

# Write, Publish & Be Known!

*With Deidre Randall, M.Ed. & Skye Wentworth, M.Ed.*



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Skye Wentworth is a graduate of Boston University, and a book publicist, working with authors and publishers. She specializes in social media networking and internet promotion.



# Seacoast Writers Association

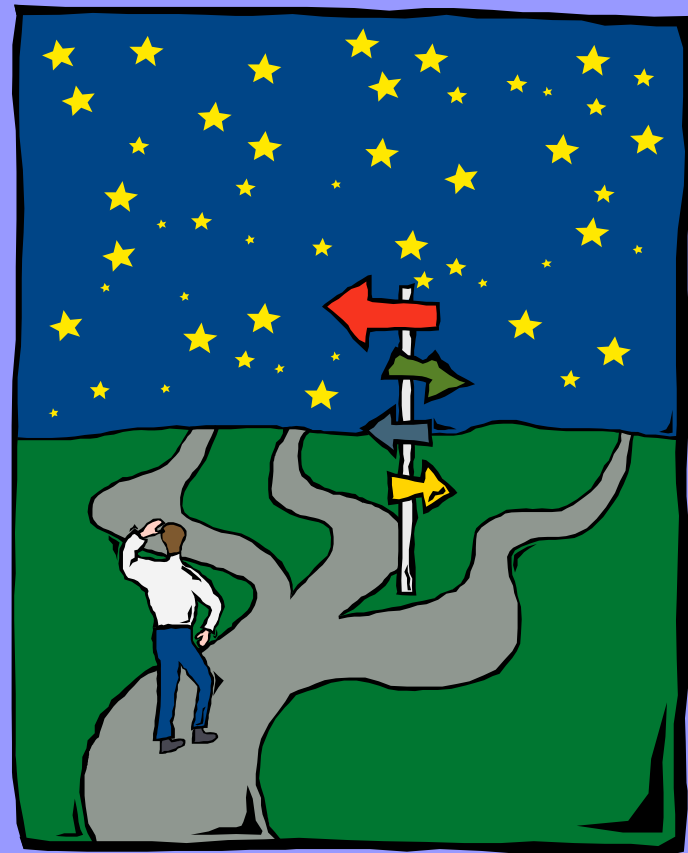
## Fall Conference

October 17, 2009

# Getting into Print

You've written a book!  
Now you are planning  
on getting it into print,  
but there are so many  
ways to publish.

It's confusing and you  
really just wanted to  
write!



# The Big Question

“What is the connection between book publishing and book marketing that every author needs to know?”



# The Big Answer

Marketing Foundation + Kismet = Book Sales



A strong marketing foundation for your book can offer the maximum potential for book sales.

Remember that FATE pays a role, but so does your hard work and creativity!

# The Five Main Publishing Tracks

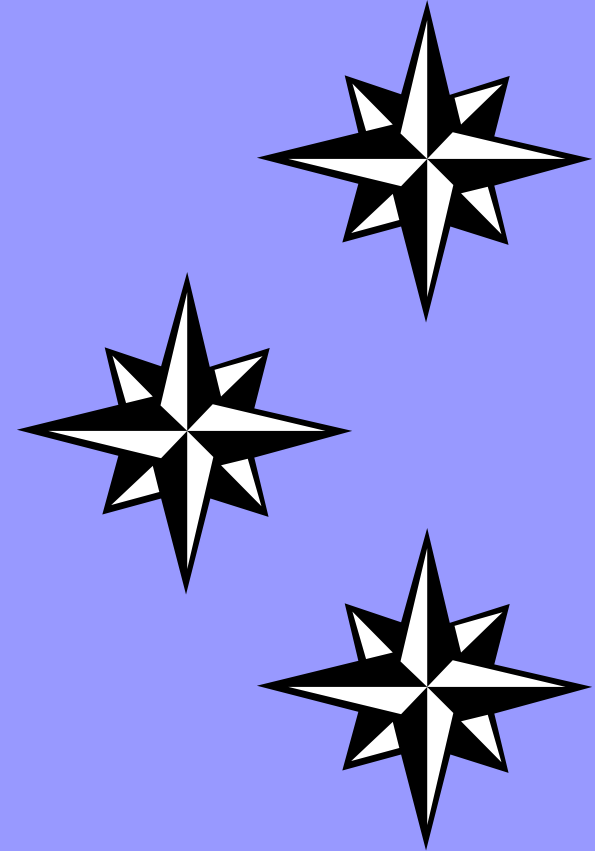
Subsidy Publishing

Self Publishing

POD/internet publishing

Vanity Press

Trade Publishing



These are the tracks available in current use today for mass production.

