

PublishAmerica, LLLP

www.PublishAmerica.com

support@publishamerica.com

Member of the Association of American Publishers

P.O. Box 151

Frederick, MD 21701

Phone: 301-695-1707

Fax: 301-695-9073

September 6, 2007

Dear Davidson:

Enclosed herewith, please find the \$1.00 advance due to you under our publishing contract. This symbolic payment emphasizes that we consider your book to be a serious and professional work, which is what made us decide to publish it.

Also attached you will find promotional material put together by the marketing department of PublishAmerica. This should get you on your way to selling many copies of your book!

As part of the Author Support Team, allow me to welcome you aboard and to thank you for your confidence in us. Your next step to becoming a published author will be receiving your page proofs for your review period. Do not be alarmed that your manuscript looks different. The Text Production Department staff has been hard at work formatting your manuscript for print.

Let us all work hard to turn your book into a widely read success story!

Sincerely,

Gail

Gail
Author Support Team
support@publishamerica.com
PublishAmerica, LLLP

PUBLISHAMERICA, LLLP

Book Publishers

www.publishamerica.com

A LIMITED LIABILITY COMPANY, REGISTERED IN FREDERICK, MARYLAND

MEMBER OF PUBLISHERS MARKETING ASSOCIATION AND THE ASSOCIATION OF AMERICAN PUBLISHERS.

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Dear . Davidson:

You've Been Published! What Comes Next???

You wrote the book. Then you got it published. Having done these things, you've cleared the first two hurdles. But then what? Once the book is out, how do people find out about it? How do you get people to buy it? Promoting your book is the third major hurdle, and this document will provide some tips about how you can get your book into your readers' hands.

1. Book signings and readings.

One fantastic way to promote your book is to make appearances! These generally take the form of book signings or readings. Such events provide an opportunity to sell your book, as well as increase your name recognition and get in touch with your readers.

The most obvious location to do a book signing is in bookstores. You should make a point of meeting the store manager with a copy of your book in hand. Introduce yourself and explain that you are a local author with a book and that you would love to arrange a book signing in his store. Make a point of selling yourself to the bookstore.

Once the bookstore has agreed to host the event, you'll want to make sure that it is properly advertised. Make certain the bookstore orders enough copies for the event. Ask them to display the books near the registers for the week preceding the event—highlighting the book in such a way will increase attendance.

But you cannot rely entirely on the bookstore to make your event a success.

Generate as much publicity for yourself as possible. Write press releases and send them to local radio and television stations, newspapers and newsletters. Be certain to follow up the press release with a phone call; talk it up, sell yourself, and make certain someone is

looking at it. Create flyers or posters for the event and ask the bookstore to display them in the store. Also, if the store posts a schedule of events, make sure that you are on it.

Local radio stations, news publications, and perhaps even television stations will often be willing to interview local authors. Try to coincide interviews with your appearances. Someone who hears you on the radio or reads your interview in the paper may want to show up for your event!

At the event, make yourself visible—**have a prop**. If nothing else, have a poster or stand-up of your book's cover. When choosing props, try to find something appropriate to the book as well (i.e. if you're promoting a cookbook, bake a cake using one of your recipes and have it for people to eat!).

When all is said and done, make friends with the people in the bookstore. Building rapport with them can bring you all sorts of benefits, whether it be a second appearance for this or your next book, keeping your posters up for a while, or just having your books on the shelf.

Things the bookseller will need to know about your book:

The bookseller will need to know some information about your book. Make sure you tell them the page count, dimensions, and format (usually Trade Paper) of your book, its retail price and that there is a standard retail discount for booksellers. Tell them that the book is available directly from PublishAmerica (<http://www.PublishAmerica.com>, call 1-301-695-1707, or fax 1-301-631-9073), and through wholesalers Ingram, Baker & Taylor, and Brodart Co. (1-800-233-8467). Of course, they'll need to know your name (the author), the name of your book, the ISBN number, and how to contact you and PublishAmerica.

In addition to bookstores, you may want to contact coffee shops, local arts councils, universities, community colleges, and similar places to hold events. Such locations are ideal for readings, and it would be wise to take copies of your books along to sell. You may also be able to get your books into college bookstores by doing readings.

Take advantage of events that are already happening! Local arts councils will often hold literary festivals or special events of one sort or another. If so, arrange to be there with copies of your books for sale and to sign.

For all events, make adequate preparations, not only for your display, but for yourself! If you are doing a book reading, practice, practice, practice. The better you come off, the more successful your event will be. And every successful event breeds more success for the next event. Read in front of the mirror or to your spouse every night for the two weeks preceding the appearance. And at the event, make a point of smiling!

