



Vendor Sponsorship Workbook

Designed for the
Nonfiction Writers Conference

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No animals were harmed in the making of this workbook, although if a chimpanzee received a wedgie, it was not our fault as he started it.

Vendor Sponsorship Workbook: Designed for the Nonfiction Writers Conference

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Vendor Sponsorship Workbook

Designed for the Nonfiction Writers Conference

Welcome . . .

This workbook was created to help you identify the “content” you can create and sell to companies who serve the same audience as you. It’s based on my personal experience, so you will need to adjust to fit your business, your industry, and your readers.

How I make money working with companies who want to reach my audience

I have been working on my publishing business fulltime for almost fifteen years. Unlike many authors, I absolutely do not consider my books to be calling cards so I can sell other things. I want my books to make money! In order to make that happen, I have basically created a twenty-hour per week job promoting my books.

My income is roughly divided into three categories. About one third of my revenue comes from book sales, both direct and through Amazon, Smashwords, etc. Another third comes from my membership association for IT professionals. And the final third comes from working with companies who want to reach my audience.

You can download a copy of my “media kit” at <https://www.smallbizthoughts.com/vendors/>. That’s basically the catalog of services I sell to companies that want to reach my audience.

There are three elements you need to identify:

- You and your content. That is, what do you produce?
- Your audience. Who do you serve with your content?
- Your vendors. Which companies spend money trying to reach your audience?

At some level, you may think all of these are obvious. But there is value in identifying them very specifically. After all, it's hard to sell if you don't know who you're selling to or what you're selling.

This table should give you an idea of what we're doing here:

Nonfiction Expert	Vendors / Sponsors	Audience
Me: I train IT consultants	Microsoft . . . Sells software Solarwinds . . . Sells tools	Computer Consultants "Managed Service Providers"
Garrett – 3D Print Farm (YouTube channel)	Companies that make 3D printers, supplies, utilities, etc.	Hobbyists and professionals
Carly – Coaches music teachers	Instrument companies, textbook companies, music resellers, supplies, etc.	Music teachers and band leaders
You: _____	_____	_____

The unique opportunity for nonfiction authors

Authors who write fiction are selling entertainment. Fiction is important for our creative side. But at the end of the day, it is entertainment.

Authors who write nonfiction are selling tools that allow our audience to be more successful. It might be that we help people to be more successful in their work or their hobby. We serve people who are striving to be better at some important piece of their life.

Our unique opportunity, therefore, is that we can charge a lot more for our content. We help people hone their skills, run their organizations, and keep more of the money they earn. We bring almost incalculable value.

With this workbook, I hope you will explore yet another layer to the audience you serve. Every company needs customers. Many companies spend a lot of money trying to find those customers. As a result, they have a budget and know the cost of acquiring a new customer.

You can help them spend that budget!

You and Your Content

Step One: Who are you and what is your content?

I'll go first, so you have an example.

I train technology consultants to be better at the business side of their business.

To accomplish this, I do the following:

- Write books to help IT consultants be more successful
- Create YouTube videos
- Write four blogs
- Produce two podcasts
- Run a membership community
- Speak at conferences
- Teach a series of online classes
- Produce unsponsored webinars that educate my audience
- Travel around the world delivering “Roadshow” events
- Write white papers on specific topics
- Serve on professional association boards that serve my audience
- Write a weekly newsletter for my “broad” audience
- Write a monthly newsletter for my membership community
- Post and re-post related materials on social media

As a result of these activities and products, I have created the following “properties” that can be the basis for helping companies reach my audience:

- My books (co-branded covers and ads in the back)
- My videos
- My blogs
- My podcasts
- My membership community
- My classes
- My live events
- My newsletters
- My social media

As a result of all of the above, I am able to sell the following to companies who want to reach my audience:

- Ads on all related web sites
- Ads in books
- Ads in/on videos
- Ads on blogs
- Ads on podcasts
- Ads in my membership community (I don't do this)
- Sponsored classes
- Sponsored live events
- Ads in newsletters
- Promotions via social media
- Custom written books
- Custom videos
- Custom written white papers
- Sponsored blog posts (on my blogs, or on sponsor blogs)
- Sponsored appearances on podcasts
- Sponsor membership in my community
- Speaking at conferences
- Sponsored webinars (I can either bring the audience or the content)
- Sponsorships for "Roadshow" events

Now it's your turn

On the following pages, brainstorm all the things you create, the properties you have created (or plan to create), and the opportunities you have to sell things to the companies that want to reach your audience.

