

GENERAL GUIDELINES FOR BOOK PROMOTION

You can play a very important role in promoting your forthcoming book. No doubt you have countless colleagues and clients whom you can contact to help in this promotion and, thereby, increase sales. You may have access to association lists, know influential individuals in your field, or be affiliated with institutions or organizations interested in bulk purchases. Keep in mind that these contacts will be much more receptive to you than to a publisher.

One of the most important things you can do is to create your own personal marketing plan. It doesn't have to be formal and this shouldn't be overwhelming. It can just be a month-by-month list of things you will do to help the marketing team at Jossey-Bass market your book. It can include website updates, pursuing speaking engagements, talking to people about your book. We encourage you to invest your time in securing speaking engagements at conferences, getting exemplary endorsements, and getting good online reviews of your book, as we have found these essential to a successful book. Remember, promotion is not about being obnoxious. It's about finding natural ways to talk about what you're passionate about and enjoy it!

The next most important thing you can do is to keep your marketing and publicity team up to date on what you are doing to promote your book so we can provide support for you and forward the most recent information to our sales reps.

DEFINITION OF DATES

CRD (Consolidated Release Date – also known as the “ship date”): This is the date that your books leave our warehouse – this is NOT the date that books will be available in stores.

In Store Date: Roughly two weeks **after** CRD, this date is when your book will be readily available in stores for purchase.

Publication Date: Usually three weeks after CRD, this is the “official” public release of your book. This date is mostly used for media purposes.

**** Please note that if you are planning any events around your book release to do so at least 2 weeks after the in-store date.**

TIMELINE

Marketing Questionnaire: You will receive a digital MQ from the marketing assistant shortly after you submit your final manuscript to your editor. We ask that you take your time to complete this questionnaire thoroughly. After you have submitted this, the

marketing team will work with you to schedule a call to discuss the marketing needs for your book.

Endorsements and Author Photos: The marketing assistant will send you instructions and guidelines for endorsements and author photos for your book. This will happen roughly 5 months prior to CRD. **Materials will be due roughly one month later (4 months prior to CRD) to the editorial assistant.** If you are interested in receiving these materials earlier, please contact the marketing assistant.

Publicity: The Publicity campaign starts roughly 3-4 months ahead of publication date if galleys are made and usually last about 2-3 months after the finished book is out in stores, with the bulk of publicity happening from publication date to roughly 2 months after review copies are sent. Galleys are sent to long lead publications as a head's up and for potential commitments from the media. Once the finished books are in the warehouse, a book review mailing is sent with press materials to a strategic mailing list made by publicist and with input from author (important to complete the publicity portion of the Marketing Questionnaire!). Aggressive follow-up to the media and scheduling of interviews, reviews and features for about 1-2 months. Lingering publicity will sometimes happen up to one year later (reviews roll in, etc.).

* Only a small percentage of books get galleys made. For books without galleys, campaign starts when books are in the warehouse.

REVIEWS

- **Book reviews** - If you have personal contacts in the media please be sure to include this information in your Marketing Questionnaire. Types of media might include a website, blog, local news, newsletter, or magazine.
- **Online book reviews** - Encourage your colleagues, friends, and avid fans of your book to post positive reviews on Amazon.com, Barnes&Noble.com (bn.com) and other online booksellers. Reader testimonials are excellent publicity and online booksellers welcome them. Please take advantage of this free and important promotional opportunity.

CONFERENCES & CONVENTIONS

The JB Business/Management, Nonprofit/Social Leadership, and Pfeiffer teams exhibit at the following conferences. (Please note that we may not attend all of these conferences every year.) If you are attending any of these conferences, please include this information in your Marketing Questionnaire so we can have your book on display in the exhibit hall:

- Association of Fundraising Professionals (March) - Nonprofit
- Society for Industrial and Organizational Psychology (April) – Business/Management
- American Society for Training and Development (June) - Pfeiffer

- Society for Human Resource Management (June) – Business/Management
- International Association of Business Communicators (June) – Business/Management
- Alliance for Nonprofit Management (July) - Nonprofit
- International Society for Performance Improvement (July) - Pfeiffer
- Academy of Management (August) – Business/Management
- Craigslist Foundation Nonprofit Bootcamp (August) - Nonprofit
- Nonprofit Boardsource (October) – Nonprofit
- Independent Sector (October) - Nonprofit
- Training Solutions (February & October) - Pfeiffer

These are great opportunities for you to promote your book. If you are interested in a Speakers Bureau (which can assist in creating speaking schedules), please see the Speakers Bureaus document in **TAB 2**.

