



Vol. 32 No. 3 2010

Book Dealers World

Book Marketing on a Budget



Mark Seinfelt, author of two great new books, "Henry Boulanger of Mushannon Town," a Pinnacle Book Achievement Award Winner, and "Symphonie Fantastique," featuring four novellas, two short stories and an essay. Read about Mark and his highly acclaimed literary works in Publisher Profile on page 3.

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Book Dealers Diary

The Big Event

Plus, lots more!

From The Editor's Desk



Dear Friends,

In the past 30 years that I have been in the book business, it has changed quite a bit. Now, not only can you read actual books, you can have them downloaded on Kindles and other media devices as well as view them on your computer and online. But there will always be a special bond between authors and readers, and that is one thing that I think will never change. Independently published books are making a major foothold in the marketplace and cover a wide variety of genres and topics, and their design and content are getting better each day.

Here are some of the book marketing ideas you will find in this issue of BDW: Harriet Hodgson shows you how to sell your books to community groups, Dana Lynn Smith gives you the best way to design an online media kit, Kimberly Edwards reveals how to organize all your writing and marketing projects, Michael Brito unveils the best ways to make money with article marketing, and Q.B. Wells lets you in on five quick tips to implement your book publicity plan. Plus, there's a Publisher Profile on author Mark Seinfelt, Book Dealers Diary and much more.

If you have not joined **NABE** yet, you can sign up on page 17 and view the many money saving benefits. Don't forget to display your book in our 2010-2011 NABE Book Showcase Exhibits as well and take a look at our popular **New Super Book Marketing Deal**, which saves you over a thousand dollars on some of our best marketing vehicles.

Have a prosperous and successful Summer and Fall filled with good health, joy and great surprises.

Al Galasso, NABE

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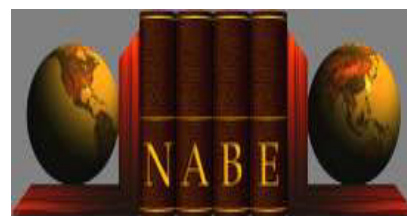
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BOOK DEALERS WORLD

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Mark Seinfelt
Author of
“Henry Boulanger of
Mushannon Town”
“Symphonie Fantastique”

To say Mark Seinfelt is a prolific author would be an understatement indeed. Mark has honed his craft with many noted writers including William H. Gass, famous for his National Book Circle award winning essay collections, and his novella, “In the Heart of the Heart of the Country.” Mark also studied under critically acclaimed author and Lannan Lifetime Achievement award winner, Paul West as well as novelist and screenwriter Robert C.S. Downs.

Mark earned a Bachelor of Arts Degree from Pennsylvania State University, completing his studies in three years instead of the usual four. A university scholar and honors student in English, he graduated with distinction. Mark received his Master of Fine Arts Degree from Washington University in 1987, where he was a recipient of a three-year-tuition scholarship, fellowship and teaching assistantship, and where he completed the novel, “The Mozart Machine,” an excerpt of which received the Henry Sams Memorial Award of 1983.

In 2004, his study of famous author suicides, “Final Drafts,” was selected as an alternate selection of the Readers’ Subscription Book Club.

Since receiving his MFA, Mark has completed five more novels including “Henry Boulanger of Mushannon Town,” which has recently won the 2010 Pinnacle Book Achievement Award in the category of Historical Fiction.

Against the dramatic events of Yorktown, the final struggle in America’s bid for independence, **Henry Boulanger of Mushannon Town**, tells the story of a Revolutionary War soldier, who prior to coming to America was a traveling shoemaker in Germany and France. Based loosely on real events, the book is written in the style of “Barry Lyndon.” The first person narrative is full of wit, and is a fine piece of historical fiction for those who enjoy intimate Revolutionary War tales.

Paul West, author of “Lord Byron’s Doctor,” said of this novel, “Mark Seinfelt is a young writer who un-packs his bags and sets up his own bright stall, with an uncommonly large and varied array of literary wares at the table.”

His other recent book, **Symphonie Fantastique**, contains four short novels, two short stories and an essay written around the theme of the paranormal and haunted protagonist. First, readers confront an elderly writer who begins to doubt the validity of his life’s work as the world begins to come apart at the seams. Second, readers witness the influence of a

domineering, overprotective long-dead father and civil war buff upon his agoraphobic son who watches TV during the first Gulf War and feels that the enemy has secretly targeted not only him but everyone else who is watching. Third, readers meet a young man, who after being transfixed and smitten by the sight of his beloved, suffers from physical and psychological scars when she leaves him. Finally, readers encounter a nursing home aide and would-be bank robber and his great grandfather, a patient in the home, who is haunted by nightly revenants, spectral visitors and a host of eerie illusions.

MMD Newswire.com has said of this book, “New collection reveals sophisticated ghost stories. Mark Seinfelt tells tales of obsessed and troubled characters haunted by paths not taken or explored in life.”

For more information on Mark Seinfelt’s award winning books, visit his informative website at <http://www.MarkSeinfelt.com> Wholesale and dealer inquiries are invited.

