

Marketing Plan: “I Miss You All Day All Week”

Below outlines the marketing strategies for the children’s book, “I Miss You All Day All Week,” a heartwarming, imaginative and fun story that resonates with parents and children. It addresses the regular occurrence of parents and children being apart. This information should help in promotion and overall success of the book.

Description

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Stories By Mom

Mesa, AZ

ISBN 13: 978-0-692-77347-5

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LCCN: 2016914816

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Book size 8.5 x 8.5

Paper Back

Juvenile Fiction | Imagination & Play | Emotions & Feelings

Page count 30

Grade Level: 1

Price \$9.95

First Printing: 2016

Imprint: Stories By Mom

Printed in the United States of America

Launch date September 2016

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Story Synopsis

Abigail is sleepless. She is anxious that she is going to miss her father when he leaves for work in the early morning. They play a game where they imagine the fun adventures they will have when the weekend does come. Their adventures span from staying home to cuddles to a road trip adventure to catch Big-Foot.

The following morning, after a heartwarming goodbye, she finds out that she can handle the day. Soon enough, they're together again and ready for a real adventure, because it's the weekend.

"I Miss You All Day All Week" is a story that combines the difficult emotions of separation anxiety with a child's whimsical imagination to create a fun way to cope with her fears of saying goodbye. This book is showing the special bond between a father and daughter, at the same time showing a child a way of managing their emotions and discovering a way to have fun despite life's disruptions.

Story Background

"I Miss You All Day All Week" was inspired by my oldest daughter Abigail, who was 4 at the time, and my husband, a teacher. After long school breaks, Abigail's dad would have to return to school full-time. Abigail couldn't sleep on these nights as she feared she wouldn't be able to say goodbye, or that she would miss him too much. She was always worried that it was, "almost early," or morning time. Her dad often comforted and reassured her that it would be the weekend soon enough. Abigail always talked about things she would like to do with him. She wanted to do all the things she loved, like shopping and painting, but she wanted to include things for him too, like bug watching and block building. They both loved the idea of cuddling, and more importantly, searching for Big Foot. Each sweet exchange ended in, "I love you all day, all week." A phrase coined by Abigail in an attempt to quantify her love. The writing and drawings followed this touching exchange. Abigail was very proud to help me write this book and even posed for all the pictures and offered her own "professional" opinion.

Audience

- Parents/Caregivers of children ages 4-8 years old
- Children who suffer separation anxiety and emotions
- Children who love imagination and play
- 1st grade readers
- Mothers who connect with the brand.
- Father's and daddy girls

About the Author

Konnilaree was born and raised in Mesa, AZ to a huge family of 10 brothers and sisters. Her extended family grew as her siblings married and had their own children. She now has 3 dozen nieces and nephews. Konnilaree also has two daughters. Between her nieces and nephews she is surrounded by inspiration for children's stories. She writes these stories with the help of her husband and children Abigail and Eleanor. Before writing, Konnilaree earned a degree in accounting. She and spent most of her time counting numbers at a desk. When she became pregnant with her second daughter, she decided to be a stay-at-home mom. She loved this new job more than anything in the world, but it was a new challenging experience. She chose to use this new skill in combination with her love of writing and drawing, and Stories by Mom was born.

Competition

Below are books that would be in the same category as, "I Miss You All Day All Week.". They address the issue of separation anxiety. This book is competitively priced and in line with the age group and length. This information was obtained from Amazon. These books appear to be from traditional publishers. As a self-published book, Stories by Mom is dedicated to self-promotion and should be able to reach the same audience and more. See our promotion strategy and audience sections. "I Miss You All Day All Week," although similar offers another take. It can identify with fathers; a category sometimes overlooked. It can reach children though the fun imaginative storyline.

