

Marketing
Your Business
with
Branded Books

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What Are Branded
Books and
Why Should Businesses
be Using Them?





What are Branded Books?

That sounds like a great questions! By offering customized books, Branded Books allows businesses to provide their customers with a unique experience that helps build brand awareness and loyalty. We use a “Print on Demand” (POD) method of printing books, a cost-effective and efficient way to produce books in smaller quantities.





What are Branded Books?

Using “Print on Demand” technology, Steady Plodding Publishing can print as much as needed, when needed, without the need for large print runs or inventory. This personalized printing service opens up new possibilities in book publishing, allowing businesses to create tailored books for our customers.





Benefits of Branded Books



Lower Book Prices:

Because of the efficiency and cost of Print on Demand technology, it gives you the freedom to set reasonable retail or wholesale price for a book.

Print Quality:

The print quality of a Print on Demand book is impressive, not only in terms of look but also in terms of durability.

Digitally printed books have the same shelf life as the ones done by a standard printer.





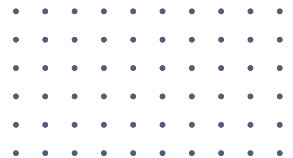
Little To No Storage:

A room full of unsold books can be intimidating and heavy on nerves. They are a cause of real frustration. Not to mention all of that cost just sitting there. But, with Print on Demand, you can get the exact number of copies delivered as needed. Storing books is a thing of the past.

Changes are Made Easily:

Because you only print what you need when you need it, if you find that you need to make a change to a book, you can easily do that before you need to place another order of books.

Because of little to no storage, changes are not an issue anymore with Print on Demand books.





Convenience:

We use Amazon's Print on Demand service called Kindle Direct Publishing. There are several great things about this service:

1. These are physical hard-copy books.
2. You can get a wholesale copy directly shipped to your physical location within a few days. This allows you to have a small supply of books to hand out directly to your prospects.
3. Or you can directly print and ship the book to your prospect. No need to ship them out yourself.

Eco-friendly:

Only print when there is demand. The Print on Demand option is more environmentally conscious and economically less wasteful because you don't have to dispose of unsold books from a large print run.









Hasn't Everybody Gone Paperless?



The same is true for Print on Demand books. It is so much easier to just get one book printed and get it delivered in a few days.

But even beyond that, there are a group of people who like to have a physical book in their hands instead of reading something on their smartphone or computer. I love just having a digital version of a book, but both my wife and daughter would rather have a hard copy.

So why not offer the option to whoever is reading your material?



The other issue is that for the people who only offer a digital version of a product if those people would prefer a hard copy, they then have to print it out themselves. That's both an inconvenience to them and also they have to spend their own money on ink and paper to print it out. Why not just offer what they want, a hardcopy physical book.

Why haven't people offered physical books recently?

Mainly it was the cost and for many of you, you didn't even know Print on Demand was an option.

Now you know!





People Don't Throw Away Books:

This is a valid point. Books, whether they are regular printed books or branded books, tend to have a longer lifespan compared to other forms of marketing materials. Customers often keep books and refer back to them over time, which makes them a valuable tool for businesses to stay visible and accessible to their customers.

By providing branded books to customers, businesses have the opportunity to create a lasting impression and establish a strong connection with their audience. The customized content and unique experience offered by branded books can make them even more cherished and likely to be retained by customers.



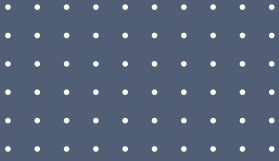
Instead of sticking to the same routine of handing out business cards or sending digital downloads and flyers separately, let's shake things up a bit.

Branded books—it's like combining all your marketing goodies into one neat package! This approach not only lets you share your awesome brand but also ensures that your contact info is right there, front and center. It's not just a business card; it's a mini treasure trove of all things you!



Imagine your customers flipping through pages filled with memories of spending time in your shop—it's a surefire way to make a lasting impression. With this cool strategy, you're not just sharing info; you're building a customer experience off your brand in a whole new light. So, why settle for ordinary when you can wow them with a personalized book that screams "you"? Let's make your marketing unforgettable!





Stand Out From Your Competition:

Who doesn't have competition in
their business?

If you don't, congratulations. You are
in a unique position. But for the rest
of us, wouldn't it be nice to do
something that none of your
competition is doing?





Ever wondered how to stand out from the crowd in a sea of digital marketing? Picture this: your customer eagerly opens a package to find something uniquely customized with your brand just for them—something they can't snag anywhere else. Can you imagine the excitement bubbling up inside them?



Now, think about the joy they'll feel holding a tangible hardcopy of your Branded Book you're sharing. It's like getting a surprise gift they didn't even know they wanted! So why settle for the ordinary when you can give your customers an extraordinary experience they'll remember? Let's make every interaction special!



Einstein is quoted as
saying the definition
of insanity is doing
the same thing over
and over again and
expecting a different
result.



If you do exactly what your competition is doing, how do you stand out? How do you get a different result?

Offering a customized branded physical book is one way to stand head and shoulders above your competition.

Take advantage of this opportunity and get out of the insanity mode so you can get a different result.





What Does This Mean For Your Business?

So let's get down to brass tacks.

First, we wanted to make you aware that customized books are even possible for small businesses.

Second, we wanted to provide you with the benefits of creating your own Branded Book through “Print on Demand” technology.





If you're still not sure, let's summarize why you should consider Print on Demand books:

1. Low Cost
2. Convenience
3. Increased value to your customer experience through your brand
4. Stand out from your competition
5. Increase sales... build customer loyalty



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a conversation.
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now!**

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