



QUANTITATIVE MEDICINE

A Definitive Guide to Getting Well, Staying Well, Avoiding Disease, and Slowing Aging

By: Mike Nichols, M.D., Charles Davis, Ph.D.

Soft cover, black and white interior, 6" x 9", 440 pages

Golden Lotus Publishing, Palo Alto, California

ISBN-13: 978-0-9862520-0-6

PROMOTION AND MARKETING PLAN

The marketing budget for *Quantitative Medicine* is commensurate with the offset press production cost, and may well exceed it. It is generally divided into these areas:

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| <ul style="list-style-type: none">• Active blogging• Online advertising• Guest blogging• Review solicitation• Display advertising | <ul style="list-style-type: none">• Interviews• Seminars• Podcasts• Video series• Internet radio show, <i>Ask Dr. Mike</i> |
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Active Blogging

QuantitativeMedicine.net has been up for about 18 months, and gets around 15,000 visits/month. Since the introduction of the book, readership and subscribers are sharply up. The blog has over 200 posts covering a variety of health topics. It has been revised to drive traffic to our "where to purchase" webpage, which benefits brick-and-mortar outlets by featuring nearby stores that carry the book.

Online Advertising

There is active advertising via Google AdWords, Facebook, and Goodreads. We are continually testing other channels; so far, Google seems to be the most effective channel.

Guest Blogging

We solicit guest blogging opportunities. We have considerable bloggable material that fits well on health, nutrition, and fitness sites; guest blog entries will contain an explicit pitch and links to our site.

Review Solicitation

We are continually soliciting reviews of *Quantitative Medicine*.

Display Advertising

This exists in both Internet and print formats. We are beginning to trial both for effectiveness.

Seminars and Interviews

Co-author Dr. Mike Nichols is running a series of seminars on health topics to raise awareness of both *Quantitative Medicine* and the companion nutrition/cookbook *Eat Real Food or Else*.

Podcasts

Our first podcast episode is an overview of QM. A partial transcript is available in our media kit, and the audio can be heard at QuantitativeMedicine.net/audio/. This was well received so far, and more are planned.

Videos

Dr. Nichols is taping all his seminars, which will form the basis of a series of videos posted on YouTube, Facebook, and our websites.

Ask Dr. Mike

An hour-long weekly Internet radio show is being explored that would become a basis for the podcast series.