

Marketing Plan

1.0 Executive Summary

Our marketing strategy, set down in this plan, focuses on adding value to the world in general while dressing it in a boxing story, thus outwardly targeting boxing fans. In fact, the book will appeal to all people who are interested in interesting people, it will appeal to all those who are interested in a tightly woven tale with a great big mystery at the center of it, it will appeal to those who are interested in improving their bodies and spirits. There are exciting and important African-Americans in it so it will have an appeal for the African-American community. The Jewish segment of the population will have an interest because the young protagonist is Jewish. Two important characters are Jamaican so it will appeal to the Caribbean community both in the local and international market.

The KO Artist stands out because it is a dramatic, entertaining, touching, poignant, fast-moving, well plotted story with exciting, interesting characters and a deep mystery at its center. The net result for the reader is a thrill, an epiphany and a great big lift.

1.1 Vision

The conviction is that hundreds of thousands of people will want to buy and read *The KO Artist*, and would want a movie made of it. It'll provide people with an exciting and uplifting experience that will change their lives. The book also shows within the context of a very interesting tale how it is possible to eliminate the problems that have been plaguing everyone everywhere for centuries. The predicted results are based on studies, processes, and techniques proven with thousands upon thousands of individuals.

Target markets

Men and women 17 to mid 80's, provided they are interested in a good story, in people, in the human spirit, and its struggles to scale greater heights.

The KO Artist is such a catalyst. Its characters will become individuals the reader will get to know well and empathize with, the book's tone and attitude will inspire a new way of looking at and feeling about life. Because of the book's universal concerns, having to do with eternal human challenges, its shelf life will exceed fifty years and will be read by one generation after another in the way that yesteryear's classics are.

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1.2 Objectives

1. Inspire the public toward a new hope that what was thought impossible is possible.
2. Increase awareness of a better way to live.
3. Increase joy, excitement & greater capability.

2.0 Target Markets

The KO Artist focuses on those open to an exciting and fulfilling experience through reading in both local and international markets.

Market	2005	2006	2007	2008	2009	2010	Total
Boxing Fans	\$200,000	\$5,000,000	\$10,000,000	\$7,000,000	\$5,000,000	\$3,000,000	\$30,200,000
People Interested In People	\$100,000	\$10,000,000	\$20,000,000	\$10,000,000	\$8,000,000	\$4,000,000	\$52,100,000
Other	\$50,000	\$3,000,000	\$8,000,000	\$4,000,000	\$2,000,000	\$1,000,000	\$18,050,000
Totals	\$350,000	\$18,000,000	\$38,000,000	\$21,000,000	\$15,000,000	\$8,000,000	\$100,350,000

2.1 Definition & Segmentation

Our market is divided into two groups. For our purposes, the following general definitions will suffice: Boxing Fans (BF), and People Interested in Interesting People (PIIP).

We know BF (boxing fans) tend to be heavy hitters, desiring high-end entertainment with matching intensity. PIIP (people interested in interesting people) tend to be much more likely to need and want an exciting, interesting story with fully dimensional characters they can empathize with, and a style that will make them want to continue reading. Both are likely to pay for such an experience.

Though not highlighted in the financial projection as focused in section 2.0, pointed out above, the Jewish, African-American, the Caribbean and spiritual improvement markets will make for a noticeable portion of sales.

2.2 Target Market Segment Strategy

For success to take place, it is key we reach out to the specific market segments, the needs of which match what we are offering.

Therefore, it is vital we focus our marketing message around our product, communicate that message and back it up. Backing it up is what stimulates and accelerates word of mouth, the most potent PR tool in existence.

2.3 Target Market: Boxing Fans (BF)

Boxing fans are an important growing market segment. Nationally and internationally, it is estimated there are between 200 and 300 million boxing fans, and the number is growing at 3% to 5% per year.

Though many boxing fans come from the blue collar “beer drinking” segment of the population, there are almost as many fans that come from all walks of life and, though most fans are still men, the number of women fans is increasing rapidly, as is evidenced by the growing popularity of women’s boxing and the number of women attending boxing matches. The popularity of *Million Dollar Baby* offers one testimonial to that fact.

2.3.1 Needs and Requirements

Our average BF are dependent on quality and reliable products as in any other business. They care about what makes a boxer a winner or a loser. They are drawn to the promise of an exciting and interesting story about characters who box. They hungrily search for the fulfillment of these desires in TV, movies, books, magazines and newspapers.

It’s important to realize we won’t be selling to the price-oriented buyer. This desire-fulfilling proposition will be offered to the thrill and information oriented buyers only.