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Rod Collins

"You and Ingrid did a superb NABE job at the California Library Association Trade Show. We appreciated how well you displayed 'Grandpa Grouper, The Fish With Glasses' and steered children's book buyers to us. Thank you. Grandpa Grouper sold out! It pays to join NABE and I highly recommend participating in your trade show program."
Don Arends

"I just received a call from a gift store in California, whose owner told me that she saw our book at the NABE Book Showcase Exhibit. She proceeded to order every book and label in our line. This one account certainly paid for our exhibit fee, and we expect much repeat business."
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"Al, thanks for the leads from the last trade show. The first five I contacted remembered my book and also taking the flyer you handed out. Four out of five already ordered for their libraries. You did a great job representing my book. I am very pleased with your service."
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When You Speak to Community Groups You Sell Books

by Harriet Hodgson

Even if your publisher has a slick catalog and an appealing website, you need to market your book. My recent work focuses on loss, grief, and recovery, a hard sell in the book business. So I signed a contract with a professional book marketing firm. I learned a lot from the company, but its publicity efforts did not lead to a surge in sales.

How do you sell books? Local publicity is one of the best ways. During my 30+ years in the book business I have come to realize that giving talks to local community groups -- churches, service organizations, and support groups -- sells books. At the end of every talk I tell people that I enjoy speaking, speak for free, and ask them to refer me to another organization.

Several weeks ago I gave a presentation to a Kiwanis group. The group met at 9 a.m. and I was surprised at the huge turnout. After a brief business meeting I spoke for 25 minutes, which left time for questions and answers. Some Kiwanis members were surprised at the number of books I have written. Several thanked me for coming. "Harriet's presentation should make us grateful for this day," one man commented.

I recently talked with a new author about book publishing and marketing. She paid for the printing, paid for the design, paid for a poster, paid for conference advertising, paid for travel to the conference, paid for lodging and food. Like many authors, she knows she may not get this money back. "I sell books when I speak to small groups," she explained. "But I need to sell more." We agreed that we do not write books to make money, we do it to help others.

Book talks can spark sales. But this statement has several qualifiers. I think an author needs to have several talks on hand. You should be able to modify these talks to fit a specific group. Though you should cite information in your book, I think you should also expand this information. You may add another story, for example, or cite new research.

I still speak for free. If I have to travel, however, I ask the group to pay my travel expenses and lodging, but not for my food. I will pay for that. And I will continue to give book talks, to tell my story of grief, recovery, and hope.

Harriet Hodgson has been an independent journalist for decades. She is a member of the American Society of Journalists and Authors, Association of Health Care Journalists, and Association for Death Education and Counseling. Her 24th book, "Smiling Through Your Tears: Anticipating Grief," written with Lois Krahn, MD is available from Amazon.

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Final Deadline: Sept. 20th, 2010
See Next Page For Publishers Preview

Dark Matter PTSD

Bruce Gilkin, Crystal Castle Publishers, 526 Harper Avenue,
Drexel Hill, PA 19026 Phone: (484) 461-6482
E-Mail: bruce@brucegilkin.com Web: <http://www.brucegilkin.com>

Bruce Gilkin's "Dark Matter" takes you on a heart-pounding thrill ride through the horrors of war on the battlefield only to come home and battle Post Traumatic Stress Disorder (PTSD). "You are not alone," author Bruce Gilkin says to other PTSD sufferers. Within this action-adventure story, you'll discover how drugs and self-medication can actually makes things worse, when to get help, and why support of family and friends is so important. Bruce Gilkin is a Vietnam veteran with Service-Connected Post Traumatic Stress Disorder. He is the author of "Angel of Death," which won the Digital Quill Award in 1992, and "To Hell and Not Quite Back," which sold over 400,000 copies.

Retail Hardcover: \$24.95, Sample: \$24.95 ppd.
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Symphonie Fantastique

Mark Seinfelt, 1101 Spruce Street, Philipsburg, PA 16866
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A new collection of fiction by Mark Seinfelt that contains four short novels, two short stories and an essay written around the theme of the paranormal and haunted protagonist. First, readers confront an elderly writer who begins to doubt the validity of his life's work as the world begins to come apart at the seams. Second, readers witness the influence of a domineering, overprotective long dead father and civil war buff upon his agoraphobic son who watches TV during the first Gulf War and feels that the enemy has secretly targeted not only him but everyone else who is watching. Third, readers meet a young man, who after being transfixed and smitten by the sight of his beloved, suffers from physical and psychological scars when she leaves him. Finally, readers encounter a nursing home aide and would-be bank robber and his great grandfather, a patient in the home, who is haunted by nightly revenants, spectral visitors and a host of eerie illusions.

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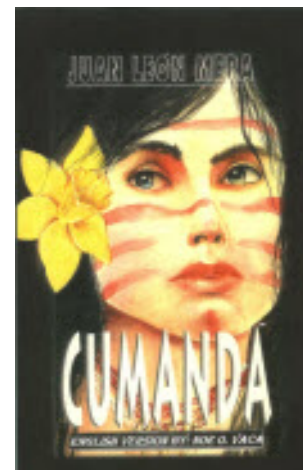
Cumanda

The Novel of the Ecuadorian Jungle

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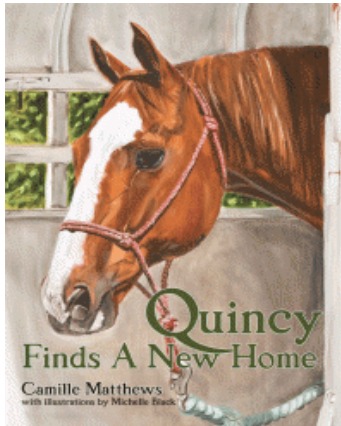
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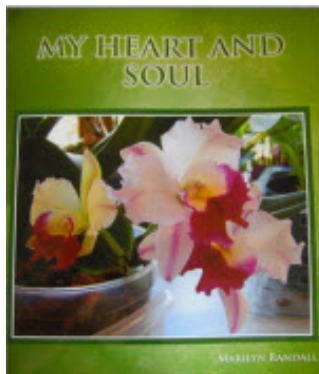
This is a picture book for girls and boys ages 4 to 8. The author, Camille Matthews, introduces a little red horse named Quincy and recounts his first adventure. Camille combines an understanding of feelings, relationships and life's challenges gained from years of working with human clients as a psychotherapist and her lifelong love of horses to create a story that is exciting and comforting. One day a new owner comes to the farm where Quincy lives and takes him to a new home. At first Quincy feels sad and confused. Quincy meets a new friend named Beau but there is a BIG problem. There are horse shows every Sunday and Quincy does not know how to jump jumps and win ribbons. At first Quincy does not know what to do but in the end, Beau and Quincy find an answer.