I recommend you do this twice now (Go through it all and then start over and do it again), and then again every six months. Each time, you will have more focus and a clearer vision about what you produce, how you delivery information to your audience, and the opportunities to engage company sponsorships.

Step One: Who are you and what is your content?

What I do: _____

To accomplish this, I engage in the following activities:

- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____

Your Audience

Step Two: Who is your audience?

Who do you serve? Note: You may serve more than one audience, or your audience may include several variations of one group.

Note that your primary audience is a well-defined niche. This allows you to target them with marketing. These people self-identify as a group and find ways to connect with each other on social media, forums, etc., and discuss their business. These discussions include shared challenges, opportunities, tools, resources, and so forth. You bring value by participating in these discussions and helping them identify and address their challenges.

Your secondary audience is probably a broader group centered around your primary audience. It may also be an associated but distinct group (for example, your primary audience may be nurses and your secondary audience be health care professionals). Your secondary audience is probably too broad (not “niche” enough) to market to effectively.

Your tertiary audience may be an even broader group encompassing the first two audiences, or it may be a much smaller group, unrelated to the first two. This group might grow out of your intentional efforts with your primary group, or emerge due to unrelated activities you participate in. As you can imagine, this audience is rarely worth marketing to.

Important tip: You will put the vast majority of your creative and community-building effort into your primary audience. This is who you sell to. This is the group you interact with in social media. This group attends industry events. This is the audience you use to get the attention (and dollars) of sponsors.

Remember, the point of defining your audience is so you can help determine what you can sell to sponsors. In my case, for example, I don't list webinars as something I produce regularly for my core audience. But my total social media impressions can be used to get my audience to attend a sponsored webinar.

Again, I'll go first, so you have an example.

My primary audience is the owners of small- and medium-sized IT consulting companies (we call these SMB IT – small and medium business IT). This audience is scattered all over the world. There are an estimated 80,000-100,000 consultants in this category, employing perhaps 500,000 people worldwide.

My secondary audience is all the employees, students, and amateurs that might someday become business owners and move into my primary audience. This audience includes the estimate 500,000 above and an additional potential of 500,000 others.

My tertiary audience is authors, speakers, trainers, and other “content creators.” This audience is too large to count. The category is therefore too broad to constitute a true niche market. As a result, I do not attempt to market to this group or solicit sponsors trying to target this group.

I reach my primary audience through the following properties (from Step One, above):

- My books – about 12,000 new sales per year
- My videos – about 5,000 views per month / 60,000 views per year
- My blogs – about 50,000 hits per month / 600,000 hits per year
- My podcasts – about 1,200 downloads per month / 14,400 downloads per year
- My membership community – 100 members / 500 employees
- My classes – about 500 students per year
- My live events – about 10,000 attendees per year (but not in 2020)
- My newsletters – about 45,000 touches per month / 540,000 touches per year
- My social media – about 120,000 touches per day / 42 Million touches per year

The five most “salable” audience interactions from this list are:

1. Newsletter sponsored articles and ads. Extremely high impact. Very short tail.
2. Blog posts and blog advertising. High impact. Evergreen content.
3. Podcasts appearances and advertising. Medium impact. Evergreen content.
4. Video ads or custom videos. High impact with a long tail.
5. Book ads or custom covers. Very low volume, but “permanent” impressions.

Step Two: Who is your audience?

My primary audience is: _____

The estimated size and make-up of my primary audience is: _____

My secondary audience is: _____

The estimated size and make-up of my secondary audience is: _____

My tertiary audience is: _____

The estimated size and make-up of my tertiary audience is: _____

I reach my primary audience through the following properties (from Step One, above):

- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____

Potential Sponsors

Step Three: Who are the vendors in your space?

