

FPA *Sell More Books!* Newsletter

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newsletter issues.

August/September 2009

FPA 2009 Publishing Ed-U-Conference and President's Book Awards Banquet Scheduled for September 26 in Sarasota

by Betsy Lampe,

2009 Ed-U-Conference and President's Book Awards Chairperson

The FPA 2009 Publishing Ed-U-Conference and Book Awards Banquet is set for Saturday, September 26, at the Helmsley Sandcastle Hotel on Lido Key Beach in Sarasota. Featured at this year's Ed-U-Conference are (in order of appearance at the event):

Pam Lontos is founder and president of PR/PR, in Orlando, FL, a public relations firm that specializes in speakers and authors. She is the author of *I See Your Name Everywhere* (2008, with Andrea Brunais, published by Morgan James, ISBN-10: 1-60037-480-8; ISBN-13: 978-1-60037-480-7). Pam is a past Vice President of Sales for Disney's Shamrock Broadcasting. She knows what it takes to successfully promote your book. PR/PR has worked with authors such as Brian Tracy, Jason Jennings (author of the bestselling *Less Is More*), and LeAnn Thieman (*Chicken Soup for the Caregiver's Soul*).

She has recently placed clients in the *Wall Street Journal*, *Time*, *Entrepreneur Magazine*, *Selling Power*, *US News & World Report*, *Cosmopolitan*, *Reader's Digest*, the *Los Angeles Times*, *Chicago Tribune*, *Washington Post*, *Investor's Business Daily*, *CNN*, *USA Today*, *Presentation* and in numerous trade journals, e-zines, and Social Media and Internet sites.

Pam's Presentation: "See Your Book Everywhere with Social Media Marketing" – What are you doing to market your book via social media? The marketplace is changing and you have to change with it. Social Media Marketing is the hottest new tool in publicity. Sites like Facebook, LinkedIn, Twitter and Plaxo are making it possible to get your book everywhere on the Internet fast. This session teaches you about Social Media Marketing and how you can use it to get the book sales you deserve. You'll also learn about placing articles on Internet sites and using podcasts to further your Internet presence. By attending this session, you will discover the dos and don'ts of using the Internet boost your book sales.

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FPA Sell More Books! Newsletter

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Submission Guidelines

When submitting items for future newsletters, please follow these guidelines:

1. Send email submissions by the 15th of the month prior to publication to FPAbooks@aol.com.
2. Trim the submission content and try to follow the newsletter's editorial style.
3. Using the following list, identify in which section of the newsletter your item might belong and include that in the subject line of your email submission:

Events Calendar • Member News
Online • Awards/Contests • Library
Regional Reports • News
Affiliates • Wanted
Production • S&H
Publications • Media • Other

President's Message



Chris Angermann

The FPA Ed-U-Conference is almost upon us, and it promises to be an exciting day, filled with the kind of useful and stimulating information every newbie and experienced publisher will want to hear. Highlights include:

- The unveiling of FPA's new website with its new logo, new look, new components and new features specifically designed to serve our membership better.
- Pam Lontos, head of PR/PR, and a public relations veteran. Pam will speak about social media marketing and its role in book sales. From Facebook to webinars, from blogs to Twitter, the ins and outs of what works and what doesn't on the Internet is still very much in flux, and it's great to be able to listen to an expert who can bring us up-to-date on the newest developments.
- Eric Kampmann, President of Midpoint Trade Books, which is a book distributor. A 40-year veteran of all aspects of the publishing trade, with particular expertise in distribution and sales, Eric will aim his remarks to publishers new in the business, providing a road map for successfully launching their books.
- Both talks include generous time for Q & A follow-up.
- And at the evening banquet we will present the President's Awards for the best books published by our members last year. I have been reading through all the submissions to select the President's pick, best of the bunch, and I have been impressed by the variety and quality and variety of this year's submissions.

And more.

Can't wait to see you in Sarasota.

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Warren Caterson is an FPA member, a full-time writer, consultant and “foodie” who attended Covenant College and studied at the Southeast Institute of Culinary Arts. In the summer of 2008, Warren brought some investors together and established Winfield & Scott Press LLC (Jacksonville), a small house that seeks to publish nonfiction lifestyle books and cookbooks.

He is the author of the just released *Table for Two: The Cookbook for Couples* (2009, ISBN-10: 0-980156-81-5; ISBN-13: 978-0-980156-81-2), a unique collection of over 235 recipes that can be made in an hour or less with readily available ingredients. Whether cooking for two – or two hundred – he is convinced that life, joy, and communion can be found in a freshly prepared – and shared – meal.

Warren’s Presentation: “What I Learned at IBPA’s Publishing University.” As the IBPA/FPA Scholarship recipient, Warren, as a dedicated foodie, will give you “meat and potatoes” from the IBPA Publishing University in New York City this past May. Warren was particularly interested in Publicity 101 and 102, which not only covered a book’s launch and effective methods of reaching the media, but also details strategies for an ongoing campaign after publication. He’s spoken to several author/publishers who still have a garage full of books long after publication. Even though he doesn’t have books in his garage, he doesn’t want them sitting on anyone’s shelf except for those who made a happy purchase.

Warren also attended classes that spoke about special sales and non-bookstore sales, as well as “How to Grow Your Publishing Company,” which covered the nitty gritty of successful publishing in today’s economy. Since he hopes that Winfield & Scott will be around for years and years to come, he was delighted to learn the key principles that will help to insure that it does, and he’ll share those principles with you.

Dr. Dennis Fried has had careers that include physicist, philosophy professor, marketing director, software designer, and stand-up comic. (He also seems to have a short attention span.) In 1999 he decided to get serious about his life and encouraged his dog, Genevieve, to barktate her memoirs to him. After translating Genevieve’s book from Doggerel into English, he self-published it, as Eiffel Press, with the title *Memoirs of a Papillon: The Canine Guide to Living with Humans without Going Mad* (ISBN-10: 0-967933-50-1; ISBN-13: 978-0-967933-50-4). Genevieve

followed that up with her sequel, *More Memoirs of a Papillon: Diary of a Mad Dog* (ISBN-10: 0-967933-52-8 ISBN-13: 978-0-967933-52-8). Fried also published his own book, without Genevieve’s help: *A Tongue in the Sink: The Harrowing Adventures of a Baby Boomer Childhood* (ISBN-10: 096793351X, ISBN-13: 978-0967933511).

Memoirs of a Papillon sold 20,000 copies and in 2008 was bought by Simon & Schuster. It was revised and repackaged as a small hardcover, released in May of this year, with the title *Small Dog, Big Life: Memoirs of a Furry Genius* (2009, Simon Spotlight Entertainment, ISBN-10: 1-41659-950-9, ISBN-13: 978-1-41659-950-0). (Genevieve is the furry genius, not Fried.)

Denny’s Luncheon Address: “Please Stop Humping My Leg” is a (mostly) humorous look at his publishing career, designed to help you choke down your food more easily.

Eric Kampmann is President of Midpoint Trade Books, one of the leading sales and distribution companies for book publishers. Midpoint has built its reputation on an innovative and powerful sales strategy that is designed to help independent publishers compete successfully in the trade book marketplace.

Kampmann entered book publishing through an entry level sales position at the Viking Press in 1970. He became Assistant Sales Manger there, moved to Simon & Schuster in 1977 as National Sales, and in 1980 he was promoted to the position of Vice President, Director of Sales. He left Simon & Schuster in 1981 to found Kampmann & Company, a distribution company for independent publishers. Eric has always been known as an entrepreneur and innovator. He is proud of the fact that Midpoint has become known as a company that knows how to compete with the biggest publishers while maintaining the feel of a small and very personal sales and distribution organization.

Eric has taught courses on book publishing at Harvard, Columbia, NYU, as well as numerous publishing and writers conferences. He is also the author of three books: *The Book Publishers Handbook* (2007, Beaufort Books, ISBN-10: 0825305918 ISBN-13: 978-0825305917), *Tree of Life* (2003, Beaufort Books, ISBN-10: 0-825305-31-4; ISBN-13: 978-0-825305-31-3) and *Trail Thoughts* (2008, Beaufort Books, ISBN-10: 0-825305-80-2; ISBN-13: 978-0-825305-80-1).

Eric’s Presentation: “Book Publishing 9.7: How

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Independent Publishers and Authors Can Successfully Compete in Today's Book Marketplace

– Since 1981, Eric has devoted his time and energy to working with Independent Publishers, especially in terms of succeeding in the mainstream book marketplace. Now more than ever, it is important to understand and implement the fundamental activities necessary to compete. Eric will focus on two aspects faced by everyone involved in book publishing. First, how does an author make the right decisions in bringing a manuscript to market? He will emphasize 7 alternatives that cover most of the choices available today. And he will speak to this question in detail. Second, what does it mean to be a self publisher or independent publisher today? He will cover 9 essential activities essential to building a platform that will lead in the direction of success. Again he will speak very specifically about each one of these activities and will evaluate how the publisher arrives at better choices for each.

Frank Gromling is the founder and publisher of Ocean Publishing, a traditional publishing house which produces nonfiction titles about marine life, environment and conservation. Since his first book, *Frank's Whales* (2003, ISBN-13: 978-0-971764-11-8; ISBN-10: 0-971764-11-5), Ocean Publishing has released 16 other titles and now produces 3–4 books a year.

Frank was a board member of the Independent Book Publishers Association (2005–2009) and a former president of the Florida Publishers Association (2005–2008). He previously served as vice president and region director of FPA. He is a frequent speaker at publishing seminars and programs across the country, and is in demand for keynotes, conferences, and workshops on publishing, conservation, and leadership.

Frank's Presentation: "To Niche or Not to Niche?"