- **The conference may have an official on-site bookstore.** If this is the case, please have the book buyer or conference contact get in touch our special sales department to order books. They can be reached at specialsales@wiley.com.
- **The conference may not have a bookseller on location.** If this is the case and you will be selling copies of your book, please contact Jeff Gould at 201-748-6306 or by email at jgould@wiley.com to place an order. For planning purposes, book orders ship from Somerset, NJ via Ground UPS. Please allow ample time for delivery.
- **You will want to have flyers about your book in hand.** Whenever you are at a conference or speaking event, it is wise to have a supply of flyers for distribution. We will create a flyer in Word for you, which you will be able to print as needed. Contact Amie Wong at amwong@wiley.com to request one upon publication.

NETWORKING OPPORTUNITIES

- **Mail or e-mail announcements to personal contacts**—Mail or e-mail a personal note or letter to your colleagues, clients, workshop attendees, or anyone that you know who may be interested in your book – this approach is very successful in producing additional sales. See the section on “Increasing Sales Online” for more information.
- **Special or Bulk sales**—Sales of this type are an important part of the marketing process. To increase special sales for your book, think carefully about different companies, organizations, societies, or groups that would be interested in your book or benefit from it. Discounts are offered on a sliding scale according to quantities ordered. Special sales usually arise from one of three opportunities:
 - A conference or other reseller buys the book to resell it
 - An association, company, or society buys multiple copies to give away when people join or are long term members or make large donations

- A company or organization buys the book for its employees as a tool for training, as a reference, or to implement a new method or way of thinking.

Wiley’s Special Sales Representatives will be happy to follow up on qualified leads. Please forward contact information and any notes to the marketing manager.

- **Textbook Adoption**—Contact people you know at universities, corporations, and associations who make buying decisions. Marketing can supply you with a limited number of complimentary copies of your book to send to these pre-qualified sales leads. Review copies can also be requested at www.josseybass.com.
- **Web sites, Blogs, and Online Marketing**—please refer to the article *Ten Simple Ways for Authors to Market Themselves Online* by Kevin McNeese, KMWeb Designs. This can be found at: http://www.kmwebdesigns.com/tipsandtricks/10ways_authors.shtml

Resources for Further Reading:

There are many marketing resources available. Here are a few we have found useful:

- *Publicize Your Book* by Jacqueline Deval (ISBN 0-399-52863-6)
- *The Savvy Author’s Guide to Book Publicity* by Lissa Warren (ISBN 0-7867-1275-9)
- *Buzz Your Book* by M.J. Rose and Douglas Clegg (ISBN 0-9664332-1-1)
- *Marketing For Dummies, 2nd Edition* by Alexander Hiam (0-7645-5600-2)
- *Blogging for Dummies* by Brad Hill (0-471-77084-1)
- Word of Mouth Marketing: <http://www.womma.org/wom101/>
- Places to find blogs: www.technorati.com or www.blogsearch.google.com

HOW AUTHORS CAN INCREASE SALES ONLINE

You are the most powerful marketing tool that exists for your book. We’ve developed this “how to” so that, regardless of your level of online expertise, you’ll be able to help sell your book and get your name out there.