# Essential Tasks of Publishing



- Editing and proofreading
- Design and layout
- Indexing
- Image selection and prep
- Printing and binding
- Registration with LOC

These tasks must be managed simultaneously in order to arrive at a quality book, no matter what publishing track you choose.

# Elements of a Marketing Foundation

Interior design = Usable

Cover design = Attractive

Endorsements = Credibility

Retail price = Affordability

Title = Recognition

Availability = Distribution



These are the crucial points to balance in your marketing plan.

# Elements of a Marketing Foundation

## The Book Design:

Is it set up with your target audience in mind? Does it flow easily? Read easily?

Does it create a visual experience for the reader that will translate to a positive impression of you and your content?



# Elements of a Marketing Foundation

## The Cover Design:

Does it grab the eye? From 30 feet away? Does the spine stand out when placed on a shelf? Does it feel good when touched?

What does it say about your subject at the first glance? Photos can be a less expensive, very effective option for some covers.

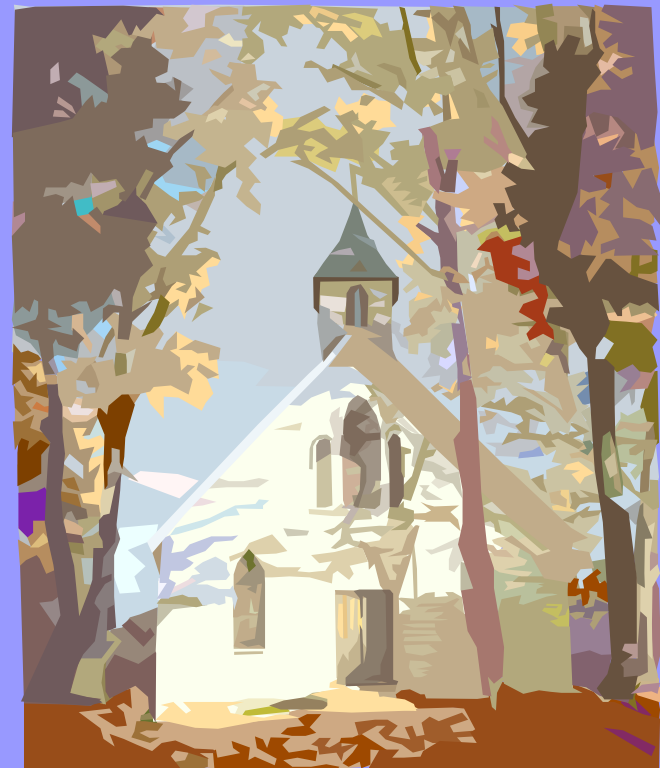


# Elements of a Marketing Foundation

## Endorsements:

Do you have positive, detailed comments from media, other authors, or readers?

An endorsement is meant to establish your image credibility for the reader and build trust with them.



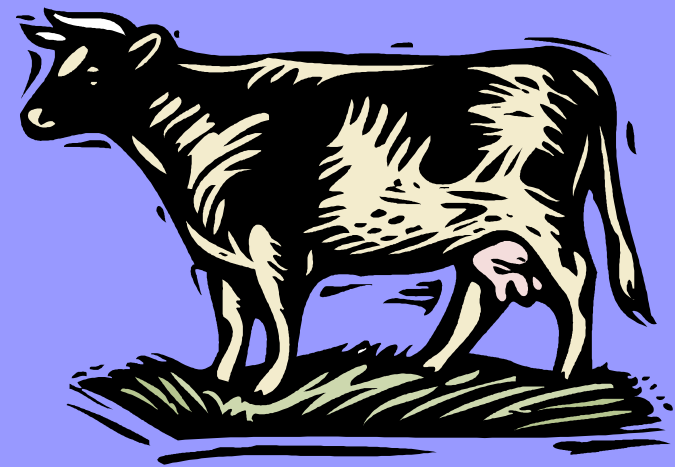
# Elements of a Marketing Foundation

## Retail Price:

What are the prices of competing books in your subject area?