You've just opened your publishing house or you're thinking about doing so, maybe even considering the self-publishing route. Want to know one of the biggest questions you need to ask yourself? It's "To Niche or Not to Niche?"

Let Frank tell you his story and then decide which is right for you. In his mind there is no better advice he can give a start-up publisher than, "Decide what market you want to sell to and then focus on that market to the exclusion of everything else, no matter what."

Learn from Frank's mistakes and realize your success sooner and with less cost. This is not a class for the faint of

heart. Reality is always more shocking than fantasy, so come join the fun while he tells you about the importance of finding your niche and filling it.

What to Wear

We recommend casual, comfortable dress for the Ed-U-Conference, and please remember to bring a sweater or light jacket if you're prone to be cold in air conditioning. For the evening awards banquet, we recommend dressy casual. Remember, there's a big, beautiful beach out there, so bring your swim suit or shorts and sandals.

What to Bring

Attendees should remember to bring business cards, books (even if in galleys, and remember cover mockups), marketing materials, sales flyers and sidelines (t-shirts, etc.). We will have a display area for members' products.

If you plan to display your books with FPA in its booth at the FAME show (see pp. 5–8), you may bring your display copy, 150 flyers, giveaways and your check (made out to FPA). Hand these off to Betsy, please.

The Awards Banquet

The awards ceremony will be held immediately after a seafood buffet at 7:30 p.m. in the Ballroom of the Helmsley Sandcastle Hotel on Lido Key Beach in Sarasota. At the awards banquet, winners will be announced for each category, as well as for President's Pick.

Please note that the awards banquet buffet is not included in Ed-U-Conference registration fee and is, therefore, a separate charge on the Ed-U-Conference registration form. Guests are welcome at the banquet, and there is space on the registration form for you to pay for any guests who would like to join you. We recommend dressy to dressy casual for the awards banquet.

The buffet will feature red snapper seared in lemon pepper, snow crab legs with melted butter, steamed clams and mussels in a garlic herbed butter broth, peel 'n' eat shrimp with a Bloody Mary cocktail sauce, chef-carved prime rib *au jus*, grilled asparagus with a basil hollandaise, garlic and parsley potatoes, Caesar salad, tossed salad with assorted dressings, a seasonal fruit display, marinated mushrooms, black bean and mango salad, citrus-marinated hearts of palm, caramel flan, fudge brownie torte, and coffee, tea, decaf, iced tea.

The FPA 2009 President's Book Awards competition is for

only FPA members, and it recognizes book publishing excellence and creativity in both content and production.

All books in each content category were sent to judges who are Florida librarians. Entries in the design categories are being judged by three members of a nationally known, award winning book design firm.

The following category could not be “entered”: President’s Pick, which will be chosen from the entries and finalists by FPA President Chris Angermann.

The category judges will complete an evaluation form for each book, which will be available for review the week after the awards banquet.

And the Winners Are . . .

After the meal, winners of both gold and silver medals will be announced and will step forward to receive from Mistress of Ceremonies and FPA Board Member, Marjory Diane Lyons:

- a gold or silver medal,
- award certificates, and
- 1,000 award stickers for gold/500 for silver.



Gold-medal-winning titles will be displayed (and their marketing materials disseminated) in the FPA booth at both the 2009 FAME (Florida Association for Media In Education – school librarians) and the 2010 FLA (Florida Library Association) shows.

An FPA-issued award-announcement press release will sent to the author or publisher for release to print and broadcast media. FPA may also promote winners’ titles in other, yet-to-be-defined ways, such as submitting the winners list to wholesalers, distributors and Amazon.com.

Hurricane Note: If you register but are unable to attend due to an imminent tropical storm or hurricane, your registration will be refunded. The Helmsley Sandcastle Hotel has a similar clause for your room reservation.

The Helmsley Sandcastle Hotel

The Helmsley Sandcastle Hotel

1540 Ben Franklin Drive
Sarasota, Florida 34236
Telephones (800) 225-2181
and (941) 388-2181
Guest Fax (941) 388-2655
www.HelmsleySandcastle.com

The Helmsley Sandcastle Hotel is located directly on Lido Beach with a panoramic view of the Gulf of Mexico. It offers two heated pools, golf and tennis nearby, the Candlelight Restaurant, Coffee Shop, Sidewalk Café, Lounge, Pool Bar and room service. In addition, the Helmsley Sandcastle offers handicap facilities, shuffleboard, volleyball, exercise room, as well as fax service, a gift shop and a business center. It features casually comfortable accommodations in the colors of Florida. Plus, the Helmsley Sandcastle Hotel features free parking and is very close to St. Armands Circle, a popular shopping area.

Each guest room is equipped with

- a coffee maker,
- a safe,
- a hair dryer,
- a mini-refrigerator,
- computer adaptable telephone,
- an iron and ironing board, and
- a complimentary morning newspaper.

Spacious, well-appointed guest rooms are available to attendees at the FPA Ed-U-Conference rate of \$89 per night (1-4 occupants), and are subject to Florida state and local taxes, currently at 11% (taxes are subject to change under Florida state tax laws). To receive this rate, you must mention that you are with the Florida Publishers Association, and you must make your reservation before the cutoff date of September 18. Reserve now.

Reservations are the responsibility of the attendee and must be guaranteed with a credit card or one night’s room and tax deposit mailed in advance; and, upon arrival, attendees will be required to present a credit card to guarantee room, tax and incidental charges. Individual cancellations must be received by 5 p.m. (Eastern), 48

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hours prior to arrival, to avoid a one night’s room and tax penalty. Check-in is 3 p.m. or later and check-out is 11 a.m. or earlier.

Attendee room reservations can be made by phone (800-225-2181 or 941-388-2181) Monday through Friday, from 9 a.m. until 5 p.m. (Eastern). Again, to receive the \$89 rate you must mention that you are with the Florida Publishers Association, and make your reservation before September 18. Reservations made after September 18 will be made at the regularly published rate.

Directions to the Helmsley Sandcastle

From I-75

Take Exit 210 and head west on Fruitville Road. Follow Fruitville Road until you can go no farther. Turn left onto US 41 (also known as Tamiami Trail). At the next stop light, Gulf Stream Ave., turn right. You will cross over a bridge and enter St. Armands Circle. Proceed slowly and carefully through the circle, which has many pedestrians. Take the second exit off of the circle, about halfway around – marked “Lido Beach.” This is Ben Franklin Drive, which curves to the left. You should see the beach on your right. The hotel is on the right side of the road, approximately one mile from St. Armands Circle.

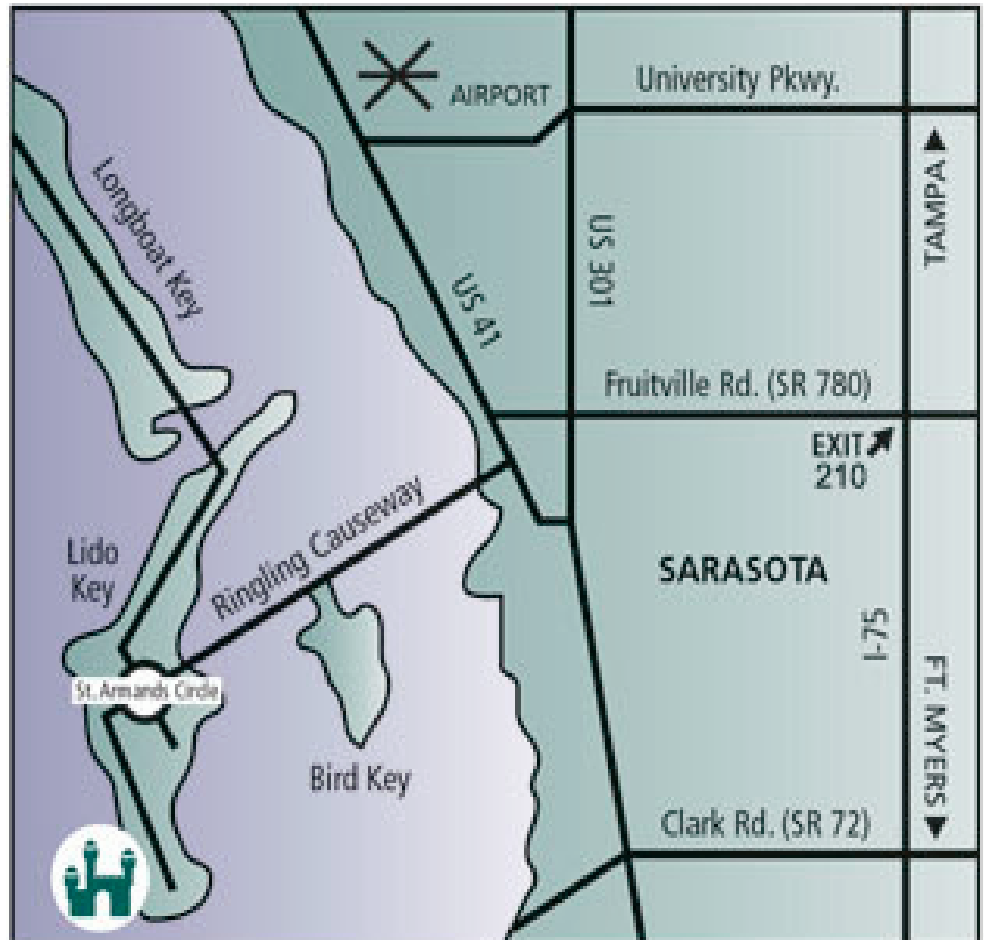
From the Tampa Area

Take I-275 South to I-75 South. Turn off on Exit 210 and head west on Fruitville Road. Follow Fruitville Road until you can go no farther. Turn left onto US 41 (also known as Tamiami Trail). At the next stop light, Gulf Stream Ave., turn right. You will cross

over a bridge and enter St. Armands Circle. Proceed slowly and carefully through the circle, which has many pedestrians. Take the second exit off of the circle, about halfway around – marked “Lido Beach.” This is Ben Franklin Drive, which curves to the left. You should see the beach on your right. The hotel is on the right side of the road, approximately one mile from St. Armands Circle.