What to do before your book publishes:

- **Start a mailing list:** Compile a list of everyone you know; clients, colleagues, the kind people on your holiday card mailing list, fellow alumni... you get the picture – anyone and everyone who has a connection to you. These are the people who will help to spread the word about your book in the most personal and powerful way. They know and respect you and will be happy to buy your book and, as importantly, spread the word. Make sure you have their email addresses so that when the book publishes you’ll be able to let them know. If you know that you’ll

be sending an email to a significant number of people and driving them to an online bookseller, let your marketer know which account and when the e-mails will deploy. This can help us to get additional promotion for your title with those accounts. *This list can become one of your most valuable assets and you should continue to grow it at every opportunity.*

- **Start a blog:** If you're passionate about your subject and are willing to write about it very regularly (at least once a week) a blog can be a fantastic – and free – way of building an audience for both you and your book. You can start your blog with Blogger (www.blogger.com), WordPress (www.wordpress.org), or Blogspot (www.blogspot.com). It's free and sign-up is very simple. *Blogging For Dummies* provides excellent information on everything you'll need to know to blog successfully. Research blogs in your subject area. Look into blogs that focus on reviews as these can generate a lot of buzz.
 - If you'd like to communicate with your readers without the time commitment of a blog, Amazon Connect (see below) is an excellent option. This will allow you to post entries for your readers, but does not require the ongoing participation that a blog would.
- **Start an online community page:** More and more authors are using MySpace, or other community sites, as a way to communicate with readers and build community. It's free, and all that's required is your time. As with blogs, it's important that you update your page frequently. Let your readers/friends know how the writing of your book is progressing, when it will be on sale, include your website link, if you'll be doing any speaking, etc. Also, be sure to include links to your page when you do any sort of promotion. The key to success with MySpace is that people know how to find you.
- **Become an affiliate:** If you have a website, you should consider becoming an affiliate of an online bookseller. This will allow you to sell your book directly from your website, track how many copies you've sold, and receive a commission of up to 15%. Directions for joining both Amazon's and Barnes&Noble's programs are below. There are many other programs available, including Wiley.com, and we're more than happy to provide you with additional information if needed.
- **Update your email signature:** Add sales information for your book to your email auto signature. This should include the book's title, ISBN, on sale date, and link your product page on the online bookseller of your choice (Wiley.com, Amazon.com, Barnes&Noble.com, BookSense.com, etc.) Your book should be available on Amazon up to six months prior to publication and on Barnes and Noble's website up to four months prior to publication. Here's an example:
Your Name
Author of _____
Publisher
ISBN

Link to the book at your favorite online bookseller

- **Update your byline:** Whenever you write articles, make sure the byline includes your title information.
- **Promote through associations:** If you have an association with an academic or corporate website or association, ask them to promote your title wherever possible. If they participate in Amazon.com’s Associates program and/or the Barnes&Noble.com Affiliate program they can pull an electronic image of your book jacket and promotional copy directly from either site. Otherwise, Wiley will provide you with the cover image and copy.
- **Set up a website:** If you have not already, set up your own website to launch at least 6 months in advance of your book’s publication date. See “How to Set Up Your Own Website” for more detailed information.
 - If you have a website, make sure it includes the following information about you and your book:
 - Book jacket
 - Title and subtitle
 - ISBN, Price, Month available
 - Table of Contents
 - Paragraph about your book
 - Any endorsements or praise your book has received
 - Sample chapter or excerpt
 - Author Photo
 - Author biography
 - Q&A section with frequently asked questions
 - List of topic-related events you will be attending with dates
 - List of speaking engagements, interviews, or workshops with dates, locations, and any other available contact information
 - Press release
 - Contact info/booking information

What to do upon publication:

- **Email your mailing list:** As soon as your book publishes, send an email to your distribution list (per the above) encouraging your friends, family, colleagues, fellow alumni, etc. to buy your book. The email doesn’t have to be complicated and can be as simple as the following:

Hello from NYC,

I hope that all is well with you. I wanted to send you a quick heads up that I’ve published my first book with Wiley. It’s titled “_____” and is about _____.

Please check out an excerpt on my website www.authorsname.com

You can buy a copy at your local bookstore, or online at amazon.com, bn.com, or wiley.com

Thanks. I'd love to hear what you think about it and please spread the word!

