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May 13, 2018

DCI- 175

How do Celebrities Use Books as a Marketing Tool?

Books are often lengthy works that require research, prior knowledge, or expertise to skillfully write them. Each author has their own goal in writing a book, whether it be to educate, entertain, or inform the public on their expertise, but all authors are in a competition for readers’ attention. Books serve as a great marketing tool for celebrities, politicians, and innovators because they help cultivate a brand for the author. Authors build strong associations to their book topics and from there are able to capitalize upon that success. Just like authors, who are consistently seeking readers’ attention, celebrities write books to offer a different perspective on their life, which ultimately allows them to gain attention and further their time in the lime light. Typically, celebrities already have a decent sized fan base, so their books almost immediately make it to the New York Times Best Seller’s List. With the publication of their books, they aim to create readership and expand and grow their following.

Celebrities and other people that are in the public eye often use books as a marketing tool the public on personal experiences or struggles because they want to shape how the public perceives them. These books tend to humanize them and bring them off their elevated pedestal because they portray struggles that “real, everyday” people face.[[1]](#footnote-1)[[2]](#footnote-2)

For example, the reality TV star, Kris Kardashian wrote a book about her family called *And All Things Kardashian*, in which she discusses the struggles of marriage, motherhood, relationships and death. The Kardashians portray this strong family empire; however, Kris’s book provides such honesty and reality that it humanizes them in such a way that attracts more fans.[[3]](#footnote-3) The variety of topics she discusses attracts a wide variety of women. Another example of this is Michelle Obama’s memoir, *Becoming*. This book is deeply personal and allows readers to dive into three stages of Michelle Obama’s life: becoming herself, becoming a first lady, and becoming a mother. Books are a tremendous asset for celebrities and other famous individuals because it allows them to tell their raw and true story without it getting tainted by the press.[[4]](#footnote-4)

1. [www.publishingtalk.eu/marketing/why-your-book-is-your-greatest-marketing-tool/](http://www.publishingtalk.eu/marketing/why-your-book-is-your-greatest-marketing-tool/). [↑](#footnote-ref-1)
2. [www.publishingtalk.eu/marketing/why-your-book-is-your-greatest-marketing-tool/](http://www.publishingtalk.eu/marketing/why-your-book-is-your-greatest-marketing-tool/). [↑](#footnote-ref-2)
3. <https://www.scribd.com/book/224326779/Kris-Jenner-And-All-Things-Kardashian?&utm_medium=cpc&utm_source=adwords_nonbrand&utm_campaign=Google_DSA_Ebooks_US&utm_term=&utm_device=c&gclid=Cj0KCQjwzunmBRDsARIsAGrt4msnwQElZFBOP71X9rkkq1QBlTQR_bKi3EeLeCWDxuhVPGOJb4fmMpMaAkliEALw_wcB> [↑](#footnote-ref-3)
4. <https://www.bookbrowse.com/reviews/index.cfm/book_number/3856/becoming> [↑](#footnote-ref-4)