From the Sarasota Airport

Exit airport and turn right onto University Parkway. At the next traffic light, make a left onto US 41 (also known as Tamiami Trail). Follow US 41 to Gulf Stream Ave., then turn right. You will cross over a bridge and enter St. Armands Circle. Proceed slowly and carefully through the circle, which has many pedestrians. Take the second exit off of the circle, about halfway around – marked “Lido Beach.” This is Ben Franklin Drive, which curves to the left. You should see the beach on your right. The hotel is on the right side of the road, approximately one mile from St. Armands Circle.



Friday's Evening's Schedule of Events

- 7:22** **Sunset on the Gulf.** Take a chair by the pool or stroll down the beach for a relaxing view of the setting sun.
- 8:00** **A Party with the Vendors at the Sidewalk Café.** Talk to the vendors, get to know the other attendees, discuss your titles and marketing efforts, enjoy some light snacks. Beach casual dress.

Saturday's Schedule of Events

- 8:00-9:00** **Registration/Breakfast** — Pick up your registration packet and name badge at the registration table outside the Ballroom, find a seat and leave your materials in the Ballroom, visit the vendor booths in the Candlelight Lounge and enjoy a hot breakfast in the Candlelight Restaurant (bacon, sausage, scrambled eggs, home fries, pastries, cold cereals, fruit juices, coffee, tea and decaf — *included in your conference fee*). Casual dress.
- 8:00-9:00** **Welcome, FPA business, attendee introductions.** (Ballroom) Give your “elevator” pitch (1 minute or less) on your company and books to the other attendees. We’ll unveil the new FPA logo and website!
- 9:00-10:15** **“See Your Book Everywhere with Social Media Marketing”** — (Ballroom) **Pam Lontos** teaches you about Social Media Marketing and how you can use it to get the book sales you deserve. You’ll also learn about placing articles on Internet sites and using podcasts to further your Internet presence. By attending this session, you will discover the dos and don’ts of using the Internet boost your book sales.
- 10:15-11:45** **“What I Learned at IBPA’s Publishing University”** — (Ballroom) **Warren Catterson** of FPA-member Winfield and Scott Press (Jacksonville), recipient of the FPA 2009 IBPA Publishing University scholarship, shares what he learned at the 3-day NYC publishing extravaganza. Warren will give you some ingredients that you can use — right away — to cook up your book production, marketing and sales.
- Noon-1:30** **Lunch** — (Candlelight Restaurant) **Dr. Dennis Fried** of FPA-member Eiffel Press will entertain and educate us with his 12:30 Candlelight Restaurant presentation, **“Please Stop Humping My Leg,”** a (mostly) humorous look at his publishing career, designed to help you choke down your food more easily.
- The buffet** features beef bourgignon over bowtie pasta, grilled salmon with citrus Dijon glaze, green beans amandine, roasted potatoes, tossed salad with assorted dressings, cole slaw, cucumber mint salad, marinated mushrooms, rolls and butter, assorted desserts, and coffee, tea, decaf and iced tea. *Included in your conference fee.* After lunch, visit **vendors** in the Candlelight Lounge.
- 1:30-3:00** **“Book Publishing 9.7: How Independent Publishers and Authors Can Successfully Compete in Today’s Book Marketplace”** — (Ballroom) **Eric Kampmann** brings his 30+ years of publishing experience to the table as he focuses on the two aspects faced by everyone involved in book publishing. First, he will cover the 7 alternatives that cover most of the publishing choices available today. He will also cover 9 essential activities essential to building a platform that will lead in the direction of success.
- 3:00-3:30** **Break** — Visit **vendors** in the Candlelight Lounge and enjoy cheese, fruit and vegetables with dip and crackers, plus coffee, tea, decaf, iced tea and assorted sodas. *Included in your conference fee.*
- 3:30-4:30** **“To Niche or Not to Niche?”** — (Ballroom) FPA’s Past President, **Frank Gromling**, answers one of the biggest questions a new publisher (or one whose company is growing) needs to ask. Frank will tell you his story to help you decide which is right for you. Learn from Frank’s mistakes and realize your success sooner and with less cost.
- 4:30-5:00** **Wrap up. Door prizes** galore! You must be present to win. **Vendors** break down displays by 4:30.
- 7:30** **Awards Banquet.** (Ballroom) Enjoy a fantastic seafood buffet featuring red snapper seared in lemon pepper, snow crab legs with melted butter, steamed clams and mussels in a garlic herbed butter broth, peel ‘n’ eat shrimp with a Bloody Mary cocktail sauce, chef-carved prime rib *au jus*, grilled asparagus with a basil hollandaise, garlic and parsley potatoes, Caesar salad, tossed salad with assorted dressings, a seasonal fruit display, marinated mushrooms, black bean and mango salad, citrus-marinated hearts of palm, caramel flan, fudge brownie torte, and coffee, tea, decaf and iced tea. After dinner, we’ll announce the **Gold and Silver Medal Winners of the FPA 2009 President’s Book Awards.** *The cost of attending this banquet is not included in the Ed-U-Conference fee; note that there is a separate charge (actual cost) on the registration form.* Dressy casual.

Event Registration

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

How did you learn about this event? _____

ATTENTION: Registration fees do not include the cost of the FPA 2009 President's Book Awards Banquet; see banquet registration details below. Registration fees do not cover the cost of your hotel room or those of your guest(s); see the next page for accommodation details. Registration fees do not cover your guests' meals; your guests may dine with you for breakfast, lunch and afternoon break for \$39 (actual cost, plus tax and gratuity).

Ed-U-Conference Registration for FPA Members in Good Standing: \$95/person

Attendee Name: _____

Attendee Name: _____

Attendee Name: _____

Guests Who Will Dine With You During the Day (member or non-member) \$39/person

Guest Name: _____

Guest Name: _____

If you are not a current FPA Member, you may join FPA **now**, at a discounted rate, and take the above-listed \$95 registration fee. List any dining guests above. If you do NOT wish to join or renew, register below:

Ed-U-Conference Registration for NON-FPA Members: \$160/person

Attendee Name: _____

Attendee Name: _____

To Join/Renew FPA: \$75 Publisher/Author or \$125 Vendor (discounted \$25)

Remember to choose the \$95 rate if you join today. _____

Awards Banquet. Ed-U-Conference registration fees and FPA membership/renewal fees (any of the above-listed fees) do not cover the cost of the Awards Banquet. If you would like to attend the Awards Banquet, you must register for it below. **Note:** You may attend *only* the Awards Banquet and not the Ed-U-Conference, if you wish. Your guests are also welcome to attend the Awards Banquet. The Awards Banquet costs \$45 per person (actual cost, including tax and gratuity), whether or not you are an FPA member. Dressy casual, please.

Awards Banquet (Saturday, 7:30 p.m.-9:00+ p.m.) \$45/person

The number of FPA Members/Guests _____ x (multiplied by) \$45/person = _____

Member Name: _____

Guest Name: _____

Total Amount Due (add up all the right-hand columns from above) _____

Enclose your check or money order — made out to FPA (Florida Publishers Association) — and send to:

FPA Ed-U-Conference, POB 430, Highland City, FL 33846-0430

OR fax/email this form to (863) 647-5951 or FPAbooks@aol.com and ask to be invoiced by email through PayPal (www.PayPal.com, accepts major credit cards and checks). Our PayPal pay-to email address is FPAbooks@aol.com. Any fee refunds are granted only for cancellations made on or before 5 p.m. on Thursday, September 24.

Display YOUR Product with the Florida Publishers Association, Inc., at the Florida Association for Media in Education 2009 Annual Conference (September 30–October 2, 2009) to be held at the Marriott Orlando World Center Resort, Orlando

“This is an excellent display opportunity for publishers of child and young adult products,” says booth manager and FPA’s Association Executive, Betsy Lampe. “Over 1,100 FAME members are expected to attend. These folks are dedicated to the improvement of education through the effective use of books, media, technology and learning resources — elementary through post-secondary (not just kids’ books!), as well as teachers, reading coaches, administrators, public librarians and support staff.

“The FAME annual exhibit provides a forum for media specialists and other educators to be introduced to new and existing products and services,” Betsy adds. “FAME is an efficient, effective and influential organization that cooperates and collaborates with related professional groups.”

This year’s FAME show theme is “Connecting to the Digital Literacy Hub,” which makes this is a great opportunity for publishers of digital materials (*remember, they buy for kindergarten through university level*). The FPA booth at FAME will feature a great selection of hard copy books (always face out) and other products (digital media, videos, audio tapes, and sidelines such as plush toys, apparel and other logo or character items), and we hold drawings for door prizes and free giveaways, as recommended by FAME organizers. Betsy prepares packets of flyers on all displayed titles to hand out to show attendees. The booth is *very* well attended, and Betsy will be assisted this year by FPA’s Past President, current board member and past booth manager Dinah “Sellers” Arnette, and, boy, is she a seller!

FPA also displays at no cost the current FPA President’s Book Awards winners, as appropriate. This year, the FPA 2009 President’s Book Awards Gold Medal Winners (to be announced on 9/26/09 at the FPA 2009 President’s Book Awards Banquet) will be displayed. This year’s Silver Medal Winners (and past winners and finalists) may display for half-off the FPA-member price.

To have your product (book, ebooks, audiobooks, etc.) or catalog shown in the FPA booth at FAME, simply follow the directions below and supply your materials in a timely manner. Don’t wait until the last minute, and don’t depend on delivery services to make your deadlines overnight — many have been disappointed in the past when their carrier missed the delivery.

