

# Marketing Strategy

## 1. What kind of existing following do you have?

9 Twitter followers, 30 Facebook likes, and 450 blog hits from people in over 15 countries.

## 2. Who is your target market and do they overlap with my target market?

My defined segment is middle-aged women, ages 30 to 54, college educated, above-average wage earners who reside in the South, which is estimated to be approximately 37 million romance genre readers, according to the Romance Writers of America (RWA) statistics posted on their website.

## 3. Is there a specific region that is relevant to your book?

The story takes place in Miami and Jacksonville, so Florida is the specific state that would draw first glance. But anyone in the world who is connected to Miami, or intrigued by Miami, would enjoy this book.

## 4. What do you want people to do? Where can I direct people to find your book if they're interested?

Buy the book online at Amazon, Kindle Direct, Nook, Lulu, iBookstore, or at a local bookstore. I also want to do book signings so I can meet and greet my fans.

## 5. Do you have a tag line or sticking point in all of your marketing pieces?

My tag line, or hook, is "iwritedrama" and I use it as my email address, [iwritedrama@gmail.com](mailto:iwritedrama@gmail.com), in my blog: my user name is iWriter, my website address is iwritedrama.wordpress.com, my Twitter name is iwritedrama, and my YouTube account name is iwritedrama. My angle is telling contemporary romance stories from a male point-of-view, which is unique to a predominantly female writing genre.