

FPA *Sell More Books!* Newsletter

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Winners and Finalists

in the FPA 2008 President's Book Awards Competition are now up on the website:

www.flbookpub.org/fpabookawards.html

January 2009

Session #2 with Meg Bertini: "What I Learned at PMA's Publishing University"

and

Session #3 with Brian Jud: "The Buck Stops Here"

by Angela C. Adams, FPA Vice President
(second and third in a series of four articles)

During the second session of the FPA conference in Sarasota this year, we enjoyed Meg Bertini's recount of her experience with PMA's Publishing University, which occurred prior to the 2008 Book Expo America. PMA is now the IBPA - Independent Book Publishers Association).

During her session, Meg showed us the large book of information she received, which included the handouts from each of the sessions that occurred during Publishing University. She said one of the main things she took away from the program was about author questionnaires. Examples of an author questionnaire can be found online and should be done before an author's proposal is accepted. Whether or not you actually accept their proposal, be sure to keep these questionnaires available should the need arise later down the line for an expert on a subject or for some other important reason.

Meg discussed the "Publicist Checklist" she received during the university, which is an excellent guideline for planning out marketing ideas. She highly suggested that you budget in for 300-500 complimentary copies to be sent out for marketing efforts. She explained how she received a celebrity endorsement from Regis Philbin by getting celebrity mailing lists from places like SAG (Screen Actors Guild) and sending out hundreds of inquiries until you receive a response.

Meg received the FPA 2008 PMA Publishing University Scholarship.

Session #3 of the conference day was probably my favorite. It was jam-packed with useful information that I can't wait to put to use! Brian Jud discussed special sales and other distribution methods.

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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**

As we begin a New Year, we hope that you enjoyed the happiness and joy that each December brings when we pause to welcome Christmas. The New Year that follows closely behind puts us in a frame of mind to establish new goals for ourselves. Perhaps you have ideas for a unique and different new book; an energetic approach to boost sales; a plan to improve your image and make yourself, your company, or your book more visible; you want to create a blog that will draw people to what you are doing; you need to develop a hook, that special angle or quirk that sets you apart from the crowd.

No matter what your writing/publishing aspirations are, we are always looking for ways to improve and succeed. You have 8,760 hours to use this coming year. Just how will you use your time? What project will you prioritize for this day, week or month? Who can steer you in the right direction and give sound advice to use your creativity?

FPA can help you find what you are looking for through the Ed-U conferences, publishing round tables, workshops, and networking with the publishers, knowledgeable authors, self-publishers and vendors, who are all part of our unique association. Working together you can discover what is most cost effective, creative and workable for your area of expertise.

Expand your horizons and knowledge of this demanding and creative field you have chosen for your life's work. It is work we love, and it satisfies our soul. May your goals for this New Year be fulfilled as you are supported and encouraged by family, friends and colleagues. So dream big; and don't limit yourself!

Just little ol' me,
Linda



Linda S. Day
FPA President, 2008-2010 Term

Photo by Robert O. Day

“The Buck Stops Here” continued from page 1

First, Jud began with an overview and tips for special sales marketing. He suggested several ideas such as dual distribution channels, breaking your book into smaller booklets to sell separately, doing bundled sets, breaking books into eBooks, and more. He says it is best to key your advertisements with a code (such as A, B or C on your mailing pieces) so you can easily see what marketing is working the best and market more with those methods.

Other tips included getting into association newsletters and providing excerpts (this is generally a free opportunity), trying prison libraries and marketing to the parents of graduating seniors rather to the seniors themselves. Basically, think outside of the normal bookstore/library avenues and see what other areas open up to you. Find niche markets that your books will fit into.

