

## **THE MISSING AUDIENCE**

A MAJOR MOTION PICTURE COMPANY RUNS ADS IN NEWSPAPERS ACROSS THE COUNTRY, ARRANGES FOR INTERVIEWS OF A PARTICULAR MOVIES STARS AND ENCOURAGES PEOPLE TO GO SEE A MOVIE ... THAT IS NOT AVAILABLE IN THEATERS OR ON VIDEO, AND NO SPECIFIC PLANS ARE SET FOR GETTING IT THERE. DO YOU THINK MOVIE PATRONS WILL GO INTO THEATERS AND/OR VIDEO STORES AND REQUEST THE MOVIE? NO! THIS DOES NOT HAPPEN IN THE MOVIE INDUSTRY BECAUSE IT DOES NOT WORK. MOVIE PRODUCERS WOULD GO BROKE. MOVIE GOERS WOULD BE FRUSTRATED. IS THE WORLD OF PUBLISHING ANY DIFFERENT?

THIS SCENARIO DOES HAPPEN EVERY DAY IN THE BOOK INDUSTRY. EXCITED-TO GET GOING AUTHORS AND PUBLISHERS LAUNCH THEIR PUBLIC RELATIONS CAMPAIGNS WITHOUT A SOLID AND EFFECTIVE DISTRIBUTION SYSTEM, EXPECTING THEIR PROMOTION EFFORTS TO PULL THEIR BOOKS THROUGH THE SYSTEM.

THIS DOES NOT WORK. THE END RESULT IS FRUSTRATION ON THE PART OF EVERYONE CONCERNED.THE PUBLISHER MAKES NO SALES BECAUSE INTERESTED READERS CANNOT BUY THE BOOK IN ANY BOOKSTORE. PRINT MEDIA RARELY INCLUDE 800#.S OR PUBLISHER CONTACT INFORMATION.THE POTENTIAL READERS ARE FRUSTRATED BECAUSE A BOOK THAT CAUGHT THEIR INTEREST IS NOT REALLY AVAILABLE TO THEM OR SO THEY ARE TOLD BY THE (YOU GUESSED IT) FRUSTRATED CLERK AT THE BOOKSTORE.

THE MEDIA IS FRUSTRATED WHEN THE PUBLISHER TRIES TO GET ANOTHER  
STORY PLACED AFTER THE DISTRIBUTION HAS BEEN COORDINATED  
CORRECTLY. BY THEN, THE BOOK IS OLD NEWS.

ALL THE TOOLS, STRATEGIES, TECHNIQUES AND IDEAS IN MARKETING  
WILL DO NOTHING FOR YOU IF YOUR BOOK IS NOT AVAILABLE TO YOUR TARGET  
MARKET.

**Do not begin promoting your book until your distribution is handled!**