For any event, please be sure to have your book orders in at least three weeks in advance to be certain you will have them.

2. Interviews and Media Promotion

The cardinal rule of dealing with the media is persistence. Everyone is vying for the media's attention, and you have to give them a reason to give that attention to *you*, rather than to that guy over there. It's extremely important to sell yourself, and if that doesn't work, just be a pest. But be certain to have a method to your pestering. Here are some tips:

- a. **Media Kit:** Prepare a professional media kit. Include a news release for the book, an author bio, a description of the book, a list of questions that will produce a good interview, and a list of previous interviews that you've done (when and where, and copies of any print interviews/reviews/articles you have received). You may also want to include a copy of your book.
- b. **Write a Good Pitch Letter:** Write a good pitch letter and include it in your media kit as the first thing people see. The better you pitch the book, the more forcefully you grab attention, the better the results. Keep your letter under one page!
- c. **Take Names, Make Friends:** When contacting media, try to get a name. Call ahead of time, find out whom you need to address, talk to, or send your kit to. Making contact with the right person can be the determining factor in whether or not you get coverage. Once you have a name, contact the person directly and build a rapport. You'll find that when you are on friendly ground with the person, you'll have much more success getting covered and having your phone calls returned! If the person wants to talk your ear off on the phone, let him. If you meet him in person, for the interview or whatever reason, shake his hand, thank him for his time, and take an interest in him as a person, not just as a reporter.
- d. **Know Your Target:** Don't try to hit media where your book doesn't fit. There is little point in trying to get a sci-fi publication to review your Victorian romance novel, for instance. Devote your time where it will be best spent. Make relevant contacts.
- e. **Give Them a Reason:** Don't expect to get an interview by saying, "Hi, I wrote a book." Give them a reason to be interested in the book. Explain to them why your book has appeal and why it would be worthwhile for them to give it coverage. Whether the book rides on local appeal or social trends currently in the public eye, or is relevant to a recent event or issue, make sure to grab their attention and give them an angle!
- f. **Try the Not-So-Obvious Places, as Well as the Obvious:** Newspapers, radio, television, book publications . . . those are the obvious ones. But you may find markets in not-so-obvious places as well. You've written a book in which one of the major issues is water conservation—contact local environmental groups, those dedicated to the protection of rivers and bays in particular, and try to have them review the book, or at least make mention of it in their next newsletter. Your book takes place on the

beaches of Nags Head, NC—contact the local newsletters, bulletins, and papers to do reviews and announcements for your book. Just because a publication doesn't normally focus on books does not mean that it won't focus on a book if it is relevant to its area of interest. Take advantage of every market you can fit your book into. Every extra person you reach is a potential reader.

- g. **Did I Mention Persistence?:** If one person isn't interested in working with you, then try contacting a different person at the same media. Finding the right person is just the first step, and one of the most important steps in consolidating your exposure. The right person won't always be the first person you talk to, so be persistent!
- h. **Interview Questions:** I mentioned previously that you should include sample interview questions in your media kit. When developing your questions, make a point of developing your answers as well. Practice them, and be certain to come off well—especially for radio and television, where people will actually hear you speak your answer, rather than read the revised and edited answers that appear in print. Having good questions is crucial. Be certain that your questions are interesting, entertaining, and concise, and make sure you cover all the ground that you want to expose.

3. Use Your Friends

Nepotism can do wonders for your future. You have a friend who works the camera on Oprah? Talk to her about securing a spot for you on Oprah! Have her slip Oprah a copy of your book or get Oprah a press kit. However unlikely, she might invite you on the show. Just don't get your friends in trouble.

Likewise, if you've got a friend in local media, talk to him about helping you out. If you know someone with a heavily trafficked website, ask him to advertise your book or even set up a webpage for you. If your friend runs a store, ask him to shelve a few copies—even if he runs a hardware store, ask him to put three copies by the register. Maybe they'll sell, and if so, then restock!

4. The Internet Is Powerful

The internet reaches millions of people. With so many of them out there, someone is bound to find you if you're online.

- a. **Create a Webpage:** Create a webpage! If you don't know how, then learn, or find someone who does. Maybe you are computer illiterate, but it may surprise you what your 14-year-old is capable of if you hand him a keyboard. Create a page for your book, an online press kit of sorts, and hyperlink your page to the publisher (<http://www.PublishAmerica.com>) so that people can buy your book.

