



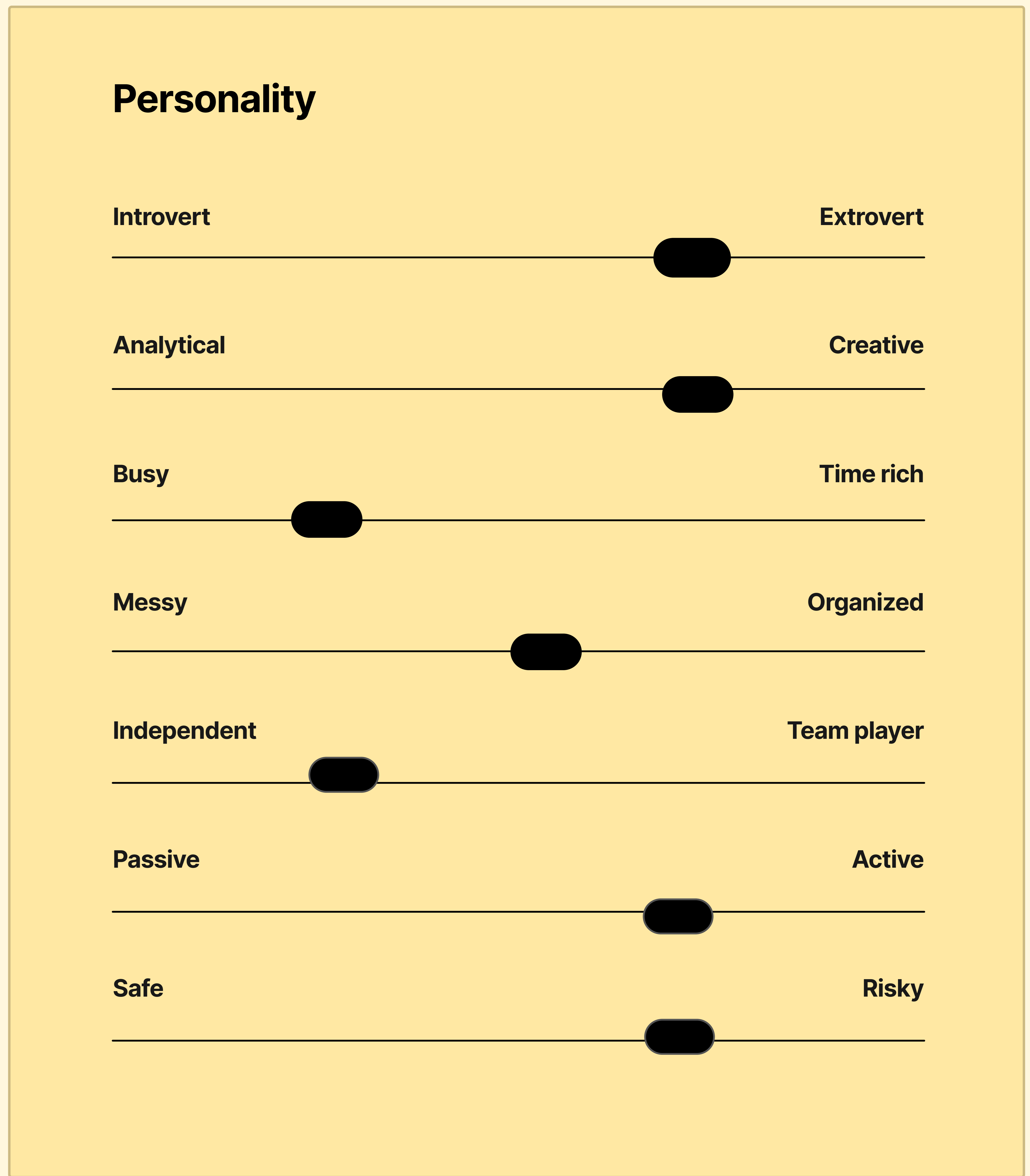
KC

Book Publicist

- **Age:** ~40
- **Role:** Manages the publicity dept for the smallest book department at a leading US publisher
- **Location:** New York City
- **Works with:** Two assistants. Reports to one manager

Bio

KC has two children who are pre-teens. His spouse is approximately the same age and also a professional. He has studied marketing and publishing and has a masters degree. He is a church goer, a hiker / camper, and likes activities like kayaking. He's not into professional sports but can talk sports as a way of connecting professionally.



Interests

Book Marketing technology--any tools that can help increase sales.

Phillip

Book Marketing activities--in-person events, converences, and online events.

Phillip

Publishing books within his segment that are perceived as significant or valuable.

Phillip

- The outdoors
- The Sciences
- Architecture
- Music
- MacOS

Phillip

Influences

The agenda of his manager.

Phillip

The need to show his dept is making a contribution to the bottom line.

Phillip

Younger assistants who keep him on the pulse their likes & dislikes.

Phillip

Goals

Increase sales year-on-year.

Phillip

Accurate sales numbers.

Phillip

Have good attendance to every author function.

Phillip

No broken event hyperlinks.

Phillip

No long event hyperlinks.

Phillip

Needs and expectations

Needs to promote author events with URLs on post cards.

Phillip

Needs short URLs and QR Codes.

Phillip

Must be able to revise the URLs after-the-fact.

Phillip

Motivations

His is a small department competing with larger teams for recognition.

Phillip

Responsible for keeping book sales strong for his dept.

Phillip

Responsible for dept visibility within the broader company.

Phillip

Pain points and frustrations

Long URLs are problematic, nobody can use them at events.

Phillip

Inability to edit Short URLs after-the-fact.

Phillip

Complex software.

Phillip

Having his department an afterthought in yearly earnings reports.

Phillip

Server and routing issues that undermine his departments' marketing efforts.

Phillip

URLs that need to change.

Phillip