Title	Author/ Illustrator	Publisher/Year	Price (US) (Amazon)	Page/ Size (In)	Age	About/Message
When I Miss You 978-0807589038	Cornelia M/ Spelman, Kathy Parkinson	2004 Albert Whitman	Paperback \$15.95	24 7.5x9	4-7	Character eventually learns, "When I miss you, I know you'll be back!"
I Miss You Every Day 978-0670061921	Simms Taback	2007 Viking Books	Hardcover \$16.52	40 8x10	5-9	About what a little girl will do to reach the person she just can't live without
The Invisible String 978-0875167343	Patrice Karst	2000 Devorss & Co	Hardcover \$13.11	36 10x9	4-8	Everyone is connected through a string of love even when apart
I Miss You, Stinky Face 978-0545748483	Lisa McCourt, Cyd Moore	2014 Cartwheel Books	Board Book \$5.39	32 6x5	2-4	Stinky Face worries when his Mama is away. But Mama tells her son that nothing can keep them apart and that she'll be flying home to see him tomorrow
The Good-bye Book 978-0689715815	Judith Viorst, Kay Chorao	1992 Atheneum Books	Paperback \$6.99	32 7x9	3-6	This little boy will do anything to avoid an evening with the baby-sitter
The Kissing Hand 978-1933718101	Audrey Penn,v Ruth E. Harper	2007 Tanglewood;	Paperback \$7.32	24 9x13	3-8	Chester and his mom share a kiss on the hand to represent they will never be apart.
Even If I Spill My Milk? 978-0395650103	Anna Grossnickle Hines	1994 Clarion Books	Hardcover \$8.24	32 8x7	5-8	Because Jamie doesn't want his parents to go to a party and leave him with a babysitter
Benjamin Comes Back 978-1884834790	Amy Brandt, Janice Lee Porter	2002 Redleaf Press	Paperback \$8.24	32 8.5x8.5	4+	Benjamin learns not only that his mommy comes back and he returns to day care.
I Love You All Day Long 978-0060502782	Francesca Rusackas, Priscilla Burris	2004 HarperCollins	Paperback \$8.24	32 10x8	4-8	A parent's love stays with a child whether they are together or apart
Bye-Bye Time 978-1575422992	Elizabeth Verdick, Marieka Heinlen	2008 Free Spirit	Board Book \$8.24	24 7x7	1-3	Bye-bye is a big deal. Toddlers learn goodbye isn't forever.
Llama Llama Misses Mama 978-0670061983	Anna Dewdney	2009 Viking Books	Hardcover \$11.24	40 10.5x10.5	2-5	Llama's first day of school! He learns that momma will come back

Reviews

"I'm a nanny and I absolutely loved this book and can't wait to read it to my little ones, it was funny and adorable! I love your blog and everything your about, I can't wait to see more from you in the future!"

- Jasmine Stafford, Nanny, two kids ages 2 and 7, Gilbert, AZ.

Additional reviews have been requested from independent reviews and blog that rate books and offer stories about moms.

Promotion Strategy

Social Media and Online Promotion

www.storiesbymom.com
Facebook@storiesbymom
LinkedIn@konnilaree-sanders-96bb66123
Pinterest@konnilarees
Book and Mom Blogs
Good Reads
Amazon Authors
Amazon Worldwide

Stories by Mom has begun to create a following on all platforms. This includes a blog posting on storiesbymom.com written by Konnilaree Sanders. It addresses her role as an author and parent. It also includes a section of activities made for parents and children to add an interactive component to the website. There is also a monthly newsletter to maintain online presence and create a reliable mailing list. Additionally, they have contacted several book blogs and mom blogs to increase exposure. Furthermore, there will an author page on Amazon and Goodreads. Both allow for ratings and reviews. It is also another way to create a following.

Local Promotion, Mesa AZ

Small Business Bookstores
Larger Retailers
Schools and Libraries
Local News

Stories By Mom will be visiting bookstores and providing them with a copy of the book and promotional bookmarks. They will set up events for children, reaching out to schools and libraries to donate a copy. Lastly, they will reach a larger audience with local print and digital news.

As a local author, the hope is to prompts a homegrown following. Social media provides a way to gain support on a national and international level.

Summary

The plan of using social media and local media to create a following, making the book widely available online and in-store, and the utilizing the author's active participation should ultimately lead to success of, "I Miss You All Day All Week."

Contact

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