Author's Name

Author of _____ (cover image)

Publisher

ISBN

Link to the book at your favorite online bookseller

Make sure to provide them a link directly to your book on an online bookseller so that they can buy the book right then. You will see the greatest impact if you drive sales to one online merchant – the more people buy at one time, the higher you'll see your ranking on the bestseller list rise. (Note: both Amazon and B&N.com report sales to a variety of bestseller lists, including the New York Times.)

Please let your marketing manager know when you plan on sending out the email and include them on your distribution list. A month's notice would be ideal, but even a week to five day's notice will help. Booksellers love to know when authors send out email blasts and we want to both share the good news with them and make sure that they'll have plenty of stock on hand.

- **Spread the word:** Gently ask your friends and colleagues to spread the word about your book. If they are huge fans and really support you, ask if they'd be willing to send an email to their own distribution list. If they are willing to send an email on your behalf, try to coordinate the timing of this with the sending of your own email for the greatest impact.
- **Write reviews:** Ask colleagues, clients, and friends to write reviews of your book on Amazon.com, B&N.com, and other online booksellers. This is a powerful and virtually free way to market your book and can absolutely have an impact on your sales. Research has shown that online shoppers really do look at the reader reviews and that they very much effect their decision to buy a particular title.
- **There are a few Amazon-specific tools. Please use them!**
 - If you'd like to speak directly to your readers, become a part of **Amazon Connect** by signing up at www.amazon.com/connect. Amazon Connect allows you to communicate directly with your readers by posting messages to anyone who's bought your book on Amazon.com. This is a powerful tool and can really help you connect with your readers and build a community.
 - **Click on "Was this review helpful?"** This is the simplest way to get a bad review for your title moved to the bottom of the list or a good review to the top.

- Arrange for a **podcast** of a reading and post it on a popular podcast forum (e.g. the podcast directory on iTunes).



HOW TO BECOME AFFILIATED WITH AMAZON.COM

Amazon.com's Associate's Program

Amazon's Associate's program began in 1996 and now has over half a million members. Sign-up is free and it is easy to join. Just go to www.amazon.com/associates.

- Place links on your site to Amazon.com.
- Visitors click from your site to Amazon.com and purchase your book.
- You earn up to 15% in referral fees.

- **Sign-Up: Fill out a brief online registration form.** You will receive an immediate e-mail welcoming you to the program and giving you instructions on how to get started building your store. Amazon will typically review registration forms within one or two business days. After your site has been approved, you will receive another e-mail with detailed instructions on how to enter their 'members only' area called Associates Central.
- **Use Associates Central to build your store.** Once your site has been approved, you will get access to Associates Central, which provides you with a fast and easy way to link virtually any page in our site through the Build-A-Link tool. You will also have access to banners and graphics, helpful merchandising tips, and 24-hour online reporting so that you can build your store and keep track of your earnings online any time.
- **Start Earning Referral Fees.** You will automatically be eligible to earn referral fees for sales generated by your links once your site has been approved. You will always have access to your earnings and traffic reports through Associates Central. The reports will show you what your visitors are buying, how much they are buying, and what your earnings are on those purchases. With that information, you can optimize your store and make the most of your relationship with us. Referral fees are paid at the end of each quarter.
 - The current referral fee schedule is: 15% of qualifying revenues from the sale of each individually linked book that, on the date of order, is listed in our catalog at 10% to 30% off the publisher's list price and that is added to the customer's shopping cart directly from the first page that results from following a special link to the individually linked book.

Amazon Connect

Amazon.com has launched Amazon Connect, a new program created specifically for authors. We think that Amazon Connect will be a great way to increase your exposure on Amazon.com and encourage you to participate in the program.

This program gives you direct access to your readers by providing online tools to post messages to their Amazon.com home pages. You will be able to create unique messages (from your own computer), similar to a blog, and post them to all readers who have purchased your books on Amazon.com. These messages will also appear on your book detail pages and your new profile page. The profile page, as part of this program, is a customizable “site within a site” including your bio, complete bibliography and any other pertinent information you would like to share with your readers.

