

IT'S NOT ABOUT YOU,
IT'S ABOUT
RELATIONSHIP MARKETING IN A SOCIAL MEDIA WORLD



I am writing you today to explore a potential marketing partnership.

About The Book?

“It’s Not About You, It’s About BACON - Relationship Marketing In A Social Media World” is a new book that is currently being self published on Amazon.com. This is a “Why-To” book that explains how social networking REALLY works for small to mid-sized businesses. It’s due to be released July 1st, 2013.



Brian Who?

Brian Basilico, is a nationally recognized author and speaker with a proven track record of on-line marketing success for both business and clients. He’s been in the marketing business for over 30 years and has built solid, profitable companies. With over a year of pre-marketing, and presentations, the buzz about this book has reached over 5000 (and growing rapidly) social media followers (recently featured in Inc. Magazine on-line).

What are the Options for Sponsorship?



The goal is to try to partner with a Bacon brand to help with promotional costs in exchange for various marketing opportunities. Potential options could include:

1. A page in the printed book guaranteed for 1 year.
2. A banner ad on the book website - NotAboutU.com
3. A slide in every live presentation to promote the book
1. The opportunity to have product featured in book signings and other promotions for the book.
4. Open to your ideas?

Let’s start a conversation about how we can partner to ride the BACON and SOCIAL MEDIA wave that is sweeping the nation right now!

Please call or email the information below to discuss.

Brian Basilico