More information on the Florida Association for Media in Education can be found at www.FloridaMedia.org for those who would like to reserve their own booth. Prices for a single booth are now listed at \$950.

A checklist on what to send is included on the next page.

What to Send for FAME

(a checklist for your convenience)

___ **One (1) sample of each product** (book, etc.) to be shown (bound galleys are acceptable if your finished book will not be ready by the show date, but please include cover mock-ups when possible). With no exceptions, samples will NOT be returned.

___ **A completed Product Information Sheet** (attached in PDF) for each product (book, etc.). This information is kept in a binder for use by the display workers. A special seating area is prepared in the FPA booth to allow attendees to sit and peruse this binder so they can learn more about displayed products. PLEASE make your information sheet legible.

___ **150 flat (NOT folded) flyers** done on a full page, 8.5-by-11-inch layout. Betsy will collate all flyers into informative packets that the attendees will review at home and in their schools. Please review the sales flyer checklist attached in PDF (taken from the *FPA Sell More Books! Newsletter*). Remember, you can and should use both sides of the flyer. If you provide flyers of any dimension other than 8.5 by 11, they will not be included in the packets but will be placed in the booth in the giveaway area.

___ **Any giveaways** you'd like to send (bookmarks, pins, stamps, stickers, posters, sideline items, etc.).

___ **A check, money order or online PayPal payment** (pay to FPAbooks@aol.com)

Cost – The cost to current* FPA members (and those who have paid to display with FPA in the past at either FAME or FLA) is \$45 per title; the cost to nonmembers is \$65 per title (make your check or money order payable to FPA). PayPal can provide us with online payment directly from your checking account or from your major credit card. Our PayPal pay-to email address is FPAbooks@aol.com. See www.paypal.com.

***If you would like to join or renew your FPA membership at the same time you send your books, flyers, information sheet and check, you may join or renew at the discounted price of \$75 (publishers, regularly \$100) or \$125 (vendors, regularly \$150). Simply add the appropriate amount to your display total.**

Deadline for receipt of FAME display materials is Saturday, September 26, 2009.

Questions can be sent to Betsy Lampe at FPAbooks@aol.com. Send all of the above in one package as follows (please, do not require signature, and indicate that you are sending to a residential address):

FPA-FAME
c/o Rainbow Books, Inc.
5435 Highlands Vue Lane
Lakeland, FL 33812

Product Information Sheet

(Please make copies of this sheet before you complete it, and please print legibly or type. This must accompany your product. Booth workers use this information to assist booth visitors in learning more about the product/author.)

– Product Information –

Title: _____

Subtitle: _____

Product Type (circle one): BOOK AUDIO VIDEO CD-ROM OTHER: _____

Description: _____

ISBN: _____ Price: _____ Page Count: _____ Binding: _____

– Distribution Information –

Bulk Purchase Discount Schedule: _____

Wholesalers/Distributors: _____

– Publisher Information –

Publisher: _____

Address: _____ City, State, Zip: _____

Contact Person: _____

Publisher's Phone/Fax/Email: _____

Publisher's Website: _____

– Author Information –

Author(s): _____

Author Phone: _____ Author Fax: _____ Author Email: _____

Author Website: _____

Sales Flyer Checklist

by Betsy Lampe

Below please find a list of the information that should be included on a flyer for a book. Remember that the flyer speaks for your book, especially when the person reading the flyer does not have the book in hand (which is the case when your book is displayed at a trade show). Look into using a good graphic design company to put your flyer together for you.

Checklist

- Does the flyer provide a clear graphic of the book's cover? Please, no poorly done scans. If the interior of the book features something more than straight text, a sample page might be helpful, especially for kid's books. A boring sales flyer is like a book with a boring cover – it rarely gets read.
- Is there a comprehensive book description that is professionally written and includes features and benefits? Does it point out how the book differs from its competition? For fiction, is a healthy synopsis included?
- Do you list book/author awards and nominations?
- Is the target audience described? Never say that the book is for "everyone." Be very specific. Don't make the reader (a buyer) guess. Use the BISAC Subject Headings (www.bisg.org/what-we-do-20-73-bisac-subject-headings-2008-edition.php) to help you classify your book. An example for a book on healthy food for kids would be:
JNF024010 – **JUVENILE NONFICTION** / Health / Diet & Nutrition
- Is the book information listed? It should include the following:
 - ISBN-13 (should be in your Bookland/EAN barcode)
 - binding (perfect, sewn, wire-o, comb, etc.)
 - cover (softcover, hardcover) and is there a jacket for hardcovers?
 - dimensions (across the top in inches x down the length in inches)
 - page count
 - photos/illustrations (Color or B&W)
 - retail price (Canadian too, if applicable)
 - back matter (appendixes, glossary, references, suggested reading, index, etc.)
 - special features (CD-ROM sleeve, etc.)
 - grade reading level intended
- Are reviews and/or endorsements included? Do not list anonymous reviews or reviews from one named readers at Amazon.com or friends/relations. Listing these make you look like an amateur.
- Is an abbreviated author bio included? Does it position you as an expert, or does it discuss your hobbies and children? Position yourself as an expert. Don't hide your light under a bushel basket!
- If heavily illustrated, is artist information included? Don't forget that your artist is a powerful marketing tool. Is he/she an award winner (even if not for your book)? Graduate of a special art school? Brag!
- Does your flyer include complete distribution information? POD authors can have a small quantity of books printed, at their expense, and place them with a distributor for returnable sales. (Please note that the standard press release for XLibris or iUniverse is not the same as a sales flyer.)
- Does your flyer include complete publisher information? Author contact information?
- Did you use both sides of the paper? Do!
- Did you provide speaker presentation details?

An eBook Conversation with Lynn Manning Ross

by Betsy Wright-Lampe, FPA Association Executive

When the economy went south, readers began to search for economical ways to continue to enjoy books. Some chose to buy used hardcopies and others preferred an electronic alternative: eBooks. eBooks are not new to the bookselling marketplace; but, actually creating eBooks that could be read by the myriad reading devices became a challenge for the independent press and self-publisher, who already had their hands full with traditional production, distribution and sales.

I wondered, myself, how best to proceed into the production, distribution and sales of eBooks. For years I was told to beware, that it might be a flash in the pan, a novelty that super-techies alone would enjoy. However, seeing the rise of an entire generation of young people who are glued to digital devices made up my mind that eBooks were here to stay and that they could be a fantastic, low-overhead *addition* to a traditional publishing program. Like putting out a book in hardcover, then softcover, then audiobook or mass market paperback, the eBook version of a title is simply one more method of providing education and/or entertainment to a technologically diverse audience.

In preparation for a plunge into eBook publishing, I signed up my company, Rainbow Books, Inc., with MobiPocket a few years back. (MobiPocket is an eBook distributor and retailer, owned by Amazon.com) I attempted to create eBooks from my PageMaker files (yes, it was that long ago), but I got frustrated with a software learning curve for which I had no time. Finally, I turned to the list of recommended eBook converters (companies that use publishers' traditional book files to convert into eBooks) provided at the MobiPocket website. I diligently contacted each one, intent on comparing and contrasting them to find the one that best suited my company. For some, our business was too small (20 titles per year) and others never returned my emails. Because I'm an advocate of buying American made from American owned companies, I wanted to work with an American-owned company that did not outsource the conversion work overseas. One company stood head and shoulders above the rest: Smart Site. Not only did the owner, Lynn Manning Ross, contact me immediately, she took the time to enlighten me about the world of eBooks. How refreshing!

Lynn is founder and CEO of Smart Site®, an eBook

conversion house and training company, established in 1994. The company "*works worldwide in a virtual environment*" using American-born contractors for all of its work. "Americans have a how-to savvy you can't teach. They *get it* and *do it* as a result which saves time and money," according to Lynn.

I asked Lynn if we could discuss eBooks in detail for the *FPA Sell More Books! Newsletter*. While I knew some answers to the questions I asked, I wanted to be sure that our newsletter's readers would be exposed to even the most basic information. The following is our conversation:

Betsy: With the overall marketplace in transition, more and more publishers are making their books available in an electronic format as an eBook. There is a low production overhead on the format itself, and more and more young readers prefer an electronic format. What are the major eBook formats and on which eBook Readers can they be read?

Lynn: Let's think eBook *distribution* first, which automatically answers the types of formats we need. For instance, there are over 4 billion mobile phone users worldwide. That's a WOW! Equally important, nearly everyone on the planet has a computer. Then, let's add Amazon.com into the mix, which has captured an estimated 70 percent of the online bookselling market.

Boiling it down, publishers only need to focus on *two main formats* to reach 99 percent of the world's market: 1) Mobile and 2) PDF. The MobiPocket format, by far, is the mobile market leader because it allows almost all *mobile devices* to read eBooks. For a quick look at the various mobiles see http://smartsite.com/b2b_platforms.html. Incidentally, Amazon bought Mobipocket several years ago. As for PDF, Adobe is the hands-down leader because its PDF Reader has been shipped from the factory in nearly every computer for years.

This is not to say Sony, Microsoft and many other

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eBook distributors, aka, booksellers (both retail and wholesale) or eBook software developers are not viable—they are. They are viable because most (but not all) will recognize mobile and/or PDF formats despite offering their own formats.

As for the eBook Readers, every software developer has developed an eBook reader that is compatible with *their* respective eBook software. Publishers don't need to be concerned about the different readers, though, since users have become accustomed to downloading the right eBook reader, *free*, for whatever eBook they want to buy and read.

Betsy: Amazon.com is an important print market for independent and self-publishers. What role do you think they will play in the eBook market over the long term?

