

GO-TO-MARKET STRATEGY



EXECUTIVE POSITIONING

Vision

To empower emerging and established authors with high-quality publishing, marketing and distribution services that combine creativity, commercial insight, and measurable results.

Target Market

Primary Audiences:

- Aspiring first-time authors (fiction & non-fiction)
- Business leaders publishing authority books
- Thought leaders & speakers
- Children's book authors
- Indie authors seeking hybrid publishing

Secondary Audiences:

- Literary agents
- Corporate organisations (corporate storytelling projects)
- Schools & educational groups

MARKET ANALYSIS

Industry Landscape

The publishing landscape includes:

- Traditional publishing houses (e.g. Penguin Random House, HarperCollins)
- Self-publishing platforms (e.g. Amazon Kindle Direct Publishing, IngramSpark)
- Hybrid publishers (growing segment)

Gap in the Market

- Authors overwhelmed by DIY self-publishing
- Traditional publishers are inaccessible
- Poor-quality hybrid services damaging trust
- Lack of marketing transparency
- Weak author brand development support

Opportunity:

Position as a premium but accessible hybrid publisher that blends editorial excellence with strategic marketing and personal support.

UNIQUE VALUE PROPOSITION (UVP)

"Professional publishing with strategic marketing built in — not bolted on."

Key differentiators:

- Editorial + brand positioning support
- Transparent pricing
- Author-first contracts
- Built-in marketing roadmap
- Long-term author growth focus
- Community & education

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PRODUCT & SERVICE OFFERING

Core Services

- Manuscript assessment
- Developmental editing
- Copyediting & proofreading
- Cover design & interior formatting
- ISBN & distribution management
- Print & digital publishing
- Audiobook production (optional)

Premium Services

- Book launch strategy
- PR outreach
- Amazon optimisation
- Author brand strategy
- Website for authors
- Social media support
- Paid ads management
- Speaking opportunity outreach

REVENUE MODEL

- ITiered publishing packages (e.g. £3k – £15k+)
- Add-on marketing services
- Royalties split model (optional)
- Retainer for ongoing marketing
- Corporate storytelling packages

GO-TO-MARKET PHASES

Phase 1: Foundation (Months 1–3)

- Finalise branding & positioning
- Build high-converting website
- Create author case studies
- Develop 3 launch packages
- Build partnerships (PR, audiobook narrators, designers)

Phase 2: Launch (Months 4–6)

- Soft launch with beta authors
- Publish 3–5 flagship books
- Launch PR campaign
- Host webinar: "How to Publish Your Book in 2026"
- Build email list via lead magnet

Phase 3: Growth (Months 7–12)

- Referral programme
- Paid ads (LinkedIn + Meta)
- Podcast guest appearances
- Thought leadership content
- Strategic partnerships (writing coaches, business mentors)