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Quincy's new book, **Quincy Moves to the Desert** will soon be released. Check our website for details.

My Heart and Soul

Marilyn Randall, 3725 Steelhead Drive, Greenbank, WA 98253
Phone: (360) 678-4213 E-Mail: sugarlynn1@aol.com



This book is a compilation of poetry and prose, prayers and letters, which reflect some of the important events of author Marilyn Randall's life. Her writings also reflect her emotions and opinions about cultural issues of today and she shares herself openly and honestly about all subjects she writes about, including her alcoholism recovery, her abuse issues, her fears, joys, difficult losses, and also about the deep feelings she has about the wrongs we as a society share for bigotry and prejudicial issues.

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Henry Boulanger of Mushannon Town

Mark Seinfelt, 1101 Spruce Street, Philipsburg, PA 16866
Phone: 814-342-2325 E-Mail: msein85@hotmail.com
Web: <http://www.markseinfelt.com>



Against the dramatic events of Yorktown, the final struggle in America's bid for independence, comes the story of the Azilum company. After the French Revolution, investors purchased large tracts of land in Pennsylvania and promoted settlements in the hopes of providing a refuge for French émigrés. Versailles, Yorktown, Azilum all play a part in Mark Seinfelt's novel Henry Boulanger of Mushannon Town, which tells the story of a Revolutionary War soldier, who prior to coming to America was a traveling shoemaker in Germany and France. Based loosely on real events, the book is written in the style of Barry Lyndon. The first person narrative is full of wit, and is a fine piece of historical fiction for those who enjoy intimate Revolutionary War tales. A Pinnacle Book Achievement Award Winner.

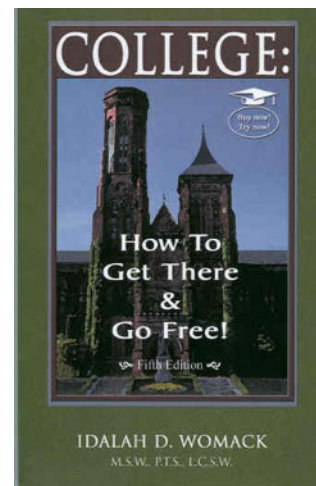
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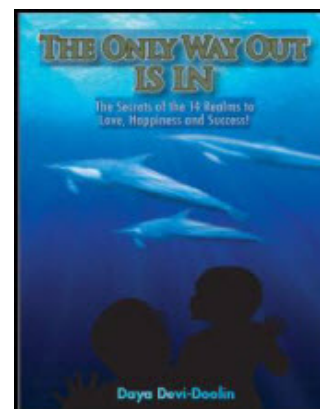


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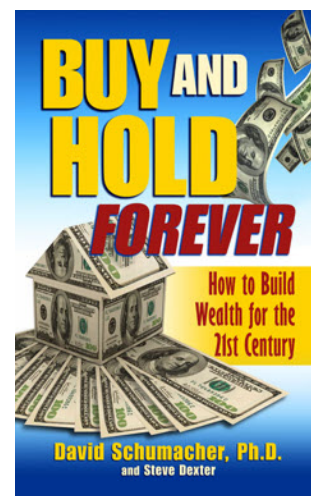


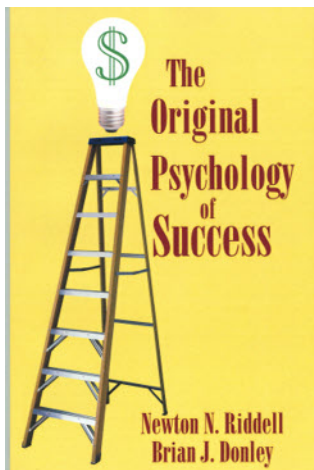
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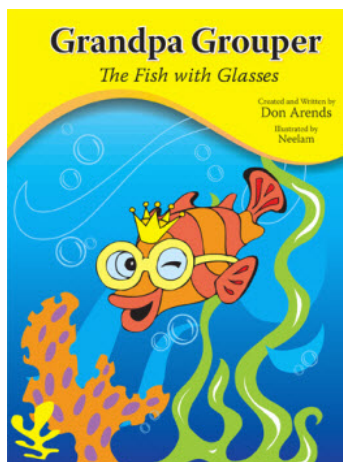
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1003 Roosevelt Street, River Falls, WI 54022

E-Mail: brian@brianjdonley.com Web: <http://www.brianjdonley.com>

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Grandpa Grouper

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E-Mail: o.tinti@verizon.net Web: <http://www.tintinatie.com>

