

LIVING YOUR DREAM MARKETING PLAN



Classification: Adult Non-Fiction

Business & Economics:

Personal Finance/General (BUS050000)

Personal Finance/Money Management (BUS050030)

Finance/Wealth Management (BUS207030)

Initial Benefit Statement: Living Your Dream is a comprehensive book offering practical financial insights for those just starting their adult life, those nearing their end of life, and everyone in between. In a light and often humorous way it walks readers through the decisions that impact acquiring wealth and covers the various tools for managing that wealth and planning for end or life. Written by a guy with a passion for everything finance, with the training and experience to make him an expert, it is an honest, unbiased tool to help families achieve and live their dreams.

Target audience: Adult Canadians of all ages and income levels with an interest in improving their financial situation. Specifically those interested in:

- Making large purchases
- Saving money
- Reducing debt
- Investing
- Managing their tax impact
- Protecting against financial calamities
- Planning for retirement
- Planning their estate

Competition: There are many excellent books on personal finance, but on average, they tend to focus on a rather narrow subset of planning issues. Living Your Dream covers a wide swath of personal financial planning subjects so that people can appreciate the big picture.

Competitive advantage:

- **Readability.** Finance books can get bogged down in detail. Larry has worked hard to present enough, but not too much detail, and has interjected a number of stories and personal experiences that are lighter and a bit more entertaining.
- **Breadth of coverage.** It covers a broad array of personal financial planning issues making it applicable to adults at every stage in their life. For those wanting more depth on any subject, Larry recommends additional books and resources which he has found to be of high quality.
- **Independent thought.** Larry has read hundreds of financial planning books, has professional training and certification, and has personal experience implementing the described thinking. He is not employed within the financial services industry and he wasn't trained by any of the industry insiders. Therefore, he doesn't have any biases or incentive to recommend a particular approach. He is a financial professional first and foremost, not a journalist or writer looking to exploit a subject area that presents a readership opportunity.

Bookstores: The book is available through Ingram Wholesale and book return insurance has been arranged. Local bookstores will be approached for consignment sales. The book is also available online through Amazon and FriesenPress Bookstore (among others).

Volume purchases: We believe there is an opportunity for corporate sales in order for the book to help employees and/or clients. Educational institutions will also be approached.

Book Reviews: A number of industry professionals, media and otherwise, are being approached and asked for reviews.

Book launch: A book launch for family and friends was held on December 16, 2019 with 45 people attending and over 70 books sold.

Media Release: A press release is scheduled for January 6, 2020 to print media and bloggers.

Media kit: A media kit is available on the website.

Online presence: A website www.livingyourdreambook.ca has been launched, and Larry is active on Facebook @LarryWilsonbooks and will launch on Twitter and Linked In. He also has a presence on Goodreads.