Lynn: Amazon.com has always sold eBooks, albeit under the radar, so to speak, until more recently. Launching Kindle put a spotlight on eBooks.

Betsy: Can publishers use their existing formats if they want to convert their books into eBooks for Kindle and Mobipocket?

Lynn: Yes. Think of the conversion process as the *bridge* that turns one format into another. Quark, InDesign, PageMaker and PDF are more complicated and expensive to convert requiring a considerable amount of manual work. Word is not as complicated to convert. It helps to pay attention to the *software extensions* MobiPocket and Kindle accept before the book can be converted.

Betsy: Please describe the software extensions, Lynn.

Lynn: An extension is the 3 or 4 letter tag following a “dot” for both software and the Web. Hundreds of extensions are used the world over to distinguish a software manufacture and its type of software. To name a few for instance: Microsoft Word uses .doc or .docx and Adobe uses .pdf for its popular PDF format. On the Web .com is commonplace, whereas we might not know that .ca stands for Canada or .org is a nonprofit organization, and so on.

The list below shows file extensions for the different software formats Kindle or Mobipocket will accept *before* a book's interior is converted into an eBook:

HTML (.html or .htm)

Zipped HTML (.zip)

MobiPocket (.mobi and .prc)

Microsoft Word (.doc)

Adobe PDF (.pdf)

Plain Text (.txt)

Book covers, on the other hand, need to be formatted in either TIFF (Tagged Image File Format) or JPEG (Joint Photographic Experts Group). Kindle wants the cover image to be at least 500 pixels on the longest side but prefers 1200 pixels. A publisher's book cover designer can provide the required format.

Betsy: Please explain the differences between Kindle and MobiPocket?

Lynn: It's easiest to think of MobiPocket as a TV program and Kindle as the TV set. Both are amazing feats of technology and here's why.

MobiPocket's software needed to be able to convert different publishing formats into a single format that could be read on many different types of mobile devices. That takes algorithm-genius, to say the least, and think on this: What if you were challenged to not only make this happen in cyberspace but also make it happen in many languages in countries all over the world with diverse ways and laws for hooking up to the Web to begin with!

Kindle on the other hand, is a piece of hardware. It is the first *wireless* eBook Reader in the world—an almost unheard of dynamic that lets users download anything from an eBook to a magazine or newspaper, whether they are in Central Park, hometown USA, Asia, Europe or Canada—anywhere at any time. Awesome, just awesome!

Betsy: Do publishers need both?

Lynn: Yes, but I don't want to sound like a commercial for Mobipocket and Amazon.com. Equally important, I don't want to overlook the value of Adobe's PDF software, Microsoft eBooks or the high caliber of Lightning Source, Barnes & Noble, and the Sony Reader. These are pristine, high quality companies built on talent and integrity. Each is different, so let's take a quick look at them (in alphabetical order):

Adobe PDF: I cannot brag enough about Adobe's prod-

ucts, or PDF for that matter. For those who may not know, PDF is a software based on a WYSIWYG (what you see is what you get) format – meaning that, like a copy machine, an exact duplicate is reproduced. It's perfect for certain types of media, including eBooks, which are carried worldwide by leading online booksellers, such as Powell's, Barnes & Noble, Borders, Books-A-Million and hundreds of other online bookstores. PDF is also popular among website publishers who want to deliver data and product information via whitepapers or among publishers and authors who want to sell their eBooks from their own sites. www.adobe.com.

Barnes & Noble: According to the International Digital Publishing Forum (www.idpf.org), Barnes & Noble (B&N) has been the top leader in eBook sales since 2006. Adding to this, the *New York Times* announced on July 20, 2009, B&N will soon offer 1,000,000 eBooks on its website. As most know, B&N acquired bookseller Fictionwise in March with 60,000 digital titles in its catalog and also updated their eBook Reader. Users can now read eBooks on both PC and Mac laptops and desktops, the BlackBerry and the iPhone but not on the Kindle or Sony. Like its competitors, the eReader is free. Learn more about selling to B&N at www.barnesandnoble.com.

Lightning Source: Ingram created Lightning Source to handle its digital media along with On Demand Printing (aka, Print On Demand or POD) and its revolutionary Espresso Book Machine® that recently debuted at Book Expo 2009. It is an excellent company with real people who answer the phone, and it is the leading distributor of PDF titles. They take up the slack where Amazon.com leaves off by successfully producing and distributing high quality PDF and print titles. www.lightningsource.com

Microsoft eBooks and Reader: Like all Readers, it's free and lets users read eBooks on any Windows-based device they already own. Microsoft offers publishers and authors a solid distribution chain though six of the most powerful eBook distributors in the world, plus it provides other tools for helping them get started. www.microsoft.com/reader

Sony Reader: Like Kindle, the Sony Reader is a piece of hardware shaped like a book. Unlike Kindle, it is not wireless but has many other appealing features. Sony has deep financial pockets for promoting its inventory of eBooks, plus they have made it easy for publishers to include Sony in their mix of publishing and distribution tools. <http://ebookstore.sony.com/publishers>

Betsy: If a publisher already has a hardcopy book in print,

how can they have it converted to eBook formats, and what are the considerations?

Lynn: If the books were published prior to the early 1990s, most likely they will have to be scanned using a high-quality scanner, reviewed/tweaked and then saved in one of the *compatible* formats we've previously discussed. Another option is to hire someone to retype the entire book. Either way, publishers must get their books into a *compatible* format that can be *converted* into an eBook.

And while on the subject, publishers and authors alike have ignored the need to provide a new ISBN to a title each time the format is changed. Remember, an ISBN identifies the country, publisher and book (including the different versions of a single title, including hardcover, softcover, audiobook, large print, eBook, etc.). The ISBN used on the print version cannot be used for an eBook, although many think it can. Bowker, the U.S. ISBN Agency, offers a wealth of information on this subject at www.isbn.org.

Betsy: What about highly illustrated books, such as children's picture books or illustrated chapter books? Are there eBook options for them?

Lynn: Yes, but PDF is the only format currently available that will *successfully* duplicate these graphics-rich books. The other conversion formats will strip out the graphic content and tables/charts and leave the content unrecognizable.

For now, eBooks are best left to text only, although a few interior graphics or tables are not too complicated or expensive to hand code and manipulate during the conversion process. Also, keep in mind that mobile screens are quite small so don't lend themselves to viewing graphics, tables or lined workbooks. Simple is the best bet for converting standard books into eBooks.

Betsy: Is it impossible to convert highly illustrated books? Many of our members are children's book publishers with picture books. Others have photographic and coffee table books.

Lynn: No, but it's not likely smaller publishers or authors would want to invest thousands of dollars to hand code and create a graphics-rich eBook for this marketplace. Price tags for converting some of the

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dictionaries seen on MobiPocket begin at \$25,000 per book and can take almost a month to convert.

Betsy: What eBook formats work best on a publisher's website?

Lynn: PDF, but let's talk about a publisher's market first. Who are they? Young children want colored graphics on a big screen, and PDF is the only answer. The same is true for interactive training or educational books. This doesn't mean a publisher can't offer multiple formats, such as mobile eBooks. It just means that, to do so, one must also offer the free, different eReaders; and, of course, to set up all this, plus create the web pages, can be expensive.

On another note, MobiPocket /Amazon, Microsoft, and Sony are retailers that also distribute eBooks wholesale. It's less expensive with a greater ROI (return on investment) for a publisher to display a book's cover on their site with a link that points to these companies. It's free to register your publishing company with these companies before uploading your book(s). You'll make a commission without the overhead and tech-headache.

Lightning Source, as previously mentioned, is an eBook distributor – that is, they do not maintain a bookseller's website. But – and this is important – like MobiPocket, Lightning Source wholesales to hundreds of eBook booksellers worldwide. This too is a big deal, because it produces passive income with a good ROI and no headache! All the publishers and authors have to do is what they have always done – market their titles.

Betsy: How does eBook distribution differ from hardcopy distribution?

Lynn: A big difference and potentially a far more profitable one. Once you have signed up with one of the booksellers/distributors and the title has been successfully converted into an eBook – ta-da – it is instantly available for sale worldwide. No printing, inventory, warehousing, shipping and handling costs, labor, G&A (general and administrative), legal or accounting costs – zip, zero, none.

Betsy: I create PDF files to submit my book files to a traditional book manufacturer. Can publishers use their existing PDF or Word files for Kindle and Mobipocket conversions?

Lynn: Yes. Most all eBook software developers we've discussed recognize consumers and businesses have been using PDF and Word for years now. To develop conversion software that doesn't recognize PDF and Word would be as dumb as building a house with no doors or windows.

Betsy: Are there any specific caveats about the PDF files intended for conversion?

Lynn: Yes there are. We cannot convert PDF files if they have security locks. Files need to be as simple as possible.

Betsy: I have heard that publishers have signed up on Mobipocket then couldn't upload their eBooks. How can we avoid this problem?

Lynn: Simple. Register as a *publisher* versus a *user*. This includes authors who publish their own books. Users are the ones who buy and read eBooks and other media. Visit https://www.mobipocket.com/ebookbase/en/Homepage/pub_info.asp to learn more.

Betsy: I noticed Smart Site® is in San Diego, and I know you don't outsource overseas. That really appeals to me, and it may appeal to others, as well.

Lynn: Outsourcing is a practical business model and Smart Site® has always embraced *Made In America* 100 percent. It saves both time and money just to be able to discuss projects with fellow Americans whose business savvy was hatched in the United States.

To my knowledge, Smart Site® is one of the only eBook conversion houses whose *only* outsource is within the USA, and we are still the least expensive. To my knowledge, it is also the only eBook conversion service that will take one title at a time and, since 2005, is counted among a handful of conversion houses recommended by Amazon.com and Mobipocket. We convert titles for other eBook sellers as well but have not promoted or pushed it simply because the return on investment is too low, although industrywide eBook sales jumped 197 percent in the last quarter.

