

Kiwi author's marketing challenge for BC business students

Deliver the most successful indie book distribution campaign - like ever

COQUITLAM, BRITISH COLUMBIA, CANADA, February 15, 2018 /EINPresswire.com/ -- The challenge received by BC business school marketing students today is simple: "deliver the most successful indie book distribution campaign - like ever." It came from NZ-based author, Jordan Alexander, who is offering the best campaign \$15,000 in cash and business coaching.

Alexander wrote, [I love you, send money](#), at Caffé Divano, Coquitlam. Her true story gives intimate details of her online dating experience, and how the well-educated and successful business woman became another romance scam statistic.



Students are more social media savvy

"I love you, send money has great reviews, but I need a solution to the challenge every indie author faces - distributing books without a publisher!" says the Canadian ex-pat.

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I need a solution to the challenge every indie author faces - distributing books without a publisher!"

Jordan Alexander, self-published author

Dr Alexander is a strategy consultant and coach to business CEOs, government leaders and charities. She tells coaching clients, what you don't know is as important as what you do. She's knows she needs help from digital natives.

"Marketing students are way more tech-savvy than me. I'm confident they'll find more creative social media solutions than

I ever could."

Alexander will provide: 100 paperback copies of I love you, send money (RRP 24.95), access to eBook and audio formats, and a small marketing budget to four teams. They'll have four weeks to plan, and six weeks to deliver their campaign. In the end, they'll be judged on profit, market reach and creativity. Winners share \$1000 cash, 40 hours of business coaching (\$14000), and can 'pitch' a new business idea to Alexander for angel funding.

Why not just hire a marketing firm?

Alexander smiles, "Too easy, and a lot less fun." She wants to give business students an opportunity

to work on a practical solution to a real-life problem with guidance from instructors. "...plus, competition always gets creative juices flowing."

"I've reached out to a dozen or so schools, but am totally open to direct approaches from other 'business' focused learning institutions in BC." There are more details of the competition on her [website](#).

Challenge accepted?

She's hoping teams are signed up by 1 March to complete the challenge before summer school holidays.

Ends.

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a wild adventure into online dating
www.iloveyousendmoney.com



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