2.3.2 Distribution Channels

We do not expect BF target buyers to buy directly from us. It is more likely and preferable for them to deal with the superstores (Barnes & Noble, Amazon, Borders, etc.). Many “bricks-and-mortar” stores will offer the same deal. However, mail orders may provide better prices, especially from the publisher.

2.3.3 Competitive Forces

General industry would consider the forces of TV & Magazines filled with similar products as competition and thus a suppressive factor in regard to promotion and sales. In the arts, however, the parallel factors of competition work to promote our product regardless of price (even though consumers in other industries have been trained to shop on price). This is because, in the arts, each product is so unique it can in no way

become competition for another product. Every consumer understands that, with every work of art, it is a matter of individual taste so, in this industry, paradoxically, if the consumer is satisfied with a book, or a movie, or a play, it will encourage him/her to go get more. In the matter of *The KO Artist*, for example, the success of the movie, *Million Dollar Baby*, the TV reality series, *The Contender*, and the upcoming film with Russell Crowe about the life of boxer James Braddock, all serve to stimulate interest in and the purchase of *The KO Artist*.

2.3.4 Communications

One of the best places to reach the target BF is the newspaper. That medium is generally saturated with conflicting messages, and we'll, therefore, have to make sure our message is accurately stated. Accuracy and truth emanate from the doer to the page to the consumer. This is especially true today when there is such a vast difference between what is advertised and what is actually delivered.

Radio is another potentially great opportunity. Our BF target buyers listen to news, talk shows and sports. Promoting discussion/call-in talk shows and participating in interviews maximizes outreach and stimulates interest and desire.

While TV as a mass medium has wider reach to BF, the Internet and magazines serve to add volume in an immeasurable way. The challenge here is to communicate to the public how our product can add value to their lives.

2.3.5 Keys to Success

The main key to success with BF buyers is making the product and marketing positions clear. Many potential buyers would much prefer the web and mail order sources as opposed to bookstores.

Word of mouth is critical in this segment. Looking ahead, we will have to make sure that, once we gain a customer, we keep him/her. In regard to works of art such as books, movies, plays, paintings, etc., this means give the consumer something that will make him/her want to tell others about it and purchase the next work of art you produce. To help accomplish this, we must work to reinvigorate relationships through, among other means, successful web marketing and chat room forums.

We must always remember to sell the specific product. Consumers must be given to understand they are taking on a relationship with an idea, a way of looking at life, an attitude, a style, a good plot, interesting characters, a thrilling, satisfying, life-changing experience, not just buying a book. Other books they can get by the wagonload anywhere, and cheaper.

2.4 Target Market: People Interested in Interesting People (PIIP)

Though at first, a secondary target in our market projections and configurations, People Interested in Interesting People (PIIP) includes virtually anyone who enjoys reading books, watching drama on television and going to the movies. We estimate 150,000,000 people nationally in this category. Internationally, we escalate into the billions and, because entertainment that comes from the US is prized above all other entertainment in the rest of the world, we can expect, once fire catches, the flame to burn brightly.

The smaller market segments often turn to other vendors such as coffee shops, airports, supermarkets, as well as department stores.

2.4.1 Needs and Requirements

Our target PIIP are dependent on entertainment that will stimulate, interest, inspire, satisfy, and bring the reader to a state where he/she will experience a life-changing cognition, or an epiphany.

Ideally, readers look for a long-term relationship in which they can rely on getting satisfaction from future creations, much like the public has been doing with favored authors for centuries and movie stars for decades.

Our campaign is critically dependent on area networks and will continue with radio and TV at the core.

2.4.2 Distribution Channels

The PIIP buyers are accustomed to buying from vendors as walk-ins. They expect the book vendor, the local store vendor, the supermarket vendor as well as the street vendor to offer discounts. This, however, is a minor concern since the bulk of books bought takes place over the internet and the larger bookstore chains.

2.4.3 Competitive Forces

The concept of service and support is understood as we thrive to show what is unique about our product. We know PIIP buyers will pay for it when the content of the offering is clearly communicated. They will show interest in the subject regardless of the marketplace being flooded with other books.

2.4.4 Communications

One of the best places to reach the target PIIP is bookstores. Radio, TV, Internet, magazines are other outlets we are utilizing. (See 2.3.4 above)

2.4.5 Keys to Success

The main key to success with PIIP buyers is making the marketing positions in terms of the product value's clear.

Word of mouth is also critical in this segment. We will have to make sure that, once we gain a customer, the memory of the product remains alive, well, and within easy reach. To help accomplish this, we must work to reinvigorate relationships through successful web marketing and chat room forums among other means. This segment of potential buyers prefers the web to bookstores.

Sell the product. Communicate to consumers that they are taking on a relationship with an idea, not just buying a book.