We hope you’ll find this an efficient and useful way to develop more frequent communication with your readers, promote new projects and develop stronger reader loyalty. We’ve attached an Author Fact Sheet that provides additional information about the program.

When you are ready to sign up, or if you’d like more information, go directly to www.amazon.com/connect. If you have any questions, please contact me directly or e-mail Amazon Connect at connect-help@amazon.com.

Amazon Connect Author Fact Sheet

About Amazon Connect

Amazon Connect will provide a set of online tools that will allow you to customize a profile page and send messages directly to your readers’ Amazon.com home page.

Why Amazon.com

- Nearly 50 million customers
- Over \$6 billion in media sales (TTM)
- Customer base: affluent, highly educated, sophisticated consumers of media
- A barometer of key trends in media

Benefits of Amazon Connect

- Unprecedented access to the Amazon.com home page
- Ability to communicate directly to your readers
- Powerful customer information available for your use
- Raise awareness for your work in an organic way
- Maintain visibility and momentum in between projects
- Tremendous one-to-one relationship marketing tool

How Does it Work

- Amazon.com will turn over its home page to you as a vehicle for posting messages to your readers
- You will have the freedom to write and send messages as often as you'd like to a highly qualified audience of your known readers
- Messages should be authentic, conversational and personalized ranging from current musings to upcoming projects
- Messages are received on your readers' Amazon.com home page as well as your book and profile pages
- Customize your profile page with bio information, a photo, interesting facts, etc. along with a complete backlist of your work.

What Amazon Connect Offers Readers

- Compelling commentary/updates from favorite authors
- Instant reading gratification
- A deeper experience and richer information on authors – inside knowledge of writings, projects, new releases and backlist gems
- Strengthened relationship and loyalty to authors

Sign Up Process

- Sign up at www.amazon.com/connect
- Create your author profile page complete with bio information, a photo, etc.
- You will be notified when online tools for posting messages to your readers are ready to use

Contact Information

For questions about sign up or general inquiries, please contact:

Amazon Connect
connect-help@amazon.com

Sample Amazon.com Home Page

amazon.com | Chris's Store | See All 41 Product Categories | Your Account | Cart | Wish List | Help |

Gift Ideas | International | New Releases | Top Sellers | Today's Deals | Sell Your Stuff

Search Amazon.com Web Search

Hello, Chris Customer. We have [recommendations](#) for you. (If you're not Chris Customer, [click here.](#))

Browse

Your Favorites

- Camera & Photo
- Computer & Video Games
- Computers
- DVD

Books, Music, DVD

- Books
- DVD
- Magazines & Newspapers
- Music
- Video

Clothing & Accessories

- Apparel & Accessories
- Jewelry & Watches
- Shoes

Electronics & Office

- Audio & Video
- Camera & Photo
- Cell Phones & Service
- Computer & Video Games
- Computers
- Electronics
- Office Products
- Software

Gifts & Registries

- Baby Registry
- Gift Ideas
- Wedding Registry

Health & Beauty

- Health & Personal Care
- Beauty

Hobbies & Interests

- Automotive
- Musical Instruments
- Pet Supplies
- Tools & Hardware
- Sports & Outdoors

Household

- Bed & Bath
- Furniture & Décor
- Gourmet Food
- Home & Garden
- Kitchen & Housewares
- Outdoor Living

Kids & Baby

- Baby
- Toys & Games

Services & Programs

- Associates Program
- Movie Showtimes

Chris's Plog (What's a Plog?)

BETA
6 new posts since your last visit on 10/1/2005


First < Newer | Show: 10 posts | Older > Last

October 5, 2005



Robert Northrup
Quote explanation

2:30 PM, October 5, 2005 • Received because you purchased [Eastside Strangler](#)



"The final mystery is oneself." – this is the opening quote for Saturday the 14th. I first heard this statement in college about 10 years ago. I was inadvertently eavesdropping on a Philosophy professor's conversation of mortality when he said this. At the time, I thought it was a very odd quote, but when I began my writing of Saturday the 14th, especially the characterization of Donald Lipscomb, it mysteriously resurfaced. I think it says a lot about the mystical nature of Donald and his journey not only to find his lover's killer, but also himself.