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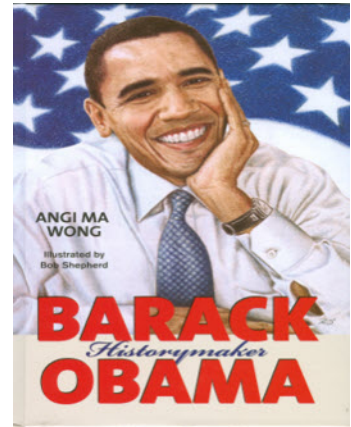
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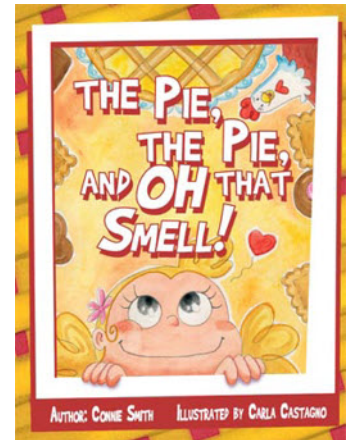


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Cindy's mom loves to bake--pies, cakes and other delicious desserts. But one day, Mom gets tired of doing all the baking and cleaning up herself, and she stops cooking altogether. Her family misses the wonderful smell of her baking. But how can they show her how grateful they are? And will Mom bake her special apple pie for Cindy's birthday? This book teaches children the importance of showing their appreciation for the wonderful things their parents do every day, and the fun of pitching in and helping out.



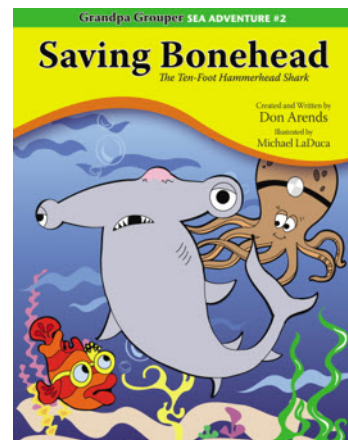
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Saving Bonehead

The Ten Foot Hammerhead Shark

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A wild hammerhead shark, nicknamed Bonehead because he was always getting into trouble, had a great adventure one hurricane night. Curiosity led him to getting hit on the head by a giant oil tanker. He sank unconscious into the coral kingdom. Grandpa Grouper and his friends teamed to save Bonehead with an emergency call for Doctor Clark Octopus. Another beautifully illustrated children's story from award winning author, Don Arends.



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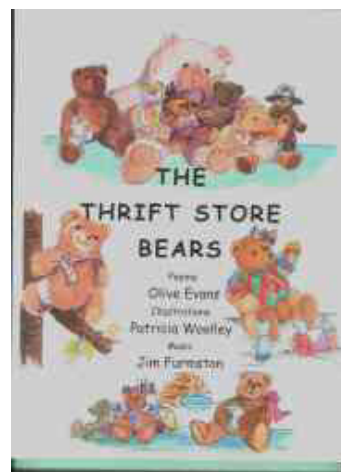
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Phone: 310-545-4959, E-mail: teddytravelerbear@earthlink.net

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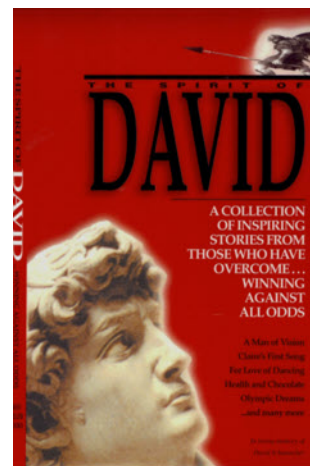
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Q: How is NABE different from other associations?

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The Low Down on Article Marketing

By Michael Brito

Article marketing is an effective way to broaden the online presence of any small business. By distributing articles to multiple article directories on the Internet, your business can reap the benefits ranging from an increase in web traffic, lead generation, new customers and a solid reputation on the Internet. It's a simple concept that has the potential to take your business to the next level and higher.

The foundation of article marketing has evolved from a well-known strategy called Search Engine Optimization, or SEO; a practice where web pages are optimized with keywords and published online in an effort to increase search engine rankings. There are three steps to article marketing; research, writing the article and distribution.

Research

The first step is keyword research. It is vital to inundate your article with keywords that you want to rank well for in the search engines. For example, assume I sell used DVDs online. I would research what keywords people are searching for relative to the term DVD (i.e. rent DVD, DVD rentals, DVD, or buy DVD). I would then make a list of approximately 10 or so of these keywords that I would want to sprinkle throughout my article. This step is relatively simple and only takes about 30 or so minutes; unless of course you are still on dial up.

Writing the article

You cannot just put together a glob of information and call it an article. If you have this skill, you can write the article yourself or hire someone to do it for you. The goal here is to write an objective article related to DVDs; and naturally placing the keywords within the content of the article. The article should not be a sales pitch or an advertisement. In fact, most article directories will not even accept articles written with a "sales type" approach.

The article should be written with the intention to educate consumers about some aspect of DVDs. It's always helpful to have a catchy title for your article.

In addition to keyword rich article, a second critical component of this strategy must include the distribution of a website's URL, commonly referred to as back link. Most, if not all, article directories allow for an author resource box where links can be easily placed. Publishing a website's address at the end of articles will allow interested readers to conveniently visit the site by clicking on that link.

Distribution

This is the component of article marketing that takes some time. There are approximately 200 or so directories online that allow marketers to post articles. It is good practice to manually submit these articles to each directory; as most directories have banned article distribution via automated software. Besides, by using automated software, there is less control of the article and the article resource box.