Jud then discussed retail distribution and non-retail buyers. Some ideas he gave for retail distribution included the following:

- Airport stores (don't necessarily go for the big name store – try the smaller one, like Cover-to-Cover bookstore)
- Discount stores/warehouse clubs
- Display marketing companies
- Museums, parks, zoos
- Specialty stores (pets, etc.)
- Home shopping network (while they don't necessarily like books, get a product that goes with the book and make it a package bundle – they are more likely to buy!)
- Pet stores, kennels, pet supplies (PIDA.com)
- Levy Home Entertainment (who you go through to get into supermarkets)

For non-retail buyers, Jud recommends trying to partner with corporations. Your book(s) could provide information for their employees. The example he worked with was career books such as those on resume writing or interviewing. His idea was to contact Human Resource departments for books about interviewing/resumes, etc., as one option because they may want is to provide their laid-off employees with resources to help them find a new job. Corporations may also want to partner with you to offer your product as a gift to their customers or add it to their corporate library. It could be something they will use to enhance their other marketing campaigns or use as a sales promotional tool.

Next, Jud went on to the subject of selling to buyers. First you have to find out who the buyer is for the company you are seeking to sell to. Find the marketing manager, product manager, and brand manager. There are four steps you will want to go through when dealing with buyers:

1. Learn about the company and individual
2. Learn/Practice basic selling techniques
3. Create a proposal and make a presentation
4. Negotiate – cost then value – CREATE the VALUE!
Get testimonials and put to test as a premium.

After discussing buyers, Jud provided several tips for selling to associations, the military, the government, libraries and schools. Those tips are outlined below.

Tips for Selling to Associations

- *Sell WITH Association*
Cause marketing (Start locally!)
- Sell TO Association
Sell to their bookstore
Be their spokesman
Have your product as their premium
Let them use your product for their promotions

Tips for Selling to Military

- See AAFES.com
- Sell to exchanges
- Sales on bases
- Military associations
- Military book clubs/libraries/schools

Tips for Selling to the Government

- They pay on time!
- The government can buy in
- See Fedbizopps.gov
- See FedWorld.gov
- See AcquisitionCentral.gov
- See Fedmarket.com
- See SBA.gov
- See the U.S. Department of Commerce
- For children's books check out *Between the Lions*

continued on the next page

“The Buck Stops Here” continued from page 3

Tips for Selling to Libraries

- Try these libraries
- Hospital
- Military
- Schools
- Prison
- Native American
- Children’s
- Corporate

Tips for Selling to Schools

- To sell to colleges go to Follet
 - Try government schools
 - Look into home schooling
- Try Association for Home Schooling

Overall this session was full of helpful information that I think everyone really enjoyed. Brian Jud gave some great Web links to visit and excellent ideas to get each of us started selling through special sales.

Publications

Book Marketing Matters. Current and past issues of Brian Jud’s outstanding, bi-weekly, special-sales/marketing newsletter can be viewed at: www.bookmarketingworks.com/mktgmatters.asp

Contests

The 2009 Nautilus Book Awards. Entry deadline: January 31. www.nautilusbookawards.com.

The Indie Excellence Awards. Entry deadline: March 31, 2009. www.indieexcellence.com

Salem College International Literary Awards. Short fiction, poetry and creative nonfiction (includes memoirs). Entry postmark deadline: February 2. www.salem.edu/go/cww/

Education

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

Free Teleseminar. “Advanced Article Marketing Web 2.0 Updated Secrets” with Judy Cullins, 20-year book and article marketing coach. Thursday, January 22. 1:00 p.m. Eastern.

Cullins has used the art of article marketing to raise her Google and Alexa ratings way above the norm, keep her #1 status with Google, to bring only targeted free traffic to her newly optimized site to raise her conversion rates 1 sale for 4 visitors. She wants to share these new article marketing skills with you so you can create all the wealth you want. She will answer these questions:

1. What kind of article gets the best results?
2. How can I be more successful with Article Marketing—get highervisibility, build your database for your other ongoing opt-in email marketing, get bver 150 unique visitors a day,and a sales conversion of 1 per 4 visitors?
3. What is the web 2.0 article marketing approach? Why is this new way to use articles to market my business easier and takes less time?
4. What are long tailed key words and why are they so important formy articles?
5. Why does a article get rejected? What is the rule of duplicate content? How can I do implement this?
6. What is the process of this new advanced article web 2.0marketing? What to do first, second, third?
7. How can I streamline my article marketing project for a small investment?