Have you thought of your target audience? How will they use this book? Entertainment, research? Try not to be stubborn in this area, but be informed.

The *right price* means everything when it comes to making actual book sales.



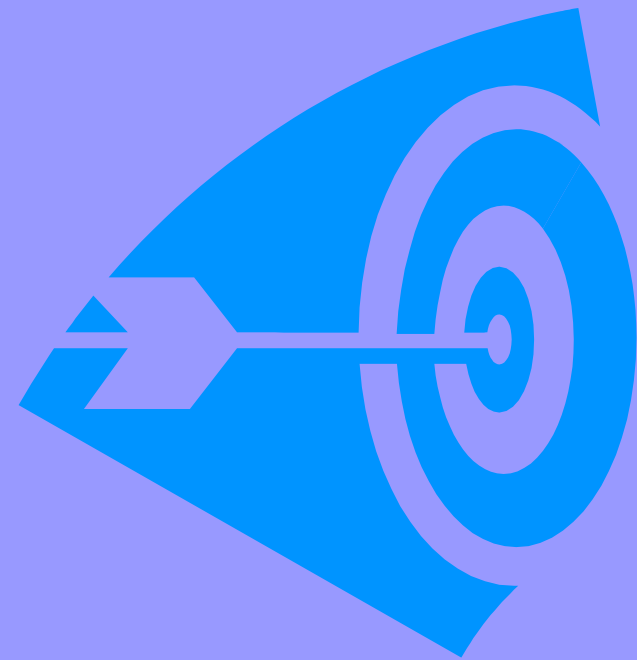
# Elements of a Marketing Foundation

## Title:

Will it hit your target group of readers? What does it tell us about your book subject or characters?

Is it catchy without being confusing? Do you have a long explanation about your choice of title? Not always a good sign.

It should be easily understood by readers so they can recognize your subject and **BUY THE BOOK**, which is the point after all.



# Elements of a Marketing Foundation

## Availability:

Where can we find your book?

Do you have professional distribution? Is it necessary for your particular book?

Do you have web access for the title, where buyers can use a credit card?

Is there a web page somewhere with information about the book? A local bookstore, or shop that will carry it?



# What type of marketing works best for your type of book?



Paid advertising in the NY Times?

A Key-city book tour?

Seeding the market with free readers' copies?

Four-color flyers showing the cover art and a Michelle Obama endorsement?

# Some Effective Marketing Tasks



- Press Kits
- Media web sites
- “Book trailers”
- Interview preparation
- Media research
- Pitching and follow-up
- Viral = Direct to Reader
- Social Media Networks

# Some Effective Sales Tasks

- Direct Mail
- Distribution
- Professional Sales
- Public Events
- Private Events
- Consignment Sales
- Special Group Sales
- E-commerce sites



# Publishing Track = Marketing Task

Self Publishing = What works well:

Viral marketing techniques to get news of the book directly to the ears of actual, live readers.

Local Media Launch with clear press materials.

Direct Mail to a current, targeted list.

Private or Public Events with personal contacts, or special organizations related to the subject of the book.

E-commerce sites which will offer an order link, from special groups with an interest in your subject.

# Publishing Track = Marketing Task

Subsidy Publishing = What works well:

Media Launch to a well-researched list of press contacts, with attractive press materials, & professional pitching.

Direct Mail to a current, targeted list.

Private or Public Events with personal contacts, or special organizations related to the subject of the book.

Professional Sales Support from national distributor who supplies to the trade retailers and wholesalers.

E-commerce sites with major retailers such as Amazon, or web blogs on the subject matter of non-fiction titles.

# Publishing Track = Marketing Task

**POD or Internet Publishing** = What works well:

International Distribution means the book is available over the world wide web. You must send buyers to their site.

Media Attention in genre specific sources is helpful, if you can get it. Focusing on web sources may be best.