Article Marketing Does More Than You Think

Article marketing does more than simply reinforce your internet visibility. Unlike direct advertising, it actually presents an opportunity to educate your target consumer group in an effort to build long term, profitable relationships with them. Paid advertisements usually lose potency and relevance over time. But a well written article will continue to be republished on various newsletters, websites, forums and blogs; and trigger a viral marketing effect that will last for months at a time.

Benefits of Article Marketing

- Anchor text. Most of the article directories allow for the author to select the anchor text of the link in the author's resource box. This is the primary value of the links from the article directories. For example, if you are trying to rank for the key term "internet marketing", the anchor text would display "internet marketing" but it would link to your website.

- Relevant One Way links. Say goodbye to reciprocal linking. It's ineffective and doesn't work anymore. Article marketing provides one way links from web pages that are categorized within the directory according to topics such as technology, weddings, communication or small business. Additionally, most of the directories use the article title as the webpage title; and rest assured that the title of the webpage with your link has your target keyword.

- Website Traffic. Those who ready the article and our interested in it will click through to your website and bring relevant traffic.

- Viral Marketing. Most article directories allow other webmasters to reprint (or republish) any articles within their directory. Usually, republished articles can be found in additional directories, niche websites, forums and blogs.

- Mindshare. A click-through from a traditional link is just another visitor. But someone who has read an article and clicked through from the author's resource box link is generally a highly qualified visitor who has been partly sold on the value of your offering. Meanwhile, even readers who do not click-through have been exposed to your message. You can help shape the market, building awareness of your product or service.

Finally, the Conclusion

With the recent buzz about article marketing, there should be no questions as to why it is regarded as one of the most potent marketing strategies today. However, the fact of the matter is that article marketing is only one component of a successful marketing plan. You cannot expect to invest a few dollars here and there and wake up in the morning with profitable business.

Michael Brito is an internet marketing consultant specializing in SEO and web strategy. For more information on his services, please visit on the web at <http://www.michaelbrito.com>



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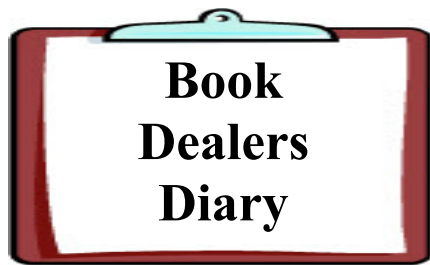
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You Know Your Way Home by Suzanne Jauchius chronicles the journey of a brilliantly gifted little girl confounded by a stifling family life. The author reveals the personal details of her life and her courage and conviction leads to true healing, as well as recovery and self-fulfillment. Visit <http://www.YouKnowYourWayHome.com>

Gabriella and Her Bouquet of Friends by Jerry and Patsy DiLeo is a delightful children's story about a girl and her flower friends, and their daily interactions. Colorful illustrations accompany easy to read text that young kids will enjoy. For more info, send an e-mail to patsydileo@optonline.net or visit on the web at <http://www.lulu.com>

You Can't Fall Off the Floor by Steve Blacker and Charles Salzberg is the insiders' guide to re-inventing yourself and your career. It contains 189 proven secret tips to business success including the need to re-invent yourself, consulting as a major re-inventing opportunity, how to survive and prosper in the recession and the new digital age, how to take a job interview, and much more. Visit at <http://www.blacker-reinventions.com>

Heal Your Heart: Coping with the Loss of a Pet by Karen Adele Litzinger is a beautiful CD packed with affirmations and inspiration. Because of the unconditional love that an animal gives the death of an animal companion can be especially profound. This CD takes you on a healing journey with a guided meditation and soothing harp music. Includes a 20 page guidebook. Visit <http://www.HealFromPetLoss.com>

Wyndano's Cloak by A.R. Silverberry tells the story of how a woman's peaceful life is suddenly transformed when a terrifying event awakens old fears of being homeless and alone. She is afraid a figure from her past has returned and is targeting her and her new life and family. It is a tale of madness, friendship and courage that unveils the transformative power of love and forgiveness, and the terrible consequences of denying who you really are. Visit <http://www.treetunnelpress.com>

Secrets of Happy Couples by Kim Olver surveys 100 couples who have been together for over 10 years and summarizes their responses on what makes their relationships work. It is based on one basic truth—that all great relationships begin and end with yourself. She discusses the Relationship Cycle including the Getting Together Stage, the Compatibility Stage and the Maintenance Stage. For more info <http://www.OutsideOutPress.com>

Contemplations in the Sometimes Quiet of a Hospital Room by Charles A. Wilkinson, Ph.D. is a poetic look at the hospital scene—the noises, the comings and goings, the doctors, nurses and patients and anxieties. For more info visit <http://www.Waysiderestarea.com>

The New Rules For Mortgages by Dale Robyn Siegel explains the current housing crisis in easy to understand details and explains what home buyers need to know to secure mortgages in these troubled times. Get your new loan <http://www.circlemortgagegroup.com>

Before My Eyes by Diane Currie is a daughter's personal journey with her mother into Alzheimer's Disease. The author shares her candid and personal reflections as she copes with the reality of the present but always honors the memory of the past. The book offers support and validation to all those who walk its arduous path. For more info, visit <http://www.iuniverse.com>

Peponi by John W. Buckley is an East African Odyssey that takes place during World War I. It is about a British military hero and his German counterpart who are pitted against each other in a battle that will determine control of East Africa. It is a captivating and enthralling war story you will not want to put down. For more info, send an email to author Buckley at jwb14@me.com