Finally, let's look at who you are going to approach for sponsorships. There are many sides to this little puzzle. There are essentially three kinds of vendors who want to sell into your primary audience.

First, there are companies that want to sell to your audience to help them **run their business**. This includes companies that help your audience track sales, manage inventory, and manage employees. Whether it's business coaching, software to generate quotes, companies that print three-piece purchase orders, there's a huge industry that exists to help your targeted audience be successful.

Second, there are companies that want to help your audience **execute their business**. That means helping your audience *do* whatever it is they do to make money. The most obvious example here is tools. Tools include a lot more than pliers and hammers. Tools also include diagnostic equipment, delivery trucks, computers, cash registers, mops, shipping supplies, and so forth.

Third, there are companies that want to **sell through your audience**. Roofers need roofing supplies; stationary stores need paper; carvers need wood; landscapers need bark; etc. Many businesses either sell things or manufacture things. All of those things are made of something or have to come from somewhere.

The good news for you is that there are lots of different companies trying to get the attention of your primary audience! There are companies trying to get new customers (from your audience). There are other companies who are trying to convince people to switch brands. Some are offering new opportunities; others offer bulk discounts.

You play an important role here. You are almost certainly an expert because you *are* in the same industry, or you *used to be* in the same industry. That makes you an "insider" who closely identifies with your audience. You are in a position to educate them on how to run their business, how to execute the work, and which products and services they should resell.

As a published author in the field, you are a legitimate resource for your audience. That's why I say you serve them. You really, honestly serve your audience by giving them the benefit of your experience and opinions.

That means you can help your audience choose products, choose distributors, improve their processes, learn about new services, and more. You are a resource. Your books (and blogs, and newsletters, and videos) are resources.

And most importantly: When you introduce your audience to new vendors, and help them create new partnerships, **you deserve to be paid for your efforts.**

I know this sounds like a late-night TV commercial, but wait: there more! It gets better.

The companies who have been trying to find your audience have been advertising with very expensive media. They have put ads in magazines no one reads anymore. They buy ads on web sites that people ignore. They buy ads on YouTube that get skipped. And they buy Google Ads that are like trying to hit a fly with shotgun from across the street.

In other words, they have been spending huge amounts of money trying to find your audience. And most of that money is wasted. As a result, they have a very high cost of acquisition for each new partner they sign up.

Here's a fun fact: If you have had trouble getting the attention of these companies, you probably are *not charging enough money!* Let's say they have a \$50 million annual budget. If you charge them \$1,000 or \$2,000 for something, two things happen. First, they assume it can't be worth anything. Second, you don't make enough of a dent in their budget.

Do the math. If they have a \$50 million budget and each blogger wants \$2,000, that means they have to engage 25,000 bloggers. That's way too much hassle. You need to be expensive enough to be taken seriously, and to make a dent in their budget.

The most important thing you have to remember with sponsors is that they think about money on a very different scale than you and I do.

Now, let's look at the list of potential sponsors you can sell to. As always, I'll go first. I have eliminated specific company names because you probably won't recognize most of them, unless you're an IT consultant.

(See next page)

The vendors (potential sponsors) in my industry fall into eight broad categories:

- Companies that help my audience run their business
- Companies that help my audience deliver services (execute)
- Distributors
- Sell Products/Services to be resold
- Education, Magazines, or News Sites
- Associations
- Event Companies
- Franchises

Vendors in the following categories have lots of money and spend a lot to find new partners/clients/customers/resellers:

- Companies that help my audience run their business
- Companies that help my audience deliver services (execute)
- Distributors
- Sell Products/Services to be resold

Vendors in the following categories sometimes spend money to find new partners/etc., but not huge amounts:

- Event Companies
- Franchises

Vendors in the following categories sometimes rarely spend money, although they might be good to partner with or provide unpaid opportunities to grow our mutual audience:

- Education, Magazines, or News Sites
- Associations

Note: Please do not copy my categories and drop them into these divisions without considering the specific activities in your industry. In some industries, associations spend a great deal. Also, you might rework the division of categories differently than I did. Rely on your knowledge about your industry!

