaker with a vast amount of experience in corporate, institutional, and entertainment environments. Ms Berg has prepared a series of lectures based on the book and is ready to launch a speaking tour. Brisk back of the room sales is a proven method of both selling copies and getting word of mouth sales as well.

Multi-Media Productions

In a signed agreement with the video production company Digital 2000, Ms Berg has contracted to write and appear in a number of video self help and home learning programs based on her book. These videos will be distributed through dozens of video retailers penetrating markets that printed materials cannot reach. The video programs will increase the visibility of the book and also in special package deals can be sold as a boxed set of videos and books taking advantage of the current trend towards multimedia programming and packaging.

Internet and E Commerce

As part of the multi media productions, Ms Berg has employed a media company to design and host a website to promote her books, videos, and speaking engagements. This site will include order information for the book, as well as other products such as audio and video presentations. Also an internet marketing program will include finding distributors for Barbara Berg products and promoting her speaking engagements.

The following lists the details of and maps out a plan of action for each of the above channels.

Media Relations

Branding/Logo Design

To better differentiate and identify Ms Berg's work it is important to create an image and logo and apply the 'look and feel' of her new book identity to all of the below listed promotional and press materials.

Promotional & Collateral Materials

In order that they are available at the time of book release the following promotional materials are to be created:

Press Kit

To generate maximum exposure requires a professional press kit that would contain the following:

1. Latest Press Release
2. One Page marketing flyer book
3. Author Backgrounder
4. Credentials
5. Related Industry Experience
6. Previous Books Written
7. Related Life Experiences
8. 25-word/50-word/100-word descriptions of your book that serve as blurbs or for copy for search engines
9. Publicity Photos
10. Speaker Photos (Where applicable)
11. Business Card
12. A media postcard to request a review copy
13. Demo CD
14. Excerpt Sheets
15. Sample Media Questions
16. Tip sheets
17. Additional Press Materials
18. Graphics/Photos
19. Publicity shots of Ms Berg working with clients, presenting at tradeshow and speaking at seminars.
20. Create 'Reviewers Guide' to assist in an accurate understanding and portrayal of the product for journalists
21. Order form

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In addition to the above materials the following promotional tools need to be created.

1. Multi-page glossy brochure that promotes Ms Berg as a speaker and expert as well as promote her latest book.
2. Create PowerPoint presentation that can be used in corporate presentations. This program can be run off a laptop computer hooked up to a LED projector.
3. Create and print 11"x17" color sales posters
4. Create and print 5 1/2" x 8 1/2" P.O.P. posters tailored to selected retailers.

Pre Release Promotions

Endorsements for use on book jacket and pre release reviews are essential to a successful book launch. To obtain these reviews and quotes the following steps need to be taken.

1. Create list of reviewers and experts that could provide creditable endorsements for book.
2. Query letters sent to media contacts to solicit interest in reviewing a galley copy of the book.
3. Send out copies of galleys and request endorsements and reviews.
4. Rewrite endorsements so they're as effective as possible.

Book Launch Promotions

In order to generate publicity to time with the release of the book the following actions are to be taken:

1. Purchase a media list consisting of print, radio, television and on-line channels that appeal to the targeted market/audience.
2. Based on the mailing list, contact those media members representing the best opportunity for print, radio, television and online media for clients in any of the following forms:
 - a. Breaking news
 - b. Feature stories
 - c. Interviews
 - d. Expert commentary on news stories
3. Coordinate specific media events such as radio and television appearances, with calendar listings, scheduled personal appearances, and book signings.

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Book Signing Tour Promotion

Once the book is printed and in distribution, the Author will undertake a series of book signing/presentations to be conducted in-store. The following outlines a schedule of events to gain the maximum publicity from these efforts.

1. Coordinated with publisher and create a list of bookstores and other retail outlets that have in-store book signings and presentations.
2. Contact and arrange book signings with key personnel in each store.
3. Send press kits and other promotional items to store.
4. Insure store has available copies of book in time for signing.
5. Where applicable contact all appropriate media in that city.

On going Media Relations

Once the initial excitement of the new book release has passed it is important to continue to find ways of bringing the book public attention. These include the following:

1. Write 'How To' articles for newspapers, magazines, and on-line journals. Taking important points and helpful information from the book, authors can write self help articles that are popular and will draw attention to the source of the article.
2. Apply for and enter award programs within industry to facilitate recognition as well as media coverage.
3. Register with booking services as an expert available for commentary on late breaking news stories,
4. Compile yearly calendar of PR events relevant to Barbara Berg and the book .