Marco Polo Blackberry by Ginger Heller is the story of a 12 year old boy who earns enormous profits trading stocks and commodities on the internet, and joined by pen pals from six different continents, he learns of the desperate plight of less fortunate children. Marco uses his wits and newly acquired wealth to help them as well as to deal with bullies, authority figures, and of course, girls. For more info on this delightful book, go to <http://www.MarcoPoloBlackberry.com>

Chippy Chipmunk: Parties in the Garden by Kathy M Miller is a beautiful book packed with colorful nature photos of chipmunks playing and enjoying their outdoor life. The story enlightens as well as entertains and few can resist these lively, independent, woodland creatures. For more information, visit on the web at <http://www.chippychipmunk.com>

Vale of Shadows by Rob Dakin is a spellbinding novel with a supernatural twist. From the Ottoman Empire to a 1950's murder, to the metropolis of present day Istanbul, readers are taken on a thrill ride as four adventurers face tragedy, terror, isolation, and possibly, survival. Visit <http://www.robdakin.com>

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Conquer The Mountain To Stay on Top by Kimberly A. Edwards

To creative people, there's nothing more stimulating than developing a product – a draft article, a book proposal, a website concept, a marketing plan. As the masterpiece grows, our enthusiasm soars. Yet scaling the incline requires occasional pause. In her book *Words Fail Me*, Patricia T. O'Connor refers to "grunt work" – staying abreast of notes assembled in the course of a project. Such ongoing tasks ensure a steady, clutter-free ascent. In other words, being organized frees us to advance. Following are tips for clearing the path to action:

1. Use tools and space wisely. Designate a special space for different activities, especially writing. This is a corner used expressly for creative time that says, "I am at work." Use desktop organizers and supply trays. Keep similar items together. Consider proximity: A bookcase over your work area keeps reference books handy. Create an extended desk or a "winged" work area by pulling tables together to maintain various stations (computer, non-computer) and minimize "task-mixing". Keep a note pad with you at all times to jot down ideas for future development and to minimize distraction from the present task. Use different color files for distinct topics or audiences, as easy-to-find resources enhance productivity.

2. Develop routines that work for you. Analyze how you spend your time. What can you trim? Whittle writing and marketing activities into finite time slots – have your 15-minute task list, 30-minute task list, and so on. Set production goals. Start small, then increase gradually.

Write goals out. Break them into workable parts. Set daily, weekly and yearly goals. Know where you want to go and chart your progress. Set aside time to answer emails. outside of this time, avoid becoming distracted by incoming messages. Take time to tidy. Throw away unnecessary papers. If items stay out, they won't get organized. Prepare a to-do list for the next day and clear your work surface. Stay fresh. Northern California newsletter editor Julie Bauer devotes short blocks of time to writing. "Budget your time, based on your energy. If I try to write for more than two hours, I lose my objectivity. If I go away from the work for an hour and come back, I think clearer and work better."

3. Facilitate connections. Organize business cards from people you meet. On each card, jot down a few things about that person. All cards should note what individuals can offer you and where you met them.

Keep telephone numbers and email addresses in a central location. Follow contacts. "Keep complete records reflecting who you contact and when, their response, when you make follow-up calls, how many books they ordered, your price quote, whether or not they paid up front and so forth," says Patricia Fry, President of Small Publishers, Artists and Writers Network and the author of 29 books.

4. Track dates. After her book *The System Made Me Do It!* came out, Dr. Susan Osborn laid out a 12-month master calendar which tracked the following:

Book Reviews: people to whom she sent her book and the dates the request went out. She maintained columns for when, where and by whom the book was reviewed.

Workshops, Seminars, Public Speaking: groups/organizations in the area, contact information, workshop or seminar pitched and the dates of events.

Brochures: where each brochure was in the production process. It included columns for mailing (to whom, date, and results).

Press Releases: media contacts, dates approached and the results. Trade shows, Book Fairs and Book Signings - date, location, contact person, and travel arrangements.

5. Utilize experts. Do what you're good at and hire a consultant for the other tasks. Get a specialist to get you back on the road. "I was finding myself overwhelmed," says Linda Lee of *Askmepercwebdesign.com* whose book *Smart Women, Stupid Computers* will hit the stands later this year. Lee hired book coach Martha Alderson "The first thing she had me do was write out my chapters and titles. I organized my book into four sections, then broke it into chapters. This helped tremendously. I was able to look at my work, see how far I am, skip around to a different section if I am stuck, and still move ahead."

Organization is paramount to successfully developing and implementing a project. Without clearing the twigs, you'll get lost in the bush. With it, you'll climb the trail where clean air prevails and productivity reigns.

Kimberly A. Edwards serves on the board of Directors of the California Writers Club Sacramento Branch. She writes on meetings, communication, group process, cross-cultural and travel issues.

Top 7 Ways to Market Your Book From the Comfort of Home

by Jinger Jarrett

I really wish I had time to go to book signings. I love meeting people, and it always feels so good when people tell you, to your face, you've done a good job and helped them.

However, many who are writers are either introverts, or they're like I am: they don't have the time to get out and market their books in the "real world" because of various reasons like family commitments.

Thankfully, with the internet, it's easier than ever to market your writing, and you can do it all from the comfort of home.

Although these tips will work with just about any kind of writing, these tips are meant to help you market your books. Regardless of what you do to promote your book, you want to use your promotions to connect with others and build your following.

By building a following, every time you release a new book, you already have an instant market. This is the real secret to making a lot of money from your books.