Betsy: What else does Smart Site offer?

Lynn: Licensing the right to offer business model and plan training along with the right to buy the accompanying workbook, *How to Develop a Smart Plan*, wholesale. Students need the workbook for the class. We also customize the SmartPlan title

for different industries. It's called a *SmartPlan* because the term *business plan* is stale. The SmartPlan cuts to the chase by showing people how to develop a business model and plan – *fast*.

Then about two years ago, I literally became overwhelmed with all of the Web's *have-to-haves*. You know: Blogs, social networking, search engine optimization, web traffic controlling, metatags, metadata, Google Adwords programs, Internet advertising, podcasting, webinars, and over 200 search engines – and then along came Twitter. And, there's more, not to mention all of the traditional *business-as-usual-have-to-haves* we all know.

One day I said, "That's IT!" and drove to the beach. Sitting there, looking out over the ocean, I realized the Web had become as big as the ocean and no one in their right mind is going to take it on – *and live*. I decided to back off, use my 30-year entrepreneurial/analytical/publishing background to build a hypothetical ship that brings value to the publishing marketplace. My mantra was and is *keep it simple*. AuthorsBook is the result, although it is still about 6 or 8 months away from completion, funding and launch.

Betsy: What is AuthorsBook?

Lynn: I identified 16 online and 16 offline sales channels that authors can use to establish their platforms for promoting and selling their books. In capsule, AuthorsBook's goal is to train authors – free. It is an ambitious plan and why I need funding.

Betsy: We'll look forward to talking to you again once AuthorsBook is launched, Lynn. So if a publisher or self-publisher were going to begin the process of having an existing book converted to an eBook, how would they proceed with Smart Site?

Lynn: Go to www.smartsite.com/b2b_mobile.html and click forward. Prices are posted as well. Conversion services are prepaid via PayPal and turnaround is usually one business week or less. It's easy to do even if users are not technically attuned.

Betsy: What does *just this week's* activity say about the future of eBooks?

Lynn: First, Sony and OverDrive (Content Reserve) just signed a joint marketing agreement to cross-market their wholesale inventory of eBooks, digital audio books, music, and video to thousands of libraries, schools and retailers worldwide. To sign up as a

publisher go to www.contentreserve.com/publisherapplication.asp.

Second, if DRM isn't important to you, check out Smashwords www.smashwords.com a new, rapidly growing DRM-free bookseller and wholesaler; and

Third, former HarperCollins CEO Jane Friedman has just raised \$3 million to launch a company engaged in developing a platform for eBook marketing and publishing.

Lynn Manning Ross has helped nearly 800 clients globally achieve success through the creation of highly competitive business models, website integration and publishing eBooks. She has also provided management training to private companies, investment banks and conducted business clinics at the International Management School, Warsaw University in Poland and at Russian State University in Moscow, Russia; and businessplan.com workshops at UCLA Extension, CA State University and professional membership organizations. In addition to being a published business author, writer and journalist, in 1980 she established a management consulting practice in Los Angeles before living abroad and then founding Smart Site in 1994.

Download her free eBook: *Lame Brain 2009: A Dictionary for the Technically Challenged* at <http://smartsite.com/lamebrain.html>

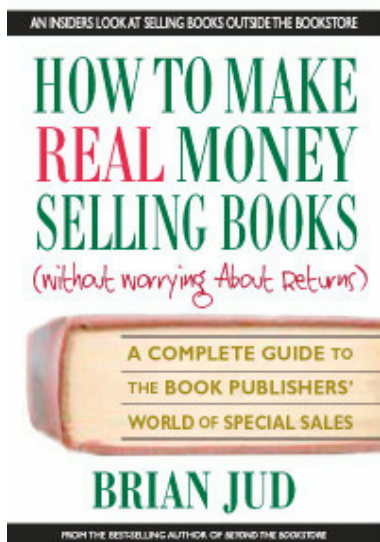
Hurricane Links

Are You Ready? An In-depth Guide to Citizen Preparedness (FEMA, IS-22) www.fema.gov/areyouready

Florida Division of Emergency Management website:
www.FloridaDisaster.org

Back up your computer files
TODAY.

Publications



How to Make Real Money Selling Books (Without Worrying About Returns): A Complete Guide to the Book Publishers' World of Special Sales by Brian Jud (SquareOne Publishers, ISBN 978-0-7570-0213-7, 320 pages, 6-by-9 softcover, \$24.95) A comprehensive work that provides everything a book publisher needs to know about taking advantage of marketing opportunities beyond

the bookstore. It reveals a wealth of solid, often surprising outlets – from book fairs and specialty shops to specialized libraries and companies that offer premium sales. Unlike bookstores, these are markets that never or rarely return titles. You will also learn how each market works, how to locate key contacts, and how to successfully negotiate a deal. Rounding out this book is invaluable information on print runs, discounts, contracts, and distributors, as well as a “heads-up” on common marketing pitfalls and how to avoid them.

Brian Jud is president of Book Marketing Works, a marketing consultancy firm. Established in 1996, the company’s goal is to help independent publishers market their titles more effectively. Brian is an award-winning author, whose titles have included the best-selling *Job Search 101*. In addition to hosting the television series *The Book Authority*, he has appeared as a guest on numerous television and radio talk shows and speaks regularly on marketing topics.

Book Marketing Matters™ is Brian Jud’s free, bi-weekly ezine dedicated to helping you get your fair share of the special-sales markets, and sell more books profitably. View the current issue at <http://tinyurl.com/lseyot>

Education

Seminars, Webinars and more. Check out FPA’s Events Calendar (found on the last page of this newsletter) for upcoming educational opportunities.

Online

“Is writing guest blog posts a smart strategy for building traffic?” Dave Taylor of AskDaveTaylor.com received some questions about guest posting, and he asked Cathy Stucker of BloggerLinkUp.com (a free service to match up bloggers and guest posters) for her two cents. <http://tinyurl.com/ldbath>

Articlesbase.com is a free, online articles directory. You can submit an article and have literally thousands of readers worldwide as your article is syndicated around the globe. Many people visit ArticlesBase.com to gather free articles and display them on their websites.

Production

CD Duplication. Full color printing, custom orders, free shrinkwrap for jewel cases, no minimums, contracts, setup fees or hidden fees. 24-hour rush turnaround, if needed. More information: Steve, info@audioduplicating.com, www.audioduplicating.com.

Top Ten Cover Mistakes. Is Your Cover Free of the Top Ten Cover Design Mistakes? Find out at <http://covers.1106design.com>. The award-winning book design team at 1106 Design will rate your cover using the same criteria used by book distributors, book retailers, and book reviewers to determine whether your book is “ready for prime time.”

The 10-point evaluation you will receive focuses on the science of book cover design, rather than subjective likes and dislikes. For each point, we’ll either confirm that your design is on target, or we’ll provide suggestions for improvement so that it will be easy for you and your cover designer to make your cover be the very best it can be.

Regular Fee from 1106 Design: \$75.00
FPA Members Discounted Fee: \$65.00
Use promotional code: FP0901

Call: Michele at 602-866-3226
E-mail: office@1106design.com
Visit: www.1106design.com

Wanted

Black History Month Listings (from an email) To help libraries prepare for Black History Month and to support their ongoing purchasing of multicultural books, *Library Journal* will again feature in its November 1 issue works by and about African Americans.

This issue will include books being published between November 1, 2009, and February 28, 2010. For books you want included, please email us the following information: author, title, ISBN, page count, price, and a brief description—catalog copy will suffice. Information should be emailed to Ryan Nelson at Ryan.Nelson@reedbusiness.com by September 17, 2009.

Remember that we consider all subject areas, including reference, art, literature, poetry, religion, biography, history, politics, health, science, sociology, economics, and fiction. We do not, however, include children's books.

Note that while in the past we have asked for galleys for this feature, we will be handling the feature differently this year. Galleys should of course be sent promptly to the book review for regular review consideration.

If you have any questions, please contact me at hoffer@reedbusiness.com. Thanks for your help on this project. Sincerely, Barbara Hoffert, Editor, *LJ Book Review*

Book Reviewer. *FPA Sell More Books! Newsletter* Editor Betsy Lampe is seeking an FPA member to act as a book reviewer for this newsletter – not just to deliver a simple book report, but to provide a critical review of books relevant to publishing. Your Pay? You keep the book after the review. Only seasoned publishers or book professionals, please. Reply to Betsy Lampe at FPAbooks@aol.com.

Media/PR

Cover to Cover. Former FPA President Frank Gromling's radio show "Cover to Cover" broadcasts in northeast Florida on WNZF 1550AM and 106.3FM at 11:30 every Saturday morning, and worldwide on the Internet at www.wnzf.com/cover-to-cover.asp. Frank's half-hour show has two main parts. "Inside the Book" looks at book clubs, best seller lists, resources for writers and publishers, and general news and information about books. The "Book Publishing Rocks!" segment focuses on interviews with top personalities in book publishing.

Guests on previous shows have been Intellectual Proper-

ties Attorney Lloyd Jassin, publishers Rudy Shur, Rod Colvin, Tom Tolnay, Cynthia Brian, social media networker Deltina Hay, award-winning authors Steve Berry and Victor DiGenti, book marketing guru Brian Jud, and IBPA's Carlene Sippola. Past shows are available at www.wnzf.com/radioarchives.html.

Suggestions for show subjects or guests can be sent to Frank at publisher@ocean-publishing.com.