Private Events are very important to celebrate the achievement, and begin the grassroots process of reaching readers. Sometimes bookstores won't carry these titles, so don't bank on their support as a large piece of your sales platform.

# Publishing Track = Marketing Task

**Trade Publishing** = What works well:

International Distribution is a clear advantage that trade publishers have over the lone, maverick author.

Professional Sales reps know their stores and buyers and they have mad skills, which move books.

Media Attention is crucial to success, whether it be newspapers, magazines, web, radio, or TV.

Paid Advertising for certain books is a clear advantage, and often not a viable option for the smaller publisher, who could not compete \$\$.

Free Galleys to book buyers.

Advance reviews from book industry sources.

# Frog Island Exercise

You and a few others have been shipwrecked on Frog Island. You have just published your first book. You expect rescue soon. While you are waiting....

You have \$1,500 to use for marketing tasks for the first print run of 2,000 books. You must choose which tasks to undertake for the promotion of this title.



# Frog Island Exercise

Please form five small groups and choose a book that will be yours to market.

There are 12 marketing tasks to choose from, but you will only be allowed to choose 3 paid options and you need to stay within the budget of \$1,500 when making the marketing choices.

Time is money, as they say, but you can spend as much time as you like to market your book, so choose 2 or 3 tasks from the Time Estimates list.



*Good Luck!!*

# Frog Island Exercise

Sample books



## *1-How to Find Food Outside*

*By Howard Mountain, Ph.D.*

Random House, ISBN 978-08321-753704, Cloth, \$23.00, 356 pages, 2009.

## *2-An Illustrated Child's History of New Hampshire*

*By Susan Teacherwise*

Peter E. Randall Publisher LLC, ISBN 978-55555-753704, Cloth, \$25.00, 279 pages, 2009

## *3-I Forgot: How to Help with Alzheimer's*

*By Dr. John Hopkins and Angela Homemaker*

Hopkins & Homemaker Press, ISBN 978-77884-753704, Paperback, \$17.95, 180 pages, 2009.

## *4-Good Meals and Good Times: Recipes and Memories*

*By Mary Tasty Chef*

Kinkos Press, ISBN 978-24518-753704 Paperback \$12.99, 300 pages, 2009.

## *5-Magenta Thoughts: A Real Life Romance*

*By Bambi Goodlove*

Harlequin Vanity Press, ISBN 978-0981753706, \$14.99 paperback, 216 pages, 2009

# Frog Island Exercise

## Expense / Marketing Task

- \$250 Print 1000 Postcards*
- \$1000 Create five page Website*
- \$150 Print 1000 Bookmarks*
- \$200 Create and print 50 Press Sheets*
- \$1000 Conduct a Media Launch to 35 sources*
- \$100 Print sales flyers for 50 sales reps*
- \$850 Seek book reviews with 25 reviewers*
- \$250 Set up public event in hometown*
- \$500 Create book trailer video*
- \$500 Send free copies to 50 indy bookstores*
- \$800 Purchase advertising space in the local newspaper*
- \$250 Create your own web blog*



# Frog Island Exercise



## Time Estimates / Marketing Tasks

4-5 hrs. *Arrange/give local radio interview over the phone.*

17 hrs. *Hand address postcards to announce the book's publication to 150 friends and family.*

15 min. *Add a line to your email signature announcing the book, along with a link to the order page.*

2 hr/wk. *Do bookstore stock signings. Call ahead if need be.*

1 hr/wk. *Post book reviews at on-line retailers like: Amazon.com, B&N.com for your own book and books similar to yours.*

4 hrs. *Write & submit a 500 word op-ed piece to newspapers in major markets.*

1 hr/wk. *Post to an internet blog in your subject matter.*

1-2 days *Plan and deliver a talk for a private group.*

8 hrs. *Design & hang posters for your book at 10 local sales outlets.*

6 hrs. *Research 3 local media outlets & pitch a story to them on your book's subject.*

# Frog Island Exercise

In just 4 or 5 minutes, please tell the large group:

- 1 - The four or five tasks your group chose for the book's promotion.
- 2 - Give the final budget for expenses related to marketing.
- 3 - Tell us how were you rescued?



These tasks and costs are estimates created for this exercise, and meant only to demonstrate range of price and not an actual quote.