- b. **Maintain Your Page, Part 1:** Keep your page fresh by updating as often as you have news. If you are making an appearance to promote your book—a signing, reading, interview, whatever—post the date, time, and location on your webpage. If you get reviewed in the paper, announce the review and which paper it appeared in, and put the entire review online. The more often you update, the more often people will check back for updates.
- c. **Maintain Your Page, Part 2:** Your webpage is also a great way to keep your visitors up-to-date on your new or upcoming projects. People who enjoyed your first book will likely be interested in your second. Make a point of using your webpage to announce, discuss, and promote your new projects, as well as your old.
- d. **Create a Community:** It may be worthwhile to offer a discussion group, message board, or mailing list by which visitors to your site may discuss and stay informed of your books. This will provide a great opportunity to interact with your readers, as well as bring return traffic to your site.
- e. **Advertise Your Website:** Make sure people can find you. Register your site with search engines, get it listed in online writers directories, and get your friends, acquaintances, and online buddies to link to you from their own websites. The more visible you make your site, the more people will come to see it.
- f. **Make Your Book Available Online:** It's very important to provide your visitors a way of purchasing your book directly from your website. The best way to do this is to link your site to the publisher's bookstore (<http://www.PublishAmerica.com>).

5. Always Be Prepared

Always have a copy of your book on hand. Keep a box of them in the trunk of your car and mention it to anyone that you meet. Everyone is a potential reader, and if someone doesn't know about your book, then you are only hurting yourself. Exchange business cards, take names. Send them to our website or the bookstore with the title of your book on the tips of their tongues. You may even want to tattoo the word "Author" or the name of your book on your forehead for everyone to see! Well, that may be going a little far, but you get the idea. Make sure people know about you, and always be prepared to push your book off to anyone you meet.

6. Promotional Materials

Why do I need promotional materials?

Well, you don't *need* them. You should probably have them anyway. As the author—that is, *the major marketing force behind your book*—you'll want to have an arsenal of tricks at your disposal for promoting your book. Promotional materials such as postcards, flyers, posters, bookmarks, etc. are a standard part the well-armed author's bag of tricks.

You'll need a display for your public events, like book signings or speaking engagements. You'll want something to hand out to people, probably with ordering information printed on it. You might want signs to put in public places where readers gather—places like coffee shops, bookstore bulletin boards, and local writers groups' meeting places.

The bottom line is that **promotional materials make you more visible**, and the more visible you are, the more books you're likely to sell.

Where do I begin?

The first step is to **decide what to have made**. Common items include:

- postcards
- posters
- flyers/signs
- bookmarks

Other options may be mugs or candies with printed wrappers. There are a wealth of possibilities.

The last thing you'll need to do in preparation is **decide what will go on the materials**. You'll definitely want to include the following:

- Author name
- Book title
- Book ISBN
- PublishAmerica's contact information (for ordering)
- Retail price

Other good ideas, if space allows, are:

- Book summary
- Author bio
- Good reviews
- Author photo

Generally, the more information you can provide, the better off you'll be. However, be certain to balance information with attractive presentation. If the promotional item doesn't look good, no one will pay attention to it. One must be careful not to clutter the item with too much content.

When all of this is said and done, the last task is to find a printer. There should be plenty of local options, and if all else fails, turn to the internet. It shouldn't be difficult to dig up someone to make the stuff. Then start passing it out!

VII. So, What's PublishAmerica Doing?

By now, you're probably wondering what PublishAmerica is doing for you while you're doing all of this. Well, I'll tell you. The first thing we do is create and send out a direct mailing for your book. Each book receives its own individualized mailing, and is not packaged with any other advertising material. The mailing is sent to every person on the mailing list that you provided to us after signing your contract. These mailings allow for pre-order of your book at a special, discounted price.

Meanwhile, if your book is not already finished, it is undergoing the production process. Our editors are hard at work preparing your book for print, and your cover is being designed. Once this is finished, the book is printed.

We then announce your book to the industry, listing it with Bowker's Books-In-Print and with wholesalers like Baker & Taylor, Brodart Co., and Ingram, and we make it available through the PublishAmerica website and online bookstores such as Amazon.com, Borders.com, BN.com, Chapters.com, and through the 15,000 bricks and mortar stores. Your book will be available through all of these channels within six weeks from the time you receive your complimentary author copies.

In Conclusion . . .

Herein, I have addressed promotion issues in a very lite fashion. This is a subject that it would be easy to write an entire book about, and a five-page document will barely scratch that. So, if you're hungry for more, let me point you towards our very own *The Published Author's Guide to Promotion*. We've compiled promotional tricks and hints from dozens of our published authors into one handy resource, in order to help you reach your goals as an author. It is available for purchase from PublishAmerica's website at a discount from the cover price.

The Published Author's Guide to Promotion

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