Based on my observations, I will start talking to potential sponsors who have lots of money to spend:

- Companies that help my audience run their business
 - SWMSP
 - AUT
 - ITG

- Companies that help my audience deliver services (execute)
 - ZEN
 - DAT
 - SHE

- Distributors
 - TDA
 - ING
 - SYN
 - D&H

- Sell Products/Services to be resold
 - CIS
 - HPE
 - MIC
 - INT
 - DEL
 - AXC
 - ZYN
 - RES
 - BEA
 - SYC
 - VIR
 - INV
 - ACR
 - AUV
 - ZYX

Step Three: Who are the vendors in your space?

The vendors (potential sponsors) in my industry fall into the following broad categories:

- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____

Vendors in the following categories have lots of money and spend a lot to find new partners/clients/customers/resellers:

- _____
- _____
- _____
- _____
- _____

Vendors in the following categories sometimes spend money to find new partners/etc., but not huge amounts:

- _____
- _____
- _____
- _____
- _____

Vendors in the following categories sometimes rarely spend money, although they might be good to partner with or provide unpaid opportunities to grow our mutual audience:

- _____
- _____
- _____
- _____
- _____

Based on my observations, I will start talking to potential sponsors who have lots of money to spend:

<u>Category</u> _____	<u>Company</u> _____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Your Action Plan

My motto is:

Nothing happens by itself.

You have to take action. Sponsors will rarely just show up on your (virtual) doorstep with a big check, begging you to take their money. You have to build the audience, build the properties, and build the opportunities for sponsors to reach their goals using your resources.

The next step is for you to define *what* you will sell to sponsors. That's beyond the scope of this workbook (It has to stop somewhere).

Will you sell customized white papers, how-to webinar presentations, and ads on your podcast? Or maybe bundles with all of these things?

As an author, you are in a unique position. You create **content** that helps drive the conversation within your chosen field. As a published author, you are also an **authority in your field**. Why do you get to be the one making the presentation? Because you literally wrote the book on it!

As someone who has built an **audience** based on your content and your expertise, you can potentially bring that audience to the sponsor – or bring the sponsor to the audience. Those are different things. For example, if the vendor is putting on an event (e.g., online conference), you can advertise to your audience and lure them to the event. If you have a regular newsletter, blog, or podcast, then you can sell advertising or guest appearances and bring the sponsor to your audience.

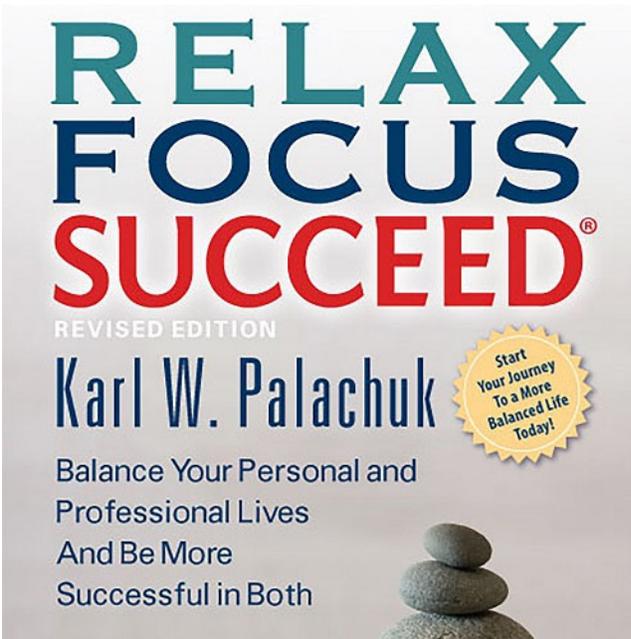
You need to develop a plan. If you've actually worked your way through this workbook, you will have defined what you have to sell, who your audience is, and the companies that want to get in front of your audience. Now it's time to brainstorm how you'll make the magic happen. It might be as simple as selling ad space or as complex as a multi-tiered lead generation program.

