

Surviving the Human Condition

Marketing Strategy

Working document

By Author, Emma Norton
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Summary:

"Surviving the Human Condition" is a captivating exploration of how our identities are shaped by life's experiences, from traumas and societal conditioning to external influences, particularly when we seek to embrace our individuality. This thought-provoking narrative delves into the complexities of the human psyche, offering emotionally intelligent insights and practical tools for self-discovery.

Through a blend of psychology, spirituality, and relatable storytelling infused with media and pop culture references, the book offers readers a unique journey towards understanding themselves and their connections to the world. Discover how to navigate life's challenges, cultivate meaningful relationships, and unlock your full potential.

Word Count: 50,000

Genre: Narrative Non-fiction

- Self-help
- Personal Development
- Communication
- Mindfulness
- Wellness

Chapters:

1. I Thrive in the Difference
 2. Dry Spells Cause Roots to Grow Deep
 3. Lessons in Misery
 4. The Call of the Snake
 5. The Rebellious Brain
 6. Less Ego, More Heart
 7. The Golden Heart Syndrome
 8. Don't Admonish Your Flow
 9. Victimhood is for Suckers (but understand your unique life path)
 10. The Never-ending Quest for Authenticity
 11. Upgrade Your Challenge Threshold
 12. Liberation
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Target Personas:

- **The Aspiring Communicator:** A young professional seeking to enhance their communication skills and career prospects.
- **The Empathetic Leader:** A seasoned professional aiming to improve their leadership and emotional intelligence.
- **The Curious Mind:** A seeker of personal growth and understanding who is interested in deep philosophical and spiritual topics.

Persona 1: The Aspiring Communicator

Demographics:

- Age: 25-35
- Location: Urban areas, with access to networking opportunities and professional development resources

Interests: Personal development, communication skills, career advancement, social media, networking

Description: This persona is in a pivotal stage of life, transitioning from young adulthood to adulthood and exploring their identity and purpose. They are eager to develop their communication skills and build a strong foundation for their careers and make key decisions for their personal lives.

Goals:

- Improve their communication skills
- Build confidence
- Achieve career success

Challenges:

- Feeling overwhelmed by information overload
- Struggling to articulate their thoughts effectively
- Lacking social skills

Motivations:

- **Personal:** A desire to connect with others on a deeper level, overcome shyness, and build meaningful relationships.
- **Professional:** Aspiration to become a respected leader, influencer, or public speaker.

Persona 2: The Empathetic Leader

Demographics:

- Age: 35-45

- Location: Mid-sized cities or suburbs, with established careers and families

Interests: Leadership, emotional intelligence, team building, mindfulness, work-life balance

Description: This persona has established themselves in their careers and personal lives, but they are seeking to deepen their impact and leadership skills. They are interested in developing their emotional intelligence and creating a positive work and home environment.

Goals:

- Develop strong leadership skills
- Create a positive work environment
- Foster meaningful relationships

Challenges:

- Difficulty connecting with team members on a deeper level
- Managing stress and burnout
- Balancing work and personal life

Motivations:

- **Personal:** A desire to make a positive impact on the world, inspire others, and create a fulfilling life.
- **Professional:** Aspiration to become a respected leader, mentor, or entrepreneur.

Persona 3: The Curious Mind

Demographics:

- Age: 45-55
- Location: Diverse locations, with a variety of backgrounds and experiences

Interests: Self-discovery, personal growth, philosophy, spirituality, mindfulness

Description: This persona is drawn to books that offer deep insights into human nature and encourage introspection. They are likely to be interested in topics such as mindfulness, spirituality, and existentialism as they ponder mid-life.

Goals:

- Understand themselves on a deeper level
- Find meaning and purpose in life
- Connect with their inner selves

Challenges:

- Feeling disconnected from their true selves
- Struggling with existential questions

- Experiencing a lack of fulfillment

Motivations:

- **Personal:** A deep desire for inner peace, fulfillment, and a sense of belonging.
- **Professional:** A desire to contribute their unique perspective and wisdom to the world, often through teaching, mentoring, or writing.

Messaging and Branding Analysis

- **Focus on Authenticity**
 - **Emotional Intelligence**
 - **Identity and Mindset Cultivation**
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Social Media Presence:

1. Platform Integration & Audience Activation

The core marketing strategy for *Surviving the Human Condition* is intrinsically tied to the author's media startup, www.wearebecome.media. This integration positions the book as the foundational text for a highly engaged, mission-led entrepreneurial audience.

- **Become. Media Mission:** The startup specifically targets **mission-led freelancers and entrepreneurs** navigating the shifting landscape of the future of work. These individuals represent the book's core demographic: those seeking to build their personal brand holistically through emotional intelligence and self-discovery.
- **Digital-Only Strategy (Market Validation Hook):** To demonstrate market demand and audience conversion rates to potential publishers, the book will first be released as a **digital-only self-published edition** on the **Become. Media storefront** and **Amazon Kindle (non-exclusive)**, commencing with the **January 2026 Substack newsletter release**. This approach allows the author to **collect crucial sales data, prove audience definition, and preserve the high-value print, trade, and global distribution rights** for a formal partnership. The early digital sales will serve as compelling proof of concept during traditional publisher solicitation.

2. Social Media Presence

Social media efforts are focused on driving traffic and conversion to the centralized Substack platform, leveraging existing bandwidth resources.

