

# Marketing Plan: “Talking Tiger is Tough”

Below outlines the marketing strategies for the children’s book, “Talking Tiger is Tough.” This is a story about imagination and communication. This information should help in promotion and overall success of the book.

## Description

Author and Illustrator Konnilaree Sanders

Stories By Mom  
Mesa, AZ

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Paper Back

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Grade Level: 1

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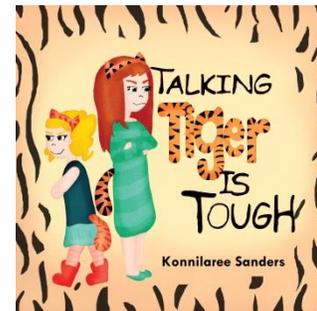
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## Story Synopsis

"Talking Tiger is Tough" is an untamed story about two sisters, Cate and Lily. They love playing together. One day they transform themselves into tough tigers. They only talk in roars and growls. They dance and sing and play until their tummies begin to growl. They search the pantry for the perfect tiger-food. But, they grew frustrated when their mom couldn't understand their roaring request. They bit and scratched and ran to their room. Mom wanted to sooth the savage beasts. She made them spaghetti and approached the sad and regretful tigers. They roared in delight. It is tough being a tiger. Luckily, mom figured out how to tame her wild animals. This is a fun and humorous story about imagination and play.

## Story Background

I wrote the original story two years ago. Abigail was 4-years old and fascinated by tigers. Actually, she loves all types of cats, big and small. Roaring was the first animal noise she could make. That's why she got to be a lion for her 2nd Halloween. I am not sure why she decided to embody the traits of a tiger. Kids usually go for the dog first when they decided to lap water from a bowl and pretend their cereal is kibble. Regardless, she committed herself to roaring responses. It was funny and cute at first, but I didn't always understand what she meant. The story followed. We started with her tiger portrait and talked, in human, about her favorite games and food. Abigail insisted that it be a story about a pair of sisters. So I rewrote it with a set of sisters that represent my 6 and 2-year old girls.

## Audience

- Parents/Caregivers of children ages 4-8 years old
- Children who love tigers
- Children who love imagination and play
- 1<sup>st</sup> grade readers
- Mothers who connect with the brand.
- Children and Parents talking about communication skills

## 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. She is the author of, "I Miss You All Day All Week" and "Naughty Ned and Wild Hair Sue." 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, "Talking Tiger is Tough." They address the idea of playfulness, tigers, and communication. 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 both 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. "Talking Tiger is Tough," although similar offers another take. It can reach children though the fun imaginative storyline.

Title	Author/ Illustrator	Publisher/Year	Price (US) (Amazon)	Page/ Size (In)	Age	About/Message
<b>Emily's Tiger</b> 9781846865947	Miriam Latimer	<b>2011</b> Barefoot Books	Paperback <b>\$7.99</b>	<b>32</b> 8x11	4-7	Emily had the temper of a Tiger
<b>How to be a Tiger</b> 9781910959206	George Szirtes	<b>2017</b> Otter-BarryBooks	Paperback <b>\$8.99</b>	<b>96</b> 5x7.5	5-9	Poems for Kids.
<b>Mr. Tiger Goes Wild</b> 9780316200639	Peter Brown	<b>2013</b> Little, Brown	Hardcover <b>\$11.19</b>	<b>48</b> 10.5x10.5	4-7	Mr. Tiger goes from proper to wild.
<b>A Tiger Tail</b> 978-1481448857	Mike Boldt	<b>2016</b> Simon & Schuster	Hardcover <b>\$9.77</b>	<b>40</b> 8.5x11	4-8	Anya grows a Tiger Tail on the first day of school.
<b>Tiger</b> 978-0007119752	Nick Butterworth	<b>2006</b> Harper Collins	Paperback <b>\$7.95</b>	<b>32</b> 8.5x10	3+	Tiger the cat thinks he is a real tiger.
<b>Read to Tiger</b> 978-1933718101	S. J. Fore R.W. Alley	<b>2010</b> Tanglewood	Paperback <b>\$7.32</b>	<b>24</b> 9.5x13	3-8	A boy wants to sleep, but there is an energetic tiger keeping him up.
<b>I'm A Tiger, Too!</b> 978-1862333093	Marie-Louise Fitzpatrick	<b>2002</b> Gullane	Paperback <b>\$3.98</b>	<b>30</b> 8x10	NA	A boy and his imaginary friend, a tiger.
<b>Tiger-Tiger, Is It True?</b> 978-1401925604	Byron Katie Hans Wilhelm	<b>2009</b> Hay House	Hardcover <b>\$10.58</b>	<b>32</b> 9.5x11	4-9	A tiger who feels his world is falling apart.
<b>Tessa Tiger's Temper Tantrums</b> 978-1575653457	Barbara deRubertis R. W. Alley	<b>2011</b> Kane Press	Paperback <b>\$6.89</b>	<b>32</b> 8x8	5-7	Tessa throws a tiger like tantrum at T-ball.

## Reviews

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

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 be 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 prompt 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, "Talking Tiger is Tough."

## Contact

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