

# **MARKETING PLAN**

## **FOR PUSH COMES TO SHOVE**

### ***BY OASIS***

- ❖ Placement of press releases on paid and free promotional sites.
- ❖ An email campaign announcing the release of *Push Comes To Shove* to interested magazines, newspapers, columnists, webzines, bloggers, chat rooms, librarians, book clubs, radio hosts, and book-related sites.
- ❖ Post a blurb and link to read the first 3 chapters of *Push Comes To Shove*, at the author's site, on the literary sites.
- ❖ Email blast a personal letter from Oasis to thousands of book clubs. This letter announces Author's Auction, Contest, Cash prizes, and more.
- ❖ Schedule chats with book clubs, online interviewers, and radio host.
- ❖ Paid and free placement of *Push Comes To Shove's* blurb, book cover, and author's information on sites that sale and promote books: Book Remarks, Urban Reviews, Books That Click, Sybil's Book Club, Black Issues, Booking Matters, Mosaic Books, The Black Library, and more.

#### **PRINT MARKETING AND PROMOTION**

- ❖ Send review copies, reply cards, and media kit to magazine book reviewers, and other opinion makers.
- ❖ Send copies of *Push Comes To shove*, media kit, and bookmarkers to bookstores that compile noteworthy best-seller lists.
- ❖ Send announcement letters to noted "Industry Big Mouths," the author's associates, friends, and family.
- ❖ Send synopsis, media kit, and a talking point sheet to all whom are scheduled to interview Oasis or his representative.