

Marketing 101 10/1/2008

All creative business ventures start and end with the MARKET. When writing, publishing or bookselling, the first step is to identify your customer and create a plan to get your product into their hands. What are your customers like? Consider how age, gender, education and faith might affect their purchasing habits. You may need to research your community's preferences and tastes so that you can sell them a product they can use.

Customers will buy your book or article if it meets a need, solves a problem or offers a benefit, preferably an immediate one. But the goal is not to fool customers into believing that you are serving them; the goal is to serve.

Market to readers by providing books that you would enjoy reading. Give truth and a fresh perspective. Give them a story that says: this is why you are here, this is where you are going, this is what you need for the journey, this is the meaning you desire. Then your reader will pick up the book, turn the page and make the purchase.

This material was taken from MAI's marketing workshop for booksellers in Mali, led by trainer Tony Collins of [Lion Hudson Publishing](#).