
SPECIAL REPORT: 5035

BUILDING INSTANT RAPPORT WITH YOUR MARKET

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YOUR BOOK IN ALL OF ITS PHASES BEGINS AND ENDS WITH YOUR MARKET. YOUR CLIENT MUST ALWAYS TAKE CENTER STAGE AS HE OR SHE SEES YOUR BOOK COVER IN YOUR CATALOG, DIRECT MAILING, AT YOUR TRADE SHOW, IN A BOOK STORE, ON OPRAH, OR ON QVC.

Your book cover either drives home the message of what your book is all about and connects with your market... or it misses the mark completely. This can be the case quite often, because at minimum you have 1/6 of a second to connect with your market by creating enough visual appeal to stop them in their tracks to notice your book. When your book misses the mark you suffer by having to warehouse your books for longer than you need to. Missing the mark costs you money for storage and you lose the opportunity of selling your books until you can stop long enough to figure out how to start moving them.

So why not take a different approach? Why not prevent all of the dreadful potential consequences of not really knowing whether your book is going to sell? Why not arm yourself to make more precise decisions about your book cover designs?

How do we keep your cover design in sync with your market? In the same way a physician checks a patient to make sure they are healthy. We look at the vital signs of your project. We help you keep your finger on the pulse of your market. We actively test book cover design ideas in your market, then test the ideas again to gauge your market's overall emotional and well-reasoned response to your book cover.

Just like the physician who has many different diagnostic tests, we have many ways of testing your book cover ideas in the market before you decide which cover will meet your marketing goals. At each simple step you receive confirmations and security, knowing that

your project will hit the mark you have set. We will perform size estimates of your market and, if you like, give you marketing and distribution suggestions at no extra charge.

INCREASE YOUR SALES

Your present impressions of what you think your market will buy can only carry you so far. When you start with your market, you increase the chances that your book's front cover and your back cover design will get the sales results we know you are looking for.

To increase your book marketing and sales results to the highest level possible, you must strike instant rapport with your market. You must build continuously deeper relationships with clients through smart database marketing, direct mail, catalogs, card decks, and many other intelligent marketing methods. But, once again, it all starts with a book cover that connects your book with your market instantaneously, emotionally, and reasonably with its aesthetic essence and design form. Did you know that a design that contains even the wrong color for your market will move you further from your sales goal. Often times a very subtle design change can create a dramatic sales increase from your present print-run to the next.

Here's an example of how we led one of our clients to make a simple "book cover design" change that earned over a 275% increase in sales:

"When I approached Archer-Ellison Design with a self-published book I planned to reprint, "The 12 Step Marketing Advantage," I sent Kim D'Angelo full-color proof of a redesign created by another designer, who was formerly called one of the industry's best designers. The piece was excellent from a technical stand-point, but I wasn't satisfied with the other designer's work. After receiving a mailing and samples from Archer-Ellison Design I knew their marketing expertise was critical to the success of the re-introduction of my book to my market. When Kim received my proof the title was set in blue and the background was a lighter blue textured background.

"Kim and Archer-Ellison's design team immediately went to work. Within one week of my initial phone consultation they had reworked my book cover and proofed it on their exclusive web site.

"It looked great. Kim D'Angelo chose a new color theme (a classic red and marble combination) to make the title pop out instantly. To market test the cover design, they created a panel of experts in my field. With my cooperation and by making a few conference calls we were able to direct specific experts to proof several cover design options on the Internet and give us their feedback and ideas on which they thought would sell best. To my surprise, two top industry experts also gave me their endorsements as we prompted them, thus giving this book redesign a powerful forward thrust. Within 48-hours the market research was completed and we got the valuable feedback we needed.

"Within eight months after our reprint was on the market the verdict was in. We increased sales from 10,000 books on the previous print-run to almost 28,000 books - that's a 275% increase. I believe that this sales increase was due to Archer-Ellison's expert ability to use their creative marketing genius to make this project finally work for me to the level I always knew it could. Consider using them before your next print-run to redesign your book cover.

Juliet Rice, author,
"The 12 Step Marketing Advantage"

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In the heat of the creative process it is far too easy for you to become so focused on the details of your book cover design that you lose sight of your market. That's why we're here. We are your creative design team and your marketing team and we are here to help you stay focused on your most important critical success factor... your market.

Remember: The book cover design that will always work well to meet your sales and marketing goal is one that your market likes, is highly motivated toward, and able to buy. But your customers can never decide whether they like your book if they never notice your book cover to begin with.

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