3.0 Marketing Plan Strategy

The focus here is to differentiate. The KO Artist differs from every other book because it is a mainstream adventure and mystery, as well as a study in character rather than being any one of these genres to the exclusion of others.

With a strong word-of-mouth and movie projection, we will increase business in both book and movie industries, as well as the products and services that will spring from its contents. Filling the real needs, as indicated in this segment, not only points out what is wrong in society today, which is something that almost all books touch upon, but it also presents a solution.

3.1 Emphasize Service and Support

While offering first class entertainment by way of story, exciting action and plot, it also offers a new way of life and hope for millions by revealing and describing something concrete that can immeasurably improve individual lives and the state of society. This is a clear and viable alternative to the plethora of criticism found in other books, on television, radio, magazines, and the battle between good and evil in most motion pictures

3.2 Expense Budget Summary

The following marketing budget comes to a total of over \$30,000.00. This is partially an estimated projection. We believe we can get effective marketing with less money

because, in addition to promoting a product we believe to be far different from and superior to what is being hawked in the book advertising world today, we are applying a unique and revolutionary form of organization and techniques in getting the word out that is still so new, it is currently being used in only a few places worldwide. The efficacy of this new system and its results are so consistent that, when applied correctly, success becomes inevitable.

In addition, the individuals in our organization excel in the areas of vision, creativity, intelligence, imagination, ambition, hard work, and the desire to bring the world a product that will not only entertain it in the most stimulating and joyful sense of the word but raise it to heights as yet undreamed of.

Planned Expenses by Type for 2005

In-House Stock	\$2,000
Magazine	\$ 500
Mailing	\$ 500
Promo Materials	\$2,000
Ads	\$2,000
Book Expo/Shows	\$ 500
Internet	\$ 500
Professional Services	\$10,000
PR	\$9,500
Other Services	\$1,200
Sundry Expenses	\$1,200
<u>Stationery</u>	<u>\$1,000</u>
<u>Totals</u>	<u>\$30,900</u>

4.0 Sales Forecast

Among the millions of boxing fans throughout the world, it is predicted one million will order *The KO Artist* based on the title, the synopsis, the cover design and public relations campaign. This will generate a gross income of 24 million dollars.

As interest in the book grows and there is more communication about it to the public, those who are interested in interesting people and a good story will see the book is about a lot more than boxing. This segment of the public will, then, purchase ten million books, generating a gross income of 120 million dollars.

Within the period of the above-mentioned events, there will be a motion picture sale, adding another three million dollars.

The motion picture will generate the sale of another five million books, equaling 120 million dollars more.

The merchandising products resulting from the book's characters will add another ten million dollars.

As the above projections include foreign sales, it is a conservative estimate.

The \$277 million sales forecast is shown in detail by a market cross-section and embraces a ten-year period, taking us beyond the five-year projection noted above under Target Markets. This is a conservative forecast and these numbers will manifest with effective marketing.

Book Sales Generation - Mass Markets

BF	\$ 24,000,000
PIIP	\$120,000,000
Movie Interests	\$ 3,000,000
Motion Picture	\$120,000,000
Others	\$ 10,000,000
Totals	\$277,000,000

5.0 Marketing Organization

A small body of executives will administer and place the product. There is a director who heads the organization generally and governs the three critical areas necessary to man the activities. The director is otherwise responsible for sales and marketing.

First and most importantly, the communication executive is responsible for finding hands to complete projects while keeping the communication lines open for in-flows and out-flows and at the same time supervising, correcting and maintaining a high ethical standard. Promoting and making the product known while noting consumers' interest level will also be handled. Two individuals are already assigned projects in this division.

The second is the organization executive who is responsible for handling and recording monies in and out; preparing activities based on prediction while routing those with whom we have dealings proficiently and validating the product's viability to align with the group's purpose. Any corrections deemed necessary are straightened out here.

The critical area is the public at large. The main drive and reach is expected to come from the public executive who is responsible for promotional contacts. Our pr specialist is already on a roll with that and it won't be long before those seeds bear more fruit.

Customer satisfaction is vital.

6.0 Critical Issues

1. Tracking and follow-up: will we have the discipline as an organization to track results of the marketing plan and make sure they are viable?
2. Saying no: can we say no to special deals that take us away from the target focus? Can we say no to the quick buck at the expense of greater long-run benefits?

In going forward with the marketing campaign, it is important that:

1. We keep searching for new promotional outlets
2. We check thoroughly everything that goes to the public
3. We maintain communication lines with promotional contacts
4. We establish and maintain communication lines with the public
5. We find a way of getting the book to more film producers
6. Prepare thoroughly for every public appearance
7. Keep reaching to bookstores to stock the book
8. Where appropriate and possible, communicate to the public there are negotiations with film people for a movie version of the book.
9. Plant the seed for the next product coming out.