As you build your plan, please do yourself a favor: **Write it down!** Make it real. Written goals have a way of nagging at you until you take action. And, in this case, that action will put more money in your pocket.

A Few Resources

Please consider joining my newsletter and YouTube channel!

All the details at www.RelaxFocusSucceed.com.

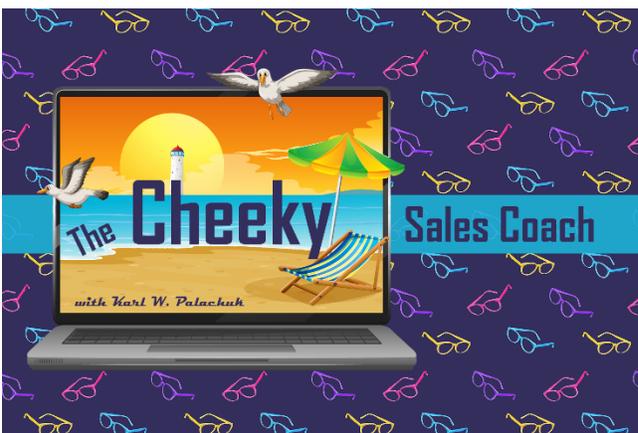


Relax Focus Succeed

Relax Focus Succeed: Balance Your Personal and Professional Lives and be More Successful in Both

Please explore my RFS blog, articles, and book recommendations at

www.RelaxFocusSucceed.com.



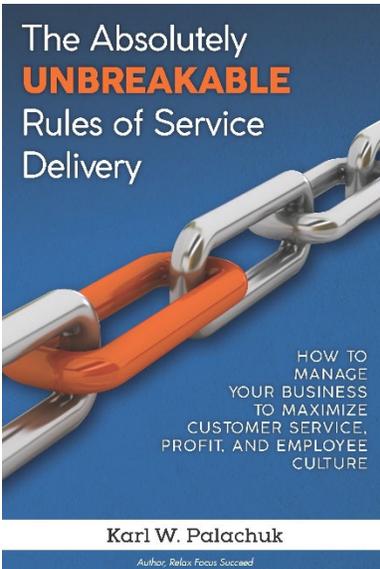
The Cheeky Sales Coach

Also check out the FREE 50-Week video series at

CheekySalesCoach.com

Lessons on sales from a very non-sleazy perspective!

If you found this workbook helpful, please take a look at the following books as well. They're all reasonably priced and full of practical advice you can take action on right away.

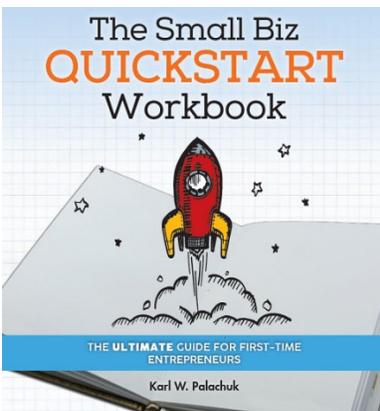


The Absolutely Unbreakable Rules of Service Delivery: How to manage your business to maximize customer service, profit, and employee culture

2020

If you own or manage any kind of service business, you need this book. Based on the rules I use to actually run my businesses over the years. These rules evolved over two decades and we honestly have them posted in our office.

More information and full table of contents at <https://absolutelyunbreakablerules.com>



The Small Biz Quickstart Workbook: The Ultimate Guide for the First-Time Entrepreneur

2020

If you're thinking about jumping in and starting your first business, this is your guide. This book is divided into three stages: All the things you need to know before you start your business; all the things you need to do when you launch your business; and all the things you need to do or decide in the first year after you launch.

More information and full table of contents at <https://smallbizquickstart.com>

Colophon

The primary font used in this workbook is Adobe's Minion Pro Medium, chosen primarily for its readability. We also use Arial, a native Windows/Word font for headings.