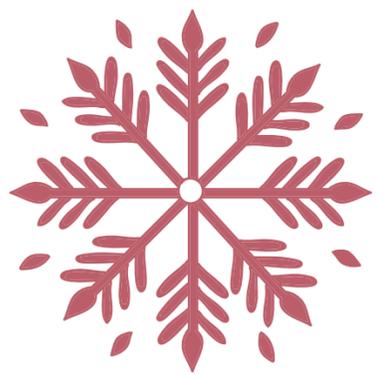


HOLIDAY OFFERS FOR AUTHORS

That DIGITAL
R U S H



1. Decide on Your "Gift" to Customers/Clients

What are you providing that's extra-special this holiday season?

- Discount
- Sale
- Freebie
- Virtual Event
- Download
- Giveaway
- Gift with Purchase
- Create a "Holiday Collection" of books
- Introduce New Books or Booklets Just for the Holidays
- Signed copies
- Custom gift tags or ornaments for super fans
- Upsell with branded book bags, shirts, etc.





2. Promote Your Book as a Gift Others Can Give

A great gift for others!

Holiday gifts are a great way to treat friends and family to things they might be hesitant to buy themselves. Especially with our economy right now.

How can your books be packaged as a gift?

This is a great time to remind your audience of who would like your books. Example "Perfect gift for those who love romance novels!"

- **Gift Cards**
- **Discounted Price**
- **"Couple," "BFF" or "Mother-in-law" packages (buy 1, get 1 x% off)**
- **Think of life milestones and life stages they're in**
- **Suggest pairing for new e-reader owners**

3. Spread the word!

Advertise Non-Stop

Keep posting on social media (at least 3 times a week!), invest in a small budget for digital ads, send emails out to your customer list, and keep promoting your books!

Don't forget about ...

- Facebook (Regular Posts, Stories, Live, Ads)
- Instagram (Regular Posts, Stories, Reels, Live, Ads)
- LinkedIn (Regular Posts, Live, Ads)
- Twitter (Regular Posts, Ads)
- TikTok (Videos, Ads)
- Email to Your Customer List
- Promo Included in Transactional Emails
- Google Adwords (Search Ads, Gmail Ads, Display Ads)
- YouTube (Videos, Ads)
- Influencers & Advocates Spread the Word
- Instore Bag Inserts
- Instore/Inoffice Flyers
- Ask Employees to Spread the Word, too!
- Networking events
- Pop-up sales

You can advertise on a budget! But that means you need to post and email more often!



4. Document Your Plan

Stick with your message and keep promoting yourself!

Stay accountable by mapping out the details of your holiday marketing plan.

Deal or Discount:

Timing:

Start:

Finish:

Message:

Why is your book the perfect gift?

Marketing Channels:

Ex. Social media, email, networking, presentation, instore, sales calls.

Tactics:

Ex. Discount, Giveaway, Guest Blog Post, podcast, etc.





5. Create Your Promotion

Pick a color scheme and message theme

When your digital promotions, social posts, event flyers, and packaging match, your audience will start to recognize your brand and start building a relationship with you. It can take up to **7 times** for someone to see your message before they take action. Make sure they recognize you each time!

Fonts: Headline Font: _____ Regular Font: _____

RGB: _____

Hex Code: _____

Tag Line: _____

Hashtag: _____



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I have worked in the digital marketing industry since nearly the beginning. I jumped right in, blazing many trails and helping convert what was once complex, into easier and more accessible solutions for businesses ready to implement digital solutions.

My natural aptitude for all things digital, coupled with a track record of helping many businesses across the U.S., has prepared me to step into my current role. By testing and recording what actually works, I now exclusively help small and medium sized businesses nationwide be successful, solve business problems, reach the right customers, and get measurable results.

My clients reap the benefits of my lifetime of learning and my proven ability to solve business problems. If you're chasing the euphoric "rush" that comes with good digital marketing, then you've come to the right place! Welcome to That Digital Rush.



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