Libraries

The Florida Library Association's 2010 Annual Conference, April 7-9, 2010, Rosen Plaza Hotel, Orlando. FLA President Wendy Breeden has chosen "Thinking Outside The Book" as her presidential theme. FPA will have a booth and will offer members cooperative display of books and other products. www.flalib.org

Florida Association of College and Research Libraries (FACRL) Fall 2009 event, "Blurring Boundaries: The Future of Library Cooperation in the 21st Century," is scheduled for Friday, October 30, 2009, 9-4 p.m., (Registration and Petit Dejeuner 8:00 - 9:00 a.m.), Galloway Room in Mills Hall, Rollins College, 1000 Holt Avenue Winter Park, Florida 32789, <http://facrl.fcla.edu>

Library Journal Webcasts. Prepublication review vehicle *Library Journal* offers access to its past webcasts at www.libraryjournal.com/webcasts. Past webcasts of interest to publishers include "From the Page to Your Ears: The Making and Dissemination of an Audiobook" and "Mind, Body, Spirit."

An upcoming, free webcast is Mystery Book Buzz, scheduled for Wednesday, August 26, 2009, from 2:00 - 3:00 p.m. Eastern. Mystery fiction is high on the list of public library patrons—and the genre is as broad as it is deep. While detective fiction may be the most popular form of mystery fiction, there are dozens of other variations that keep these avid readers returning to the library again and again, including thrillers, cozies, romantic suspense, and good old police procedurals. The 60-minute Mystery Book Buzz webcast sponsored by four leading publishers: HarperCollins Publishers, Virginia Stanley, Director of Library Marketing, Houghton Mifflin, Katrina Kruse, Marketing Manager, Poisoned Pen Press, Barbara G. Peters, Senior Editor, Severn House, Edwin Burkhalter, Chairman. The event is Moderated by Wilda Williams,

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Fiction Editor, *Library Journal*. Register at www.libraryjournal.com/webcasts

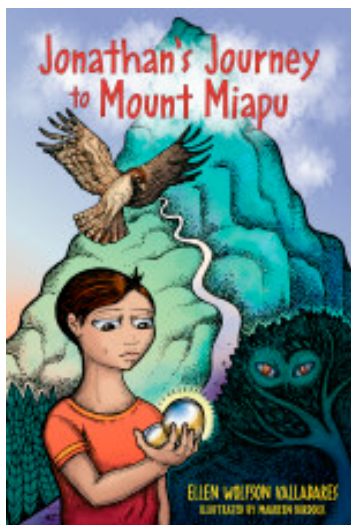
Marketing

Special Offer from FPA Event Door Prize Donor Tu-Vets.

Order any regularly priced flyer, post card, catalog or any other item from Tu-Vets.com worth \$100.00 or more and receive a *FREE 2-foot-by-3-foot full-color vinyl banner. Excellent for trade shows, store displays, book signings, outdoor markets and more. Valid August 14 to October 31, 2009. (* Banner Special. For your free banner, contact Henry Ayala at henry@tu-vets.com or 800-894-8977 after placing your \$100 or larger order. Customer must supply PDF artwork, pay \$5 afor Internet proof and assume shipping cost. Additional banners available at regular cost.)

Member News

Argami Productions. Ellen Valladares has received several awards for her debut novel, *Jonathan's Journey to Mount Miapu* (ISBN-13: 978-0-9798324-0-6). The fantasy adventure book, which is geared toward children ages 8–12,



has been recognized as a Mom's Choice Awards Gold recipient for Juvenile Fiction; the 2009 COVR (Coalition of Visionary Resources) Visionary Awards Book of the Year; COVR Visionary Awards winner in the Children's Books category; and a finalist in the *ForeWord Magazine* Book of the Year Awards, Young Adult Fiction category.

Jonathan's Journey to

Mount Miapu follows the adventures of 10-year-old Jonathan Goodman, who gets transported to a mystical mountain paradise where he learns he has special abilities and finds the courage to face his greatest fears. For more information about the book, visit www.childrenofthelight.net.

C.H. Publishing is proud to announce the extended distribution services with its partner company Atlas Books! Our products are currently featured in bookstores, libraries, and online retail stores throughout the United States. However, this partnership will ensure that our nationwide and global customers receive their products in a precise, rapid, and professional manner.



Author Loretta “Faith” Harris is spreading the word of hope, faith, and perseverance! As a survivor of tragedy, Faith speaks candidly about her encounter with death, the emotional upheavals, and her struggle to transition back into reality. *The Journey Less Traveled: Choose to Turn Your Tragedy into Triumph* (ISBN 13: 978-0-9786681-5-0), is a must read for anyone who has dealt with life's tragic occurrences. Get ready for, “The Journey Less Traveled” 2009 Promotional Book Tour. Faith will share Key Strategies for overcoming life's unexpected tragedies and equip you with tools to live the Triumphant Life! Be inspired and know that there is Life after Death!

The Journey Less Traveled receives a five-star review from RAW SISTAZ: “As I sat reading THE JOURNEY LESS TRAVELED, the true-life account of author, Loretta ‘Faith’ Harris, I was moved to tears. The character and ‘faith’ that is displayed in her story is truly amazing. She takes us on a rollercoaster journey that moves us from her near death experience, into her recovery and finally to her total victory! However, that’s not all; she shares with us how to take our tragedies, turn them into triumphs and inspire others along the way.

“I must also note that if her story alone wasn’t more than noteworthy in itself, her continued dedication to her commitment as a teacher and educator were awe inspiring.

“Make sure to check out her seven steps to developing a conquerors mentality as well.

“All I can say is Bravo AND Praise God for this inspiring author AND educator!”

– Jacqueline Moore, RAW SISTAZ Reviewers 5 STAR Rating

C.H. Publishing is offering those who purchase a copy of

The Journey Less Traveled an opportunity to qualify to win a 7-day vacation at Orlando's finest resort! The winner and up to five guests can relax on 23 beautifully landscaped acres in Lake Buena Vista, Orlando, Florida. Vacation near Walt Disney World® Resort, convenient to Universal Orlando® Resort and SeaWorld Orlando. See website for more details: www.chpublishing.org

Sylvan Dell Publishing (from Lee German). Donna and I, with staff and amazingly talented eBook developer, have been working like crazy on an eBook project the past several months and it has just this weekend gone live on our website. If you have a moment, check out our new eBook format and love to hear your thoughts.

These are quite literally the most technologically advanced eBooks in the world today featuring: Auto-Flip, Auto-Read, Flipviewer Technology and Selectable Language. There is nothing even close to this right now on the market. Amazon / Kindle and Barnes & Nobles are not even in the same category as these, as I think you'll appreciate if you have a second and can test drive a few of your favorite Sylvan Dell titles. Whether in Auto-Flip or Manual Mode, switch back forth between languages (English or Spanish and more language choices are on the way) and remain on same page! With the addition of Auto-Flip Mode, our Sylvan Dell eBooks are powerful reading literacy and language learning tools to complement our mission of Science and Math Through Literature.

Here is a link that will take you to all 45 of our eBooks and is good through October.

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Or just click: Sample eBook of *One Wolf Howls*

Lee German, Publisher, Sylvan Dell Publishing, 976 Houston Northcutt Blvd., Suite 3, Mount Pleasant, SC 29464, (843) 971-6722 (off), (877) 958-2600 (toll free), (843) 216-3804 (fax).

Word Sculptures (from Janet Smith Warfield) The first print run of my book *Shift: Change Your Words, Change Your World* is almost sold out. Several people have asked for a paperback version. We've done just that. On August 18, 2009, we're launching the second printing and first paperback edition of *Shift* on Amazon.com: <http://wordsculptures.com/amazon>. A second hardcover printing

is on its way.

To celebrate this new launch, my joint venture partners and I offered over \$5,000 worth of free personal growth gifts to anyone who invested \$15.95 in *Shift* on August 18.

As I watch the effect *Shift* is having on the lives of its readers, I am so glad I wrote it. Here is what some readers are saying:

"No burning bush, no sky darkening, no bright light; just a simple realization. WOW!" –Simon Filtness, United Kingdom

"More than Thought Provoking . . . *SHIFT* is an Experience!" –Phyllis Heisler, Ponte Vedra Beach, Florida

"It's the opposite of dumbing-down—sooo refreshing. Usually I read very quickly once and end up lending/giving books away; not this one." –David Beale, Western Australia

If you want to see magazine reviews or more reader reviews, you can check them out on Amazon.com.

People from all over the world are supporting this new book launch. *Shift* has followers in Britain, Canada, Romania, Panama, Honduras, Australia, France, and the United States. It has already been translated into Bulgarian and Russian and is being distributed in India. Publishers in Spain, Brazil, Germany, and Korea are looking at it.

I hope you'll consider buying your own copy of *Shift* today. If you've already read *Shift*, consider getting some of your holiday shopping done early and buying a copy for someone you care about, then gift yourself with the bonus gifts. This is a limited time offer, so I urge you to take advantage of it today.

