

Book Publishing—A Key Part of Your Content Strategy

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When planning your content strategy, don't make this common mistake: Overlooking book publishing as a natural extension of your business and your mission, as many associations are ideally positioned to publish professional books.

In this paper, we share five top-line reasons why many associations are well-positioned for success as book publishers:

- * **Existing Archives of Specialized Content:** Associations customarily have a history of creating discipline-specific content, some of which can be repackaged as books. This includes magazine articles and columns, professional standards, certification course materials, even game-changing conference presentations.
- * **Direct Access to Leading Subject-Matter Experts:** Usually, such organizations can boast long-standing relationships with well-regarded magazine contributors. This includes authors, reviewers, and stand-out trainers and conference presenters. Such thought leaders typically represent “the cream of the crop” in a given field.
- * **Member Loyalty:** Association publishers often find their members ready, willing, and able to write a book for *their* association. Members develop long-term friendships with other members and eagerly look forward to the next conference to meet up with these valued colleagues. Similarly, member leaders have frequent contact with staff and over time develop trusting relationships with them. Most important, a member often regards his/her association as a reliable content producer and wants to contribute to that professional resource. Publishers have none of these advantages.
- * **A Recognized Communications Role in the Industry:** Most members eventually come to understand that books are simply another way of communicating an association's message to its membership and to the wider world. But they soon realize that books also provide uniquely tangible and far-reaching visibility for the parent association.
- * **Established Marketing and Promotional Channels:** Books can normally be promoted at a marginal cost for professional organizations. In most associations, for example, there is a natural synergy between the promotion of existing programs and messaging about professional books. With every issue, for instance, an association magazine offers a direct line of communication with the very same audience inclined to be interested in its books. Likewise, certification and conference marketing materials cover the same subjects and reach overlapping audiences. Perhaps most important: To an enormous extent, any well-established professional association enjoys unrivalled access to thousands of well-qualified buyers interested in its field.

Commercial publishers have none of these advantages. So don't miss out: Book publishing is likely a perfect fit for both your mission and your bottom line.

Also of interest, free at http://johnbmchugh.com/free_pub_guides.htm

- A-8, *Twenty Best Practices in Nonprofit Publishing—Revised with co-author David Beacom*, 2018, 2 pages
- A-31, *An Interview with David Beacom On Association Publishing*, 2018, 5 pages

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B-74 11/13/19 JM, DB, JAF