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“Write, Publish and Be Known!”

October 16, 2009

Seacoast Writers Fall Conference

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

A strong marketing foundation is crucial to the success of your title. Marketing begins before your books are even printed. A good publisher will help you to make sure that you have a strong foundation in place right from the beginning by addressing the:

Elements of a Marketing Foundation

Interior design = Usable

Cover design = Attractive

Endorsements = Credibility

Retail price = Affordability

Title = Recognition

Availability = Distribution

Once your foundation is solid, you can begin building a good marketing plan, based upon your own goals for your book. So...you have to decide what your particular book needs. What type of marketing works best for your type of book?

Is it paid advertising in the NY Times?

How about a Key-city book tour?

Should you try seeding the market with free readers' copies?

Do you need four-color flyers, showing the cover art, with a Hillary Clinton endorsement?

Some Effective Marketing Tasks

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

Some Effective Sales Tasks

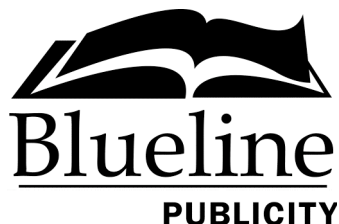
Direct Mail
Distribution
Professional Sales
Public Events
Private Events
Consignment Sales
Special Group Sales
E-commerce sites

**There is a difference between sales and marketing, and you have to pay attention to *both* if you want to make your book a financial success.

Peter E. Randall Publisher LLC -- <http://www.perpublisher.com>

Deidre Randall, CEO, deidre@perpublisher.com

A trade quality, subsidy publisher, in Portsmouth since 1973.



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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.

Expense / Marketing Task

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

Time Est. / Marketing Task

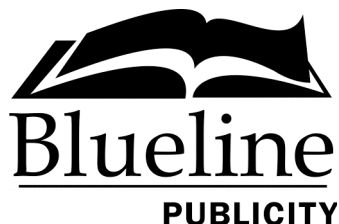
4-5 hrs.	<i>Arrange/give local radio interview over the phone.</i>
17 hrs.	<i>Hand address postcards to announce the book's publication to 150 friends and family.</i>
15 min.	<i>Add a line to your email signature announcing the book, along with a link to the order page.</i>
2 hr/wk.	<i>Do bookstore stock signings. Call ahead if need be.</i>
1 hr/wk	<i>Post book reviews at on-line retailers like: Amazon.com, B&N.com on books similar to yours.</i>
4-6 hrs.	<i>Write and submit a 700-750 word op-ed piece to newspapers in major markets.</i>
1 hr/wk.	<i>Post to an internet blog in your subject matter.</i>
1-2 days	<i>Plan and deliver a talk for a private group.</i>
8 hrs.	<i>Design and hang posters for your book at 10 local sales outlets.</i>
6-8 hrs.	<i>Research 3 local media outlets and pitch a story to them on your book's subject.</i>

Tell us how you were rescued.

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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 pgs, 2009.

2-An Illustrated Child's History of New Hampshire

By Susan Teacherwise

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

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

By Dr. John Hopkins and Angela Homemaker

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

4-Good Meals and Good Times: Recipes and Memories

By Mary Tasty Chef

Kinkos Press, ISBN 978-24518-753704, Paper, \$12.99, 300 pgs, 2009.

5-Magenta Thoughts: A Real Life Romance

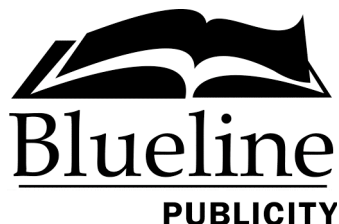
By Bambi Goodlove

Harlequin Vanity Press, ISBN 978-0981753706, Paper, \$14.99, 216 pgs, 2009

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Skye Wentworth, Book Publicist

Forty/Forty

40 Promotional Ideas Under \$40.00

1. Take charge. Never leave the job of publicity to the publisher alone. You know the book and your audience better than anyone.
2. Buy your domain name as soon as you have a title for your book.
3. Start your own blog (you can add it to your Web site later).
4. Go on Facebook and Twitter and set up micro-blogging accounts. Cultivate relationships.
5. Begin the buzz 6 months prior to pub-date through word of mouth, social networking. This helps to build up your readership.
6. Request endorsements for your book.
7. Create a BIG list. Put together e-mail lists of friends, family, reviewers, editors, producers, bloggers for your targeted audience.
8. Put together your press kit, including press release, interview questions, tip sheets, electronic photos.
9. Create an email signature for every e-mail you send; e-mail signatures are a great way to promote your book.
10. Send out galleys to the book trade Industry 3-4 months before pub date.
11. Send out galley to consumer magazines 2-3 months before pub date.
12. Write up a marketing plan and timeline.
12. Begin locally. Launch a book event/party at your local bookstore.
14. Pitch local newspapers, radio and TV.
15. Send your e-mail news release out to everyone on your "list."
16. Create more lists, including free online press release sites.
17. Write an article. Pitch some regional and national magazines with your topic or submit a freelance article for reprint consideration.
18. Plan a contest book giveaway online.
19. Go on a virtual book tour.
20. Pitch Internet Radio Book Shows
21. Record conversational podcasts.
22. Give away a PDF download of the first chapter of your book.
23. Incorporate a video and post it on video sharing sites.
24. Ask your publisher to put your book on Kindle.

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Skye Wentworth, Book Publicist

Forty/Forty

40 Promotional Ideas Under \$40.00 (continued)

25. Join book groups on micro-blogging Web sites, including Facebook, LinkedIn, Twitter, GoodReads, Gather, Shelfari, Jacketflap and others.
26. Add your book URL to online book directories and listing sources, including Independent Online Book Association, Top 101 Marketing, Shelf Awareness and others.
27. Add your book to Google Book Search.
28. Submit for book awards.
29. Talk at libraries and organizations throughout New England.
30. Reach out to pitch more radio and TV shows nationally.
31. Generate reviews on Amazon.com, reconfigure search tags for the book, and make sure that the content and features posted are what you want (e.g., "look in the book.").
32. Prepare an elevator speech about your book.
33. See if there are any book festivals or writer's conferences that you would like to be in.
34. Going on vacation? Schedule a book event, radio spot in the area.
35. Did you write a book about the Civil War or Knitting? Think about special events that you can do around the subject of your book & who you might partner with.
36. Always keep in mind current events that might tie in with your book. Call folks in the media to let them know your expertise.
37. Don't forget to add your reviews to your Web site.
38. Be sure that all of your social network profiles list your Blog and Web site URLs.
39. Have simple useful business cards to share. Always.
40. Be sure to thank everyone along the way for all of their efforts and keep them apprised of your successes. They'll be happy for you and it might inspire them to do more.



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