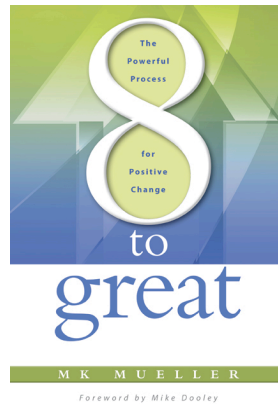


8 to Great

The Powerful Process for Positive Change

By MK Mueller



Marketing and Publicity Overview

8 to Great will share a widespread audience both from within the education community and amongst the general readership of self-help books who are interested in learning a powerful process for greater happiness and success.

This title will gain from a well-focused marketing and publicity campaign that will target both traditional outlets and the ever-changing new social media that dominates the 21st century marketplace. Having a successful online campaign is more than just creating a short-lived burst of buzz. It is about creating a means of expression to have a sustained and meaningful brand.

“*8 to Great* is powerful from cover to cover,” says Mike Dooley, who is featured in *The Secret* and also wrote the Foreword for *8 to Great*. “MK Mueller has turned ancient wisdom into modern day tools in one of the most original presentations I have ever read.”

Indeed, this powerful author (also a keynote speaker and international trainer) has written a life-changing recipe for success. And what comes through distinctively is her rare gift for teaching others how to attain their dreams.

The following list details some of the promotional activity in which the author and her marketing team will be engaged:

- Speaking engagements. MK’s speaking calendar is so full that she has trained five Master Trainers in her program to travel the country sharing the **8 to Great**

process. She herself is booked for 30+ speaking engagements for the months of August and September 2009 alone.

- Continue with her ongoing spot on Star 104.5 FM, a leading radio station in the Omaha/Lincoln, Nebraska, area where an audience of over 20,000 ranging in ages 25-39 hears her motivational minutes each Monday morning.
- MK will maintain her monthly Key-Mails, an e-newsletter subscribed to by 6000+ readers.
- Send out galleys to pre-pub trade reviewers (Booklist, PW, Library Journal, Foreword, etc.)
- Follow up with finished book to pre-pubs.
- Pitch national/regional consumer magazines for interview and/or feature article.
- Send out expert letter and press releases through PR firm's preferred distribution services, targeting editors at newspapers and online media.
- Initiate a regional publicity campaign (print, radio, TV).
- Set up book events at national chains and independent bookstores in Omaha, Nebraska, and Cedar Rapids and Des Moines, Iowa.
- Online marketing plan, to include
 - Optimizing Amazon product page
 - Blog
 - Webinars
 - Distributing articles over the Internet
 - Outreach to online communities
- Create list of high level contacts, jointly developed, in the education market, university market, health care market and women's groups. Goal of 25 key speaking opportunities in each area will be initially targeted.