## Find New Buyers

## for Your Content

Defining your potential buyers is a critical early step in special sales. Knowing who needs your content and where they shop, work, congregate or go to school will direct your marketing action. But most publishers define the people who are the obvious prospects – the “low hanging fruit” -- and believe they have completed the task. That is a limiting concept.

How can you expand your prospect list? The solution is to ask questions that direct your thinking to previously unsuspected buyers. Start by exploring alternatives, combinations and permutations on what you already know. Setting the right direction in special-sales marketing is simply a matter of asking the right questions to help you find potential buyers in unexpected areas.

# **Ask Questions to find *other* prospects**

**Where else do my typical buyers look for my content**? Depending on your content, this may prompt you to sell your books to libraries, churches, catalogs or book clubs.

Where else can I reach typical buyers?

**Who *else* could use the information in your books**? Finding new niches in which to sell existing titles may be the most efficient way to increase your sales and revenue. Buy asking “who else” you may locate new users for your existing information. This could be in international markets, prisons or agencies in local, state or federal government agencies.

Who *else* can use the information in my books?

**Where do *they* look for that information**? Prisoners go to their prison libraries or search online for career information. Military bases, posts and installations provide books and courses for people in the armed services who are about to re-enter civilian life. Do your potential buyers shop for food? If so, sell your books in supermarkets and health-food stores. Do they travel? If so, think airport stores, cruise ships and hotel gift shops.

Where else can you sell your book to those who can use the information in it?

**Who could act as a decision *influencer* on people who could use your content**? Instead of marketing directly to prospective customers, market to the people who can influence them. This could open the door to selling content to career development officers at colleges, parents groups, trade school teachers, doctors, mediators, counselors or anybody who could recommend your content to others.

Who could can communicate the benefits of my content to others?

**Who uses (or could use) your content in large quantities**? You can sell 10,000 books one at a time to 10,000 people. Or you can sell 10,000 books to one person. Which do you think would be more profitable? Find people who can buy in large quantities by thinking about your content again.

Consider a novel about white-water adventures in Idaho. The manufacturers of rafts, kayaks and canoes could buy your book to give to people who inquire about their products. The state and national parks in Idaho could well it in their gift shops. Idaho hotels and B&Bs could place a copy in their guests’ rooms and add it to their bill if they decide to keep it. Sell it through airport stores and supermarkets in Idaho. As you can see, even fiction with limited geographical interest can find large sales.

Who can use the information in your books in large quantities?

**What information about your customers could lead to a new product form**? The form of the product that delivers your information is a variable, simply a means to an end. Form is the shape of the product, the armature upon which your content carries the message, and may be modified to serve the greater purpose of communication. An older audience may prefer a large-print edition. Younger readers may prefer an app or a way to read it on their phones. People who drive long distances (truck drivers) or travel (RV manufacturers) may prefer to listen to an audio book.

**In what other form could you sell the information in your books**?

**How could the delivery of your content change if it were tailored for every customer**? Your book might position you as an expert in your field and you could perform one-on-one consulting services, speak on your topic, become a media expert, and conduct seminars, workshops and webinars. In this case, your book serves as an expensive brochure rather than as a stand-alone product.

**In how many ways can you use this information to extend your product lines, exploit new opportunities and enter new markets?** Adapt these questions to your individual situation. Seek new opportunities with a clear eye and an alert imagination. Be open to at least evaluating a different concept, a different way of reaching the goals you have set for your business. Special-sales marketing is like electricity. It gives you the energy and power to start your journey to new places, new people and new profits.