In addition, it is also useful to employ a clipping service that will search for author's name and the book title in newspapers, magazines, and a wide range of other print publications across the country. They will mail original copies (tear sheets) of reviews and feature stories.

Public Speaking

Barbara Berg is a highly experienced public speaker with impressive credentials and clientele. To help promote the release of *The Double Bind*, Ms Berg is prepared to speak publicly on her latest book. The following described the course of action to be undertaken to promote Ms Berg's speaking career.

Speaker's Kit

Prepare speaker's kit to send to agents, speaker bureaus and targeted audience associations. The Speakers Kit to include:

1. Latest Press Release
2. One Page marketing flyer book
3. Author Backgrounder
4. List of previous speaking engagements
5. Previous Books Written
6. Related Life Experiences
7. Publicity Photos
8. Speaker Photos (Where applicable)
9. Business Card
10. Demo CD
11. Demo Audio Tape
12. Demo Video tape
13. Request for appearance form
14. Multi-page glossy brochure that promotes Ms Berg as a speaker and expert as well as promote her latest book.
15. 11"x17" color promotional posters
16. 5 1/2" x 8 1/2" P.O.P. posters tailored to retailers you select

Speakers Bureaus

Registering with the appropriate speaker bureaus is vital to ensuring quality bookings. The following outlines steps to be taken to insure proper representation in the market place.

1. Compile list of speaker's bureaus that serve target market
2. Qualify each bureau for service and applicability
3. Send out speaker's kit
4. Follow up phone calls 10 days after kit is sent out.
5. Track responses
6. Add interested parties to mailing list for press releases and newsletter up-dates
7. Create and up-date a calendar list of seminars and tradeshow of interest to targeted audience/market.

Associations and Organizations

To further promote her speaking engagements Barbara has joined the following associations and groups

Associations

NASW National Association of Social Workers, Manhattan Beach CA
American Association of University Women's California State Division
American Public Welfare Association
California Association for the Education of Young Children
Child Care Association
Child Care Center Administrators for the Child Development Consortium
Claremont Chamber of Commerce
Creative Alliance
Inland Empire Association of Women in Networking
Jewish Education Association for Child Care Center Directors and Teachers, Valley Beth
Mayor's Advisory Committee
Shalom Temple, Sherman Oaks, CA
National Charity League
Parent Faculty Association

Groups

Bureau of Jewish Education of Greater Los Angeles
Claremont Presbyterian Church
First Christian Child Development Program of Pomona
Learning Light Foundation, Anaheim CA
Lions Club, Pomona CA
United Church of Christ, Claremont
Support Group Glenkirk Church, Glendora, CA
CHADD Support Group, Glendora, CA

Presentations/ Seminars

In order to prepare for and better market public speaking engagements the following steps are to be taken:

1. Write three standard presentations based on material from the book but each aimed at a different audience in accordance with the target markets. These would include
 - a. A speech for professionals and practitioners in the counseling field.
 - b. A speech for general public interested in self help, psychology, and self improvement.
 - c. A speech for corporate environment that adapts material to the world of business executives.

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2. Rehearse and refine presentations and speaking skills
3. Prepare standard press releases for each seminar.
4. Prepare participant hand out and personal brochures
5. Create PowerPoint presentations for each speech
6. Write PDF promotional flyer offering Ms Berg's expertise for seminars or conferences.
7. Obtain reviews, endorsements, and quotes from attendees of Ms Berg's Seminars to be used promotional materials.

Promotional Items

To aid in branding and promote Ms. Berg's public image the following promotional items are to be created and distributed/sold at speaking engagements, the back of room sales, and as give-a-ways to media contacts. These include:

- Posters incorporating branding trademarks and of informative or humorous content
- Post Cards (similar to posters)
- Pens
- T-Shirts
- Caps
- Book Stickers saying 'Signed By Author' to be affixed to books autographed by Ms Berg
- Book Marks

Multi-Media Productions

In this digital age, finding ways of packaging information through different mediums is both good marketing and good business. To help promote the printed edition of her book, Ms Berg is also committed to repackaging the material in the following mediums.

Video/DVD

In a signed agreement with the video production company Digital 2000 Inc., Ms Berg has contracted to write and appear in a number of video self help and home learning programs based on her book. These programs are available in video and DVD format and previews will be made available to download from the internet.

In Addition, Digital 2000 has signed a letter of intent to distribute 5,000 copies on-line. Digital 2000 will also market training packages consisting of the printed edition of the book and Video/DVD program.