Janet Smith Warfield, Ordinary words, extraordinary insights, Author of *Shift: Change Your Words, Change Your World*, WINNER: 2008 Next Generation Indie Book Award for Best New Age Non-Fiction, <http://wordsculptures.com>, WINNER: 2008 COVR Best Website Award

Our Affiliate Groups

IBPA – The Independent Book Publishers Association
(formerly Publishers Marketing Association)
www.IBPA-online.org

Publishing University ONLINE

Past Publishing University Online courses are available

continued on the next page

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(IBPA members: \$39; nonmembers: \$59)

<http://www.meetingbridge.com/mwy/pmamasterlp.htm>

Topics Available:

“How To Build A Better Book Contract”

Speaker: Jonathan Kirsch

“The Buck Starts Here”

Speaker: Brian Jud

“Red Hot Internet Publicity”

Speaker: Penny C. Sansevieri

“Creating a Dynamic Publicity Launch for Your Book”

Speaker: Kate Bandos

“Repurposing, Recycling, and Retargeting Your Material”

Speaker: Paulette Ensign

“Budget Basics for Publishing Beginners: Forecasting Sales, Returns, Costs and Cash Flow”

Speaker: Tom Woll

“How to Build or Redesign an Economical Web Site for your Publishing Company”

Speaker: Robin Bartlett

“Magnetize Your Website with Online Marketing”

Speaker: Peter Bowerman

“How to Sell to the Academic, Professional, and Higher Education Markets”

Speaker: Mary Ellen Lepionka

“From Bestselling Book Cover to Blockbuster Brand: How Choosing the Right Book Cover Can Launch Your Business Empire”

Speakers: Kathi Dunn and Ron “Hobie” Hobart

Building Better Budgets:

How to Use Them to Improve Your Bottom Line

Speaker: Marion Gropen

“A Survival Guide to the New, Live Web: A Two-Part Series on Web 2.0 and Social Media Optimization with Deltina Hay of Social Media Power – Part One: The Essentials”

Speaker: Deltina Hay

“A Survival Guide to the New, Live Web: A Two-Part Series on Web 2.0 and Social Media Optimization with Deltina Hay of Social Media Power – Part Two: The Essentials”

Speaker: Deltina Hay

“Getting Media Coverage in Today’s Ever-Changing Market”

Speaker: Kate Bandos

“How to Compete with Corporate Publishers and Sell More Books”

Speaker: Jerry D. Simmons

“Red Hot Web 2.0 Tricks to Sell More Books!”

Speaker: Penny C. Sansevieri

“Repurposing, Recycling, and Retargeting Your Material”

Speaker: Paulette Ensign

“Successful Publishing Is More Than Just Publishing The Right Books - Part II”

Speaker: Jerry D. Simmons

“rofitable Books: How To Choose Winners”

Speaker: Marion Gropen

“I See Your Name Everywhere: Leverage the Power of the Media to Sell More Books!”

Speaker: Pam Lontos

“Tips and Techniques for Getting Book Exposure on Television”

Speakers: Karen Melamed and Barbara Wellner

“Social Media Web 2.0 Essentials for Publishers and Authors”

Speaker: Deltina Hay

Selling Your Books

into the Christian Market

Speaker: Sharon Castlen of Integrated Book Marketing

“Building a Strong and Integrated Social Web Presence” with Deltina Hay of Dalton Publishing, Social Media Power, and Plumb Social

Power, and Plumb Social

AAP – The Association of American Publishers
(www.publishers.org)

“AAP’s Adler Shares Insight on Google Settlement Issues”

Copyright Clearance Center has made available a recent interview with Allan Adler, Vice President for Legal and Governmental Affairs for the Association of American Publishers (AAP), during which he discusses the Google Book Settlement. The high-profile settlement is a resolution to the pending litigation between Google and the AAP and the Authors Guild., which Adler says was “designed deliberately to establish and create a going forward model for authors, publishers and other rightsholders to work with one of the giants of the online world.”

CCC advises that the deadline for copyright holders

affected by the settlement to decide whether to participate, to opt out, or to object is September 4.

To hear Adler's interview (or read a transcript), see the title, "Allan Adler, Vice President of the Association of American Publishers (AAP) Speaks About the Settlement with CCC," at <http://tinyurl.com/lhhvaa>

Publishers Oppose Denial of First Amendment Protection to Speech Based on Its "Value"

From a press release from the AAP offices in Washington, DC, dated July 27, 2009: The Association of American Publishers (AAP), joined by librarians, authors, booksellers and a range of content providers and distributors, has asked the U.S. Supreme Court to reject arguments by the government that a whole category of speech can be denied First Amendment protection when the legislature finds the "value" of the speech to be outweighed by the government's interest in suppressing it. AAP's arguments were put forward in an *amicus* brief filed today in *U.S. v. Stevens*, a case being characterized as the most important First Amendment litigation since the Communications Decency Act challenge.

At issue is a federal statute (18 U.S.C. § 48) that prohibits the creation, sale or possession of "a depiction of animal cruelty" with "the intention of placing that depiction in interstate or foreign commerce for commercial gain," if the act depicted is illegal where the depiction is created, sold, or possessed with intent to sell. The law provides an exception for depictions having "serious" value. It should be noted that *acts* of animal cruelty are already illegal in all 50 states and the District of Columbia.

Robert J. Stevens, a dog-trainer, pit bull aficionado and resident of Virginia was indicted under the statute by a federal grand jury in Pennsylvania, and was convicted and sentenced to 37 months in prison for selling educational videos containing footage of pit bulls fighting and attacking other animals. Stevens did not create the footage: some of it was 30 years old and other footage came from Japan where dog fighting is legal. Stevens' conviction was overturned in an *en banc* ruling by the Third Circuit Court of Appeals, which held the statute unconstitutional. The Third Circuit rejected the government's argument that depictions of animal cruelty should be excluded from First Amendment protection as a means of preventing acts of animal cruelty and "desensitization" to such acts, and held that there was no compelling government interest in banning speech to compensate for under-enforcement of existing animal cruelty laws. It further ruled that the

"serious value" exception did not render the law constitutional.

The *amicus* brief filed today points out that despite the Government's "false assurance" that the statute is limited to animal-fighting and so-called "crush" videos, the law is far broader on its face, and would put at risk creators of a wide range of mainstream materials, including illustrated books, films, or magazine articles graphically depicting such subjects as slaughterhouse practices, bullfighting, or poaching. "Such defendants would escape conviction only if the depictions were found to have 'serious' value, which the trial court in this case interpreted as requiring a showing of 'significant and great import'...a standard it is easy to imagine any number of films and other images not meeting," the brief argues.

Among the groups joining AAP on the brief are the Freedom to Read Foundation, the American Booksellers Foundation for Free Expression, PEN American Center, the Entertainment Merchants Association, the Comic Book Legal Defense Fund, and the Independent Film and Television Alliance.

The *amicus* brief, which can be found online at <http://tinyurl.com/mej75z>, was written by R. Bruce Rich and Jonathan Bloom (Weil Gotshal & Manges LLP), counsel to the AAP Freedom to Read Committee. The *amicus* effort was organized by Media Coalition.

The Association of American Publishers is the national trade association of the U.S. book publishing industry. AAP's more than 300 members include most of the major commercial publishers in the United States, as well as smaller and non-profit publishers, university presses and scholarly societies—small and large. AAP members publish hardcover and paperback books in every field, educational materials for the elementary, secondary, postsecondary, and professional markets, scholarly journals, computer software, and electronic products and services. The protection of intellectual property rights in all media, the defense of the freedom to read and the freedom to publish at home and abroad, and the promotion of reading and literacy are among the Association's highest priorities.

SPAN – Small Publishers Association of North America
(www.SPANnet.org)

Follow Scott Flora on Twitter

Hear Scott Flora “tweet” on publishing. Follow him at [scottflora777](https://twitter.com/scottflora777) on Twitter.com.

Small Publishers Association

1618 W. Colorado Ave.
Colorado Springs, CO 80904
Phone: (719) 475-1726
Fax: (719) 471-2182

Calendar of Events

FPA events and events at which FPA offers display are shown in turquoise. Our affiliates’ events are in coral.

To learn about other book fairs and literary events, view the alphabetical listings at the Library of Congress Center for the Book: www.loc.gov/loc/cfbook/bookfair.html.

There is also a Book Events Calendar, divided by month at www.loc.gov/loc/cfbook/bkevents.html

September

September 26, FPA 2009 Publishing Ed-U-Conference and President’s Book Awards Banquet. Helmsley SandCastle Hotel, Sarasota. Registration begins August 7.

September 25–27, SIBA Trade Show 2009. Southern Independent Booksellers Alliance (SIBA), Greenville, SC. <http://tinyurl.com/rdrgrn2>

September 26, FPA 2009 Publishing Ed-U-Conference and President’s Book Award Banquet, Helmsley Sandcastle Hotel, Sarasota, FL. See details in this newsletter.

September 30–October 2, Florida Association for Media in Education 37th Annual Conference (FAME), Marriott World Center Resort, Orlando, FL. (FPA will have a booth and will offer display of publishers’/authors’ books, member or nonmember) www.floridamedia.org

October

October 22–25, Florida Writers Association Annual Conference, Marriott Resort, Lake Mary, FL. www.floridawriters.net

November

November 22, 3rd Annual Children’s Reading Day, 10 a.m.

until 4 p.m., The Children’s Garden, Sarasota. www.childrensreadingday.org

Multiple Dates/Locations

Business Writing & Grammar Skills Made Easy & Fun! A SkillPath two-day workshop. Sarasota, October 8–9. www.skillpath.com

Microsoft Excel. Two one-day Fred Pryor seminars, “Excel Basics,” and “Beyond the Basics.” Many Florida locations in September and October. www.pryor.com

Florida Festivals and Events

(**Note:** Many display opportunity events, such as book fairs, offer booth space for publishers and authors. However, booth space is usually booked at a deadline far in advance of the event, so be sure to check listings on events that will happen 2–6 months from now – even up to a year. Don’t just think about only book festivals. Many other types of festivals can be good for book sales: ethnic festivals (think author ethnicities of Irish, German, African American, etc.), wildlife festivals (authors of books featuring wildlife, especially kid’s books), food/music/plant festivals (often, there are no book vendors there). So brainstorm each listing you see, and think outside of the book!

www.southfest.com/florida.shtml

www.floridasmart.com/subjects/ent_festivals.htm

www.festivalusa.com/states/flofest.htm

www.ffea.com

www.flcities.com/membership/festivals.asp

http://goflorida.about.com/od/eventsfestivals/Florida_Festivals_and_Events.htm

<http://festivalsandevents.com/festival.php?state=FL>

www.floridabooks.com/events.html