1. Get the most out of Amazon.

I have to say I love this site because it gives you so many ways to connect with your readers. List Mania, blogging, forums, profiles, and reviews. Consider Amazon as a place to get started with your book marketing. Browse the site. Study Amazon Connect, the service for connecting with your readers. Take advantage of everything this site has to offer and get busy marketing.

2. Write articles.

OK, so I'm very partial to this marketing technique. Quite simply, it works. Article writing and marketing is such an easy way to market because it allows you to qualify your prospects. When they read your article, they will know if you are offering what they're looking for (provided you craft a resource box that relates to what you offer.)

3. Send out a news release.

Your book is definitely news. The way you present this news will determine whether or not others read your press release.

Visit top press release sites and study them carefully. Look for releases of new books. Use what you learn to craft your press release and then write your own. Distribute it to as many sites as you can.

4. Write a blog.

A blog is another public relations tool for you and a great way to connect with your readers. Use a blog to help you build a relationship with readers to build your following. Provide tips, articles, reviews, and other information related to your topic. This will also help you qualify your prospects as long as the information you are offering showcases how your book solves the problem.

5. Offer a free teleseminar.

Free teleseminars are easier than ever to now, especially with tons of sites offering free teleconference options. Sign up for a free account with one of these sites then promote your free teleseminar. During your teleseminar, make sure you tell everyone about

your book and show how the book will solve their problems.

Give away a copy of the recording of your class to promote your book.

6. Use social marketing tools to promote.

Social marketing tools include sites like Twitter, bookmarking sites, video sites, and others. Send out a tweet to let others know about your book, bookmark your book page, or create a video book tour.

By offering details about your book in different formats, you will have a broader appeal with those interested in your book.

7. Use social marketing to connect.

Social marketing sites like Facebook, MySpace, Bebo, and others allow you to connect with others and build relationships. Create a profile on this sites and get involved. Just make sure you stick to your topic.

Want to learn more about how to promote your books online? Then sign up for my free internet marketing teleseminar. Get free excerpts of my books from my Products page: <http://www.jingerjarrett.com> Jinger Jarrett is the author of "Internet Marketing for Free: The GUIDE," and other books, available on Amazon.

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How to Create an Online Media Kit

By Dana Lynn Smith

In your author and book publicity activities, it's critical to make it easy for journalists, talk show producers and other influencers to quickly find everything they need to know about you and your book. One of the best ways to do that is to create a page for the media on your website and blog.

Online author and book publicity pages are called by several names, including media room, media kit, press room or press kit, or they are simply labeled as Media or Press on the site's navigation menu. On some sites, the media page is accessed through a link from the About page of the site. Whatever you call your book publicity page, just make sure it's clearly marked and easy to find from any page on your site.

Remember, your media page isn't just for the media - it's a great place to showcase your credentials and biographic information for a variety of author and book publicity purposes. For example, you can link to your media page when introducing yourself to bloggers, potential clients and potential partners.

Sandra Beckwith, a former award-winning publicist who now teaches authors how to generate media attention, advises imagining what questions journalists would ask about you and your book and making sure they can find the answers to those questions in your media room. "You want to make sure you're providing the information they want in a format they're familiar with," she says. "That means you want to present that information in a factual way without hyperbole or exaggeration."

Here are some of the most important elements to include on your book publicity page:

- **About the Author.** You might create two bios, a short one of about three sentences (imagine a radio announcer introducing you) and another bio about half a page long.

- **About the Book.** Summary of your book, written in a news style without marketing hype.

- **Praise, Endorsements, Reviews.** Feature any celebrity quotes prominently.

- **Awards.** Book awards and awards received by the author.

- **Author Photos.** High resolution version for print and low resolution for online use. Include a caption beneath your photo listing your credentials or author tagline.

- **Book Covers.** High resolution for print and low resolution for online use.

- **Contact Information.** Make this easy to find, include email address, phone number, and address if applicable. See these tips for protecting your email address online.

Other elements commonly found on author and book publicity pages include:

- **Complete Press Kit.** One page or document containing all of your media information in one place.

- **In the Media.** Provide links to previous media coverage that you've received. If you have appeared in any major print or broadcast media, include their logos prominently on your media page.

- **Audio and/or Video Clips.** Short audio or video clips of you (preferably being interviewed) allow potential interviewers to hear or see you in action.

- **Sample Q & A.** Radio stations, in particular, will appreciate using questions you provide for an interview

- **Interview Topics.** A list of topics you can speak about.

- **Sample Q & A.** Radio stations, in particular, will appreciate using questions you provide for an interview

- **Media References.** Nice quotes from media who have interviewed you or worked with you.

- **Clients Include.** If you're a consultant, you might want to post a list of important clients (with their permission) and a few testimonial quotes from clients.

Many online book publicity pages contain downloadable documents in PDF format, but Sandra Beckwith advises just putting the text of your media materials on a web page and letting people copy and paste from there. Even when it's convenient to copy or download your book publicity materials from your website, some people will still want you to email information to them or even send a printed media kit.

Your online author publicity page is a great promotional tool. If you don't already have a media page on your site, get started now - you can always add to it over time. If you do have a media page, now is a good time to review and enhance it.

Dana Lynn Smith is a book promotion coach and author of several book promotion guides, including *The Savvy Book Marketer's Guide to Successful Social Marketing*. For more tips, follow @BookMarketer on Twitter, visit Dana's book promotion blog and get a free copy of the *Top Book Marketing Tips* ebook when you sign up for her complimentary book promotion newsletter.

