

DANCING ON WATER
Adventures with Dolphins, Whales and
Interspecies Communication

MARKETING PLAN

DANCING ON WATER is author Karin Kinsey's new book on dolphins, whales and interspecies communication. She is committed to a strong over-all marketing plan, which will include long-term marketing over time. She plans to promote the book through her business network of friends and clients and with affiliated community and national organizations, as well as doing targeted and direct mail and e-mail marketing, readings, and print promotion.

A. Targeted E-mail and Direct Mail Marketing

1. The author will mail review copies to friends, business associates and authors in related fields and request endorsements and that they provide links to the book on their web sites.
2. The author will send direct mail pieces to genre-specific newspaper and magazine reviewers, bookstore buyers and libraries.
3. The author will send an e-mail announcement to an e-mail list of 7,000 people.

B. National Publicity

The author will engage Dawson Church of Elite Books in Santa Rosa, California as a consultant for her promotional efforts to national media outlets. Publicity will include:

- A Press Release
- A Book Review and Author's Biographical Information Sheet
- A Book Specs and Summary Sheet
- A full-color book flyer
- Related articles to local and national newspapers and magazines
- The author will promote the book during her annual Dolphin Adventure Trips to the Caribbean which have attracted participants world-wide
- The author will make herself available for book readings and speaking engagements
- The author will promote her book at tradeshow and such venues as the Whole Life Expo in San Francisco

C. On-line Marketing

1. The author has a dedicated web site at www.dolphinpress.com. She will place an on-line version of the press package on the site (www.dolphinpress.com/DancingOnWater/), and have a book sales link on the front page.
2. Colleagues and friends of the author will be asked to post reviews for the book on Amazon.com and BarnesAndNoble.com.
3. Contacts will be asked to link to the site www.dolphinpress.com. They are given permission to reprint any of the information on the site.