Tell Robert Northrup if you liked this post: yes no

[See all 4 books by Robert Northrup](#)
[Clear Post](#) | [Change what you receive from Robert Northrup](#)



David Woodcliff
In the flesh...if you live nearby

10:30 AM, October 5, 2005 • Received because you purchased [The Sorcerer's Cookbook](#)

I am excited to announce I will be hosting a lecture and Q&A session at Port Chesterton University this coming Thursday night. I will be talking about my background research to my latest novel [The Sorcerer's Cookbook](#) and hope to generate some interesting discussion with any and all that attend. While the main character has all the time in the world, I unfortunately only get 2 hours starting at 7pm!

Tell David Woodcliff if you liked this post: yes no

[See all 3 books by David Woodcliff](#)
[Clear Post](#) | [Change what you receive from David Woodcliff](#)

Your last visit, 12:19 PM, October 1, 2005

Win Fantastic Prizes



Enter to win a trip to visit the *X-Men 3* set, tickets to see a *Fantastic 4* soundtrack artist, and a private screening of *Fantastic 4*.

> [Enter to win](#)

Chris' New Releases



[Shakespeare in Love \(Miramax Collector's Series\)](#)
DVD ~ Geoffrey Rush ([Why?](#))



[The Ladykillers \(Widescreen Edition\)](#)
DVD ~ Tom Hanks ([Why?](#))

> [More New Releases](#)

Two Months Free TiVo Service



Purchase an eligible [TiVo series 2 DVR](#) from Amazon.com and get two months of free service from TiVo.


> [See offer details](#)

Smith & Hawken Sale



From furniture to fountains and tools to trellises, save up to 50% on outdoor-living essentials during the Summer Sale at Smith & Hawken.

Get Dad Thin



At a skinny 5/8 inch thick, the [Sony Cyber-shot DSC7 5.1 MP digital camera](#) makes a great gift for Father's Day.

Hylexin Is Here!



[Hylexin](#) is catching on. The scientifically formulated eye treatment for serious dark circles.

Popular Pre-orders: Cooking, Food & Wine




Want to know what's cooking in books? Check out our [hot pre-order titles](#).

Sample Author Profile Page

amazon.com | Chris's Store | See All 32 Product Categories | Your Account | Cart | Wish List | Help |

Improve Your Recommendations | Your Amazon Home | Your Profile | Learn More

Search



Robert Northrup
"Author of *Eastside Strangler*"
amazon CONNECT

Location: Portland, OR **Birthday:** 2/12

Interests: Once every other year, I make a personal pilgrimage to the site of Thomas Moore's hermitage to gain inspiration in my writing pursuits. I love sailing on the Columbia River with my grandson, who serves as first mate. And, during free time I wield my hand at some amateur carpentry based out of my garage.

Need help?
More information on Profile Pages

- ▶ Add to Favorite People
- ▶ E-mail this page
- ▶ Remove as Amazon Friend


About Me


Web page: <http://www.robertnorthrupbooks.com>


My first novel, *Eastside Strangler*, slowly evolved on a yellow legal pad in 1994 when I was living in Seattle and attending the University of Washington. The book was coming to fruition in late 1995, which was the year that I ran into my publisher Thomas Banks. Well actually, scratch that, he literally ran into me with the chrome front-end of his '72 Ford Mustang. During the exchanging of information, I noticed his card said Pennington Publisher. One less insurance claim and one book deal later I was officially a part of the literary universe. The book went as high as #9 on the New York Times' Bestseller List in '96. I am currently concocting my latest novel, entitled *Saturday the 14th*.

My wife and I live in Portland, Oregon now with our two dogs, Annie and Jack. I really love to get outdoors and am an avid cyclist and climber. I could try to impress you all by saying that I'll be cycling to all my book signing and tour events, but then I'd only be able to cover a 4 mile radius. Seriously though, I cannot wait to get out and meet my readers!

