

Marketing Plan: “Naughty Ned and Wild Hair Sue”

Below outlines the marketing strategies for the children’s book, “Naughty Ned and Wild Hair Sue.” An exciting, imaginative, and strange story that resonates with parents and children. It addresses the regular occurrence of brushing our hair, or lack thereof. 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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www.storiesbymom.com

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Paper Back

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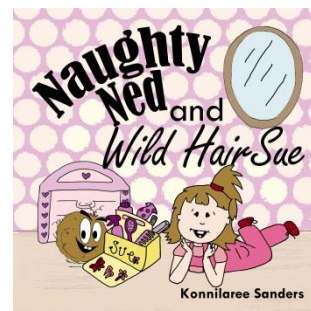
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Story Synopsis

"Naughty Ned and Wild Hair Sue" is a silly story in a child’s make-believe world. We all know the importance of good grooming habits, but sometimes it takes a harebrained story to remind us. The story begins with a wild little Sue. She loves to play, and her hair loves to tangle. One day her favorite kite snags her hair. Her mom was able to pull it out, but Sue refused to let her mom brush it. She had enough hair tugging for one day. She tried to conceal her messy locks. Each day her hair tangled, and snarled, and kinked until a formidable hair knot formed. She named him Ned and he lived on her head. But, after a troublesome dream that Ned was alive, she knew he had to go. From that day forward, she would always brush her hair. This book is fun for kids and a great way for parents to address the problem of little girls and their inevitable tangles.

Story Background

"Naughty Ned and Wild Hair Sue" was inspired by my two girls, Abigail and Eleanor. They have beautiful long hair. But, anyone with long hair knows, it is hard work to maintain. One day, I was brushing Abigail’s hair. She was none too pleased. In an effort to lighten the situation I commented that her hair knot was so stubborn that I think he lived there. She giggled, and I named him Ned. She grew so attached to it, the idea, not the knot fortunately, that we created adventures for Ned. I crafted the story line and shared it with my nieces and nephews. They loved him too! They began calling their hair knots Ned. That is when I knew I had to make this book number two. Despite it being Abigail’s hair knot, the character Sue is mainly inspired by Eleanor, her middle name is Sue and her hair is wild. She often sported the small side ponytail featured in this book. That was because we couldn’t catch her long enough to properly style her hair. Without a pony tail she would let her long bangs cover her face. She didn’t care that prevented her from seeing where she was going. She was too busy to notice. I am thankful that my girls have learned to keep Naughty Ned away.

Audience

- Parents/Caregivers of children ages 4-8 years old
- Children who avoid brushing their hair
- Children who love imagination and play
- 1st grade readers
- Mothers who connect with the brand.

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." 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, "Naughty Ned and Wild Hair Sue." They address the issue of hair care. 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 and self-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. "Naughty Ned and Wild Hair Sue," 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
Crazy Hair 978-0060579104	Neil Gaiman, Dave McKean	2015 HarperCollins	Paperback \$6.09	40 10x10	4-8	Bonnie makes a friend who has hair so wild there's even a jungle inside of it!
Messy Hair Claire NA	Leela Hope	2014 Amazon	Kindle \$.99	18 eBook	NA	Claire stopped brushing her hair. Her pet mouse moved in.
Crazy Hair 978-1500764319	Jill Rivkin	2014 Create Space	Paperback \$14.95	24 8x10	4-8	Story of a little girl who has to love her messy and crazy hair.
Wild, Wild Hair 978-0590265904	Nikki Grimes, George Ford	1997 Hello Reader	Paperback \$.01-9.80	32 9x6	4-8	Tisa hides to avoid having her hair combed and braided, but finds out she loves it.
Emi's Curly Coily, Cotton Candy Hair 978-1503144941	Judith Viorst, Kay Choraio	2014 Create Space	Paperback \$8.99	32 8.5x8.5	NA	Emi shares a positive message about her hair and what she likes most about it.
The Man With the Messy Hair 978-0670078677	Pamela Allen	2015 Penguin Random House	Hardcover \$24.99	32 NA	NA	There was a man who liked his messy hair. But his messy hair soon got him into trouble!
Crazy Hair Day 978-0763624644	Barney Saltzberg	2008 Candlewick	Paperback \$6.99	32 NA	5-8	Stanley Birdbaum readied his hair for crazy hair day, but it was picture day instead.
The Hair Book 978-0394936659	Graham Tether, Roy McKie	1979 Random house	Paperback \$9.8	NA 9x6	3+	The Hair Book celebrates all types, textures, colors, lengths and uses of hair.
I Love My Hair 978-0316523752	Natasha Tarpley, E. B. Lewis	1998 Little, Brown Books	Paperback \$6.08	32 10x10	5-8	Keyana encourages African-American children to feel good about their special hair.
The Girl Who Wouldn't Brush Her Hair 978-0375868788	Kate Bernheimer, Jake Parker	2013 Schwartz & Wade	Hardcover \$13.58	40 8.5x11	4-8	The heroine refuses to brush her hair and mice move in.

Reviews

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

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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 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, "Naughty Ned and Wild Hair Sue."

Contact

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