Platform	Strategy Integration
Instagram	Leverage Stories, Reels, and relevant hashtags to showcase book content and drive traffic to the Substack newsletter and Become. Media storefront .
LinkedIn	Position the book's emotionally intelligent themes as essential for leadership and the future of work . Utilize original articles and posts to connect with industry professionals, positioning the author as a thought leader in holistic personal branding and entrepreneurship.
Pinterest	Create visually appealing pins and infographics based on the book's chapter themes to drive long-tail traffic to the Substack.
Bandwidth Focus	Content creation bandwidth is concentrated on static/image-based content for Instagram, LinkedIn, and Pinterest , rather than high-production video platforms, ensuring consistent, high-quality output amidst other brand-building efforts.

3. Email Marketing & Substack Strategy

In **2026**, the email marketing efforts will pivot to a focused, high-value content engine via **Substack**, designed to validate market interest and convert subscribers.

- **Substack Launch (2026):** The current email list (approximately **1,000 subscribers**) will be migrated to the Substack platform under the **Become. Media** brand.
- **Content Calendar & Voice:** The founder will be the direct voice of the newsletter, naturally re-engaging her evolved **EGOXLESS** personal brand. Each month's newsletter content (free and paid) will be based on the insights from one of the **12 Surviving chapters**. This pre-built content is being automated for consistent, year-long release.
- **Monetization & Conversion:** The strategy aims to convert free subscribers to **paid** status, providing them with **gateway access** to the internal **Become. Media** prototypes: **CLUB** and **PRESENCE**. This tiered offering drives paid audience traction, validates the value of the content, and demonstrates the author's ability to monetize the book's concepts—a key metric for publishers.
- **Cross-Platform Promotion:** The newsletter is cross-posted on the **Become. Media**

socials, the author's **EGOXLESS Instagram**, and personal **LinkedIn**. This consistent cross-promotion builds the **Become**. audience and provides a strong, ongoing "taste" of the author's unique voice.

4. Additional Marketing + Publicity Strategies

Speaking Engagements:

- **Develop Compelling Presentations:** Tailor your presentations to resonate with each target persona.
- **Network with Influencers:** Connect with industry leaders and potential partners.
- **Offer Exclusive Content:** Provide valuable insights or resources to attendees.

Partnerships and Collaborations:

- **Collaborate with Complementary Businesses:** Partner with authors, coaches, or consultants in related fields.
- **Offer Affiliate Programs:** Incentivize others to promote your book.
- **Cross-Promote with Other Authors:** Participate in joint book tours or interviews.

PR and Publicity:

- **Pitch to Media Outlets:** Reach out to relevant journalists and bloggers.
- **Write Press Releases:** Announce new developments, such as book launches or speaking engagements.
- **Leverage Media Relations:** Build relationships with media contacts to secure interviews and features.

Potential Reviewer Outreach List

Book Bloggers and Reviewers

- **Book Blogger Directory:** <https://bookreviewdirectory.com/book-blogger-list/>
- **Goodreads:** Search for book bloggers and reviewers who specialize in personal development, communication, or leadership.
- **NetGalley:** Identify bloggers and reviewers who have reviewed similar books or expressed interest in the topic.

Influencers and Thought Leaders

- **LinkedIn:** Search for influencers in the fields of personal development,

communication, or leadership.

- **Twitter:** Use relevant hashtags to find thought leaders and influencers.
- **Instagram:** Identify influencers with a following that aligns with your target audience.

Industry Publications and Websites

- **Forbes:** <https://www.forbes.com/>
- **Harvard Business Review:** <https://hbr.org/>
- **Fast Company:** <https://www.fastcompany.com/>
- **Entrepreneur:** <https://www.entrepreneur.com/magazine>

Libraries and Bookstores

- **Local Libraries:** Reach out to local libraries and bookstores that cater to your target audience.
- **University Libraries:** Contact university libraries with relevant departments or programs.

Professional Associations

- **Communication Professionals:** <https://www.natcom.org/>
- **Leadership Development Organizations:** <https://www.asaecenter.org/programs/leadership-development>
- **Human Resources Associations:** <https://www.shrm.org/home>

Online Communities and Forums

- **Reddit:** Search for subreddits related to personal development, communication, or leadership.
- **Quora:** Identify relevant questions and answer them to showcase your expertise and promote your book.
- **Facebook Groups:** Join groups related to your book's topic and engage with members.

[Surviving Database for outreach.](#)

Sales and Distribution:

Channel	Strategy	Outcome / Pitch Asset

<p>Direct Sales (Become. Media)</p>	<p>The digital e-book will be sold directly through a dedicated sales page on the Become. Media storefront, with a secondary landing page/section on the EGOxLESS site linking directly to the store.</p>	<p>Customer Data & Conversion: Provides the author with full customer contact information, proving the ability to convert traffic into sales. The product will be delivered as a ZIP file (PDF and KDP/ePub) for maximum device compatibility.</p>
<p>Online Retailers</p>	<p>The e-book will be listed on Amazon Kindle (using a non-exclusive distribution option).</p>	<p>Market Proof: Generates early sales data, verifiable reviews, and traction signals for the traditional publishing pitch.</p>
<p>Trade Distribution</p>	<p>(N/A initially) Traditional wholesale distribution is reserved. The author retains the First Major Trade Print Rights to offer a high-value asset to a publishing partner.</p>	<p>Preserved Asset: This is the core pitch: the publisher acquires the right to launch the First Print Edition and utilize their global distribution network to scale the proven concept.</p>