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Book PR - Five Quick Tips to Implement *By Q.B. Wells*

Book PR requires building a network of outlets that reach the book buying public. Without public relations, no one will know about your book. Do yourself a favor, avoid the only your family buying your book and spark the relationships in your niche to gain your book momentum. Below are five simple tips to implement and enhance your public relations efforts.

Market Research

Research your market. Know who the reader and their primary habits (age, income, favorite books, magazines, method of purchase). Locate the best selling books in your genre and study how they reach readers. Go to their websites and examine ways the site communicates with the visitor. Check the leading genre book published by one of the major publishers, download a free e-galley. Implement what they do best and drop the rest. Have questions, ask the customer.

List Building

Build a list of contacts to send information about your book signings, workshops, upcoming events etc. Collect the names, addresses and emails of everyone you come in to contact with. Place a form on your website and send information about book signings and any other place you network or travel.

Joint Promote

Joint promote with other authors and organizations interested in your audience to leverage cost and increase exposure.

Share the list, interview other authors and refer other authors in the same city - network! Have fun and obey the laws of reciprocity.

Manage Time on Social Media

The most effective authors multitask and manage their time. Dedicate an allotted time to social media and spend the other time creating valuable content. Quality, consistent content will retain visitors and attract new ones. Implement schedules and use widgets, RSS feeds and other methods to automate tasks.

Own Your Space

Personally meet 3-5 local bookstore owners. Introduce your book and make them a fan of you. Your book comes next. Build the relationships and provide the bookstore owners with whatever products they need to successfully sell your books. Ask them what you can do to sell the book more effectively in their store. Besides yourself, booksellers are the passionate people to have on your side.

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Learn How To Market Online Like The Pros!

Marketing Secrets of a Bookstore By Penny C. Sansevieri

Most of us meander into a bookstore, maybe grabbing a latte from the nearby coffee vendor and sauntering up and down the aisles looking for our desired title. Bookstores are great and I've always said if I were ever to get locked in a store overnight, let it be a bookstore (preferably one with a handy Starbucks inside). But bookstores are so much more than that.

For the savvy author, a bookstore is a great way to not only get to know your market, but to research your competition and get a better understanding of the sales space. This is one of the best and least expensive ways to do your market research. Making your bookstore your research laboratory is a fantastic way to position yourself for success, regardless of how you are published.

Know Your Market

First off, if you've written a book for which there is no market (read: there are no books that cater to this audience), you may have a problem. Unless you are already a brand, meaning that you're a published author with a significant following, it's unlikely that you will be able to create much momentum for a yet unserved market that a publisher will consider you. If it hasn't been written there is likely a reason why. Now there are always exceptions of course, my other book: *Red Hot Internet Publicity* is not a title that I would have published in 1976, mostly because there was no Internet back then.

So yes, new markets are developing all the time but it's key to wait till those markets emerge, otherwise you're selling to an audience that doesn't exist. This also goes to creating a new genre for your book. You should fit into an existing genre and find the best one for your market. This is also important since sometimes books can straddle different markets.

A change in title can take your book for women wanting to succeed in business and move it from the business category into self-help and/or spirituality. Be clear on where your book belongs. Remember, a confused mind won't make a choice so if you confuse your reader, you're likely to lose a sale.

Who Else is Sharing Your Shelf Space?

Understanding what your market is and who else is sharing your shelf space is key. What are their books like and have you read them? This is all part of your market research: know your competition and know who shares your space. This is not just important to know other competing titles, but for marketing and media positioning this is critical. Also, you should take note of all other recent titles in your category and go visit their websites. If you're really eager to watch your competition, you could also get Google Alerts on their name or book title to see how much traction they are getting. I will usually do this for any major author in my market as well as all their book titles. Not only can you keep an eye on their hit rate, but these sites and media targets could be good for you as well.

Every Book Tells a Story

Each book in your genre will tell you a little something about the author and publisher. Now I'm not talking about the contents of the book itself, I'm talking about things like the cover, book jacket, book size (both dimensions and page count), as well as endorsements, back cover copy, etc. Getting bookstore shelf space isn't easy. Generally bookstores won't keep books on their shelves that aren't selling, so getting to know books that are doing well in stores can really benefit your title as well. Learning from books that are out there is a great way to position yourself for success.

Books that make it into and onto a shelf in a bookstore need to "look" the part.

Yes, your book may be the best out there but if it doesn't meet the needs of the genre, it simply won't get put on a shelf. In order to play in the publishing sandbox you must play by the rules. While it's nice to be a maverick and to hear stories about authors who "bent the rules" and claimed success, if you read the backstory to any success, you'll find that following the rules and playing to the market is vital to success. There are 1,500 books published each day. Yes, you want to stand out, but you also want to look the part.

Bookstore checklist

Here's a checklist to get you started in your bookstore research. You'll want to expand on this as you find more titles or more ideas to research. I suggest for example adding in URL's from the book jacket so you can re-search the author's website, etc.

- * What genre does your book fall into?
- * Is there a sub-genre and if so, what is it? (for example, my books fall into reference/writing, writing being the sub-genre)
- * List the top five titles and authors in that market:
- * Key points each book has in common? (for example, all cookbooks you noted had nutritional analysis on each page)

Penny C. Sansevieri, CEO and founder of Author Marketing Experts, Inc., is a best-selling author and internationally recognized book marketing and media relations expert. Her company is one of the leaders in the publishing industry and has developed some of the most cutting-edge book marketing campaigns. She is the author of five books, including *Red Hot Internet Publicity*. Penny is also an instructor at NYU. To learn more about Penny's books or her promotional services, you can visit at: <http://www.amarketingexpert.com>



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