Books Robert Northrup has Written

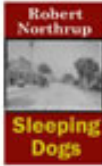
 **Eastside Strangler**
Amazon Sales Rank: #15 in Books
Average Customer Review: ★★★★★ based on 281 reviews

 **Danger Needle**
Amazon Sales Rank: #15,221 in Books
Average Customer Review: ★★★★★ based on 87 reviews

 **Sleeping Dogs**
Amazon Sales Rank: #3,887 in Books
Average Customer Review: ★★★★★ based on 16 reviews

Messages Robert Northrup has Posted

New edition released
Posted 12:48 PM, September 5, 2005

 **Sleeping Dogs** is now resting comfortably in paperback. I feel like a whirlwind sweeping across the country on this book tour. Tiring yes, but worth it to get the word out about one's work. I have to say that fans of my last book may be a bit surprised at how my writing has evolved, but the critics seem to really enjoy this new effort, and I hope you will too.

When you sign up, new messages will be sent to your Plog. ([What's a Plog?](#))

...day, August 26. I'll be at

HOW TO BECOME AFFILIATED WITH BARNES&NOBLE.COM

Go to www.bn.com/affiliate to sign up.

How it works:

- **Send your visitors to Barnes&Noble.com.**
Link to bn.com and give your visitors access to product reviews, special promotions and best-selling products.
- **When your visitors purchase a product,**
You will earn commission on all books, music, DVDs, video, college textbooks and prints and posters that you sell.
- **B&N.com pays you.**
They will send you a quarterly check in the mail for qualifying purchases made through your links.

INFORMATION ON BOOKSTORE APPEARANCES

Be aware that bookstore appearances are not always an effective use of your time, and in many cases, bookstore events are reserved for New York Times bestselling authors and other highly acclaimed writers.

If you would like to know more about bookstore appearances, please refer to **TAB 3** in the attachments section of this document.

PUBLICITY

We have an in-house Publicity department that will be working on your book. Your marketing manager will introduce you to your publicity contact.

Some authors choose to hire a freelance publicist. Here are some useful tips to know about freelancers:

WHICH BOOKS/AUTHORS SHOULD CONSIDER A FREELANCER?

- Authors who will be on the road (themselves) via speaking engagements or due to their business, and want tie-in publicity to promote them in each marketplace.
- Authors who know that their book will require a “grass roots” effort, where they are willing to do everything and anything to get the word out on their book, including tons of small market phoners, newspapers, or using friends and contacts to create event opportunities in local bookstores or appearances at local chamber of commerce or community groups on their own.

- Authors who have the income to do this. Our partners do a range of publicity at different prices, but a full campaign can go as high as \$30,000 plus expenses, so please be prepared.
- Any author with a platform, or an author who may be “up and coming” in his/her field but not yet “recognizable” to a general audience.
- While everyone has the right to a freelancer, not everyone should get one. Keep in mind that they compete with us for attention and no PR firm can guarantee placements.

TIPS FOR YOU IF YOU DECIDE TO HIRE A FREELANCER:

- It’s better to hire them right from the beginning to do the entire campaign, from galleys to books. The sooner we know, the more closely we’ll be able to work with them, by sending books.
- COMPS: Generally, if we know in advance of our own book mailing, a freelancer can receive from 250-300 books for a full blown tour. IF WE DON’T KNOW IN ADVANCE, and we’ve already sent our review copies out, we will not be able to send additional comps; these would have to come from editorial or from author copies. PR firms DO NOT receive unlimited materials or comps from us. In order to receive comps from us, they must submit a full PR plan.
- The firm should be chosen from our “preferred partner” list, if the author wants our full cooperation. Preferred partners know how to work with us, they send us their lists in the right format, they give us weekly updates, they know what we’ll support and what we won’t and they’ll represent us to the author in the best light. We get discounts from these firms, the more frequently we use them. Please contact your in-house publicist if you would like some recommendations.

FOR FAQ’S ON MARKETING YOUR BOOK, PLEASE REFER TO TAB 1 IN THIS DOCUMENT.