Audio Tapes

Ms Berg currently has a several audio cassettes from previous lectures and speeches. For her up-coming book Ms Berg has agreed to record a audio version of key points from her book that will be offered for sale on-line, through other distributors, and at back of the room sales after public speaking engagements. Audio tapes are an essential element in getting bookings but also another product that can be sold alongside of the book. Working with Digital 2000, high quality audio tapes of Barbara's speeches and presentations are to be recorded and marketed alongside other Barbara Berg Products.

Website/E Commerce

Ms Berg has contracted Digital 2000 to create and maintain her own website. The following outlines the website design and functions.

1. **Home Page:** Basic design incorporating branding and trademark images.
2. **About Barbara:** Background information on Barbara Berg
3. **Latest Book Release:** The Double Bind, includes synopsis and sample chapter
4. **Other Books By Author:** What to Do When Life Is Driving You Crazy! , Includes synopsis and sample chapter
5. **On-line catalog:** Product descriptions and order information for Books, Videos, DVDs Audio Cassettes, and / promotional items.
6. **Public Speaking:** Lists past and up-coming speaking engagements, with topic synopsis audience endorsements, and reviews. Includes promotional flyer offering Ms Berg's expertise for seminars or conferences.
7. **Published Articles On-line:** Articles written by Ms Berg that can be read on-line.
8. **Previews:** Here visitors can download video clips of Ms Berg speaking
9. **Media Section:** The press section of the website is designed to provide information and image of interest to the media. These include,
 - a. Current press release
 - b. Photo Gallery. A thumbnail gallery of promotional images that press and other media can download.
 - c. Graphics and trademarks used in branding
 - d. Reviewers Guide. List of FAQs and interesting highlights
10. **Contact:** How to contact Author and distributors
11. **Links:** Vital in search engine registrations

Timetable of Promotional Activities

9 to 12 months prior to publication

Create Promotional & Collateral Materials

1. Design Branding/Logo
2. Compile Press Kit
3. Press Release
4. One Page marketing flyer book
5. Author Backgrounder
6. Credentials
7. Related Industry Experience
8. Previous Books Written
9. Related Life Experiences
10. 25-word/50-word/100-word descriptions of your book that serve as blurbs or for copy for search engines
11. Publicity Photos
12. Speaker Photos (Where applicable)
13. Business Card
14. A media postcard to request a review copy
15. Demo CD
16. Excerpt Sheets
17. Sample Media Questions
18. Tip sheets
19. Additional Press Materials
20. Graphics/Photos
21. Publicity shots of Ms Berg working with clients, presenting at tradeshow and speaking at seminars.
22. Create 'Reviewers Guide' to assist in an accurate understanding and portrayal of the product for journalists
23. Order form
24. Multi-page glossy brochure that promotes Ms Berg as a speaker
25. Create PowerPoint presentation that can be used in corporate presentations.
26. Create and print 11"x17" color sales posters
27. Create and print 5 1/2" x 8 1/2" P.O.P. posters tailored to selected retailers.

6-9 Months prior to publication:

Pre Release Promotions

1. Create list of reviewers and experts that could provide creditable endorsements for book.
2. Send out Query letters to media contacts
3. Send out copies of galleys and request endorsements and reviews.
4. Rewrite endorsements so they're as effective as possible.
5. Produce Video/DVD
6. Audio Tapes

7. Launch Website/E Commerce
8. Purchase of a media list
9. Write three standard presentations based on material from the book
10. Create Speaker's Kit
11. Compile list of speaker's bureaus that serve target market
12. Qualify each bureau for service and applicability

4-5 Months prior to publication:

Start planning book tour

1. Compile and schedule calendar listings
2. Hire clipping service
3. Create a list of bookstores and other retail outlets that have in-store book signings
4. Contact and arrange book signings with key personnel in each store.
5. Send press kits and other promotional items to store.
6. Insure store has available copies of book in time for signing.
7. Where applicable contact all appropriate media in that city.
8. Send out press release to media
9. Send out speaker's kit
10. Follow up phone calls after kit is sent out.
11. Track responses
12. Add interested parties to mailing list for press releases and newsletter up-dates

2-3 Months prior to publication

Begin Public Speaking Campaign

1. Rehearse and refine presentations and speaking skills
2. Prepare standard press releases for each seminar.
3. Prepare participant hand out and personal brochures.
4. Create PowerPoint presentations for each speech
5. Write PDF promotional flyer offering Ms Berg's expertise for seminars or conferences.
6. Obtain reviews, endorsements, and quotes from attendees of Ms Berg's Seminars to be used promotional materials.
7. Create Promotional Items