To sign up: www.anniejenningspr.com/judycullins.htm. You will be given the bridge line number and the special free report, “Five Article Marketing Mistakes and How to Solve Them.”

S&H

Whittier Mailing Products offers butterfly tabs, wafer seals and tabs, specialty tabs and labels, and scratch-offs. More information: (888) 872-9824, www.traytag.com.

Production

Printing catalogs, brochures and more. Interprint Web & Sheet Fed (Clearwater, FL) **offers printing for magazines, catalogs, brochures and publications (print material I received did not mention books).** They offer in-house mailing and gloss UV coating. More information: (800) 749-5152, (727) 531-8957, customerservice@PrinterUSA.com, www.PrinterUSA.com

Maps. XNR Productions, Inc., provides custom cartography (maps). More information, (608) 663-4600 (ext. 23), www.xnrproductions.com.

Illustration. Stephen King Creative offers illustration and cover design. The sample I saw showed excellent fantasy-type illustration. More information: (877) 313-2963, www.StephenKingCreative.com/illustration

Indexing. Judith V. Anderson does back-of-the-book indexing for book publishers. Her letter did not indicate an ASI membership. More information: jva@centurytel.net.

Illustration. MaryBeth Cryan Illustration offers illustration with an impressive client list. More information: www.marybethcryan.com.

Children's Illustration. Shelley Matheis Illustration provides whimsical illustration that portrays action very well. More information: Shelley Matheis, (973) 338-9506, shellstudio@aol.com.

DVD/CD Duplication/Replication (from an email). "High end print and packaging, blank media, disc and tape. Any format transferred to DVD. We offer a product that will provide you with a great looking disc and smart package at an affordable price and quick turnaround.

"Nothing compares to the look of this short run product, fully packaged in small quantities. We offer digital print direct to disc, unlike many duplication houses which label or ink jet. This results in a superior, professional product that is currently used for Screeners and other high end video requirements.

"We also replicate large runs together with high end packaging and print. We ship daily throughout the United States & Canada."

More information: Robert Baker, Director of Professional Services, DVD Copytech/ RB Media Services, (647) 893-6605, rbaker@rbmediaservices.com, www.rbmediaservices.com

Wanted

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.

Marketing

Counter-top Book Displays. DisplayStands4You.com offers counter-top book display stands that can be used to display your books at festivals, exhibits and book signings, and as point-of-purchase displays on counter tops and check-out counters in retail stores. The stands are manufactured in Florida and can be purchased in small quantities. Eight models are available to fit varied sizes and styles of books and to display single vs multiple copies of a book. Visit www.displaystands4you.com to see the options or call us a (941) 474-8316 to discuss your requirements.

Association Book Exhibit's combined book exhibits. For more information and a schedule of upcoming display opportunities, contact Mark Trocchi at Association Book Exhibit, 9423 Old Mt. Vernon Road, Alexandria, VA 22309, phone (703) 619-5030, fax (703) 619-5035, info@bookexhibit.com, www.bookexhibit.com.

Association for Childhood Education International (ACEI) 2009 Annual International Conference & Exhibition. Scheduled on March 18-21, in Chicago, for 800 preschool, elementary, and middle school teachers, principals, university faculty, and child care providers from around the world. ACEI offers space rental, a DVD Fair, a Joint Publishers Book & Periodical and "Take-One" Exhibit, and the cost-effective Virtual Exhibit Hall. Conference Sponsorships are available, and publishers can advertise in the Conference Program booklet. More information: Lisa Wenger, Director of Conferences, (800) 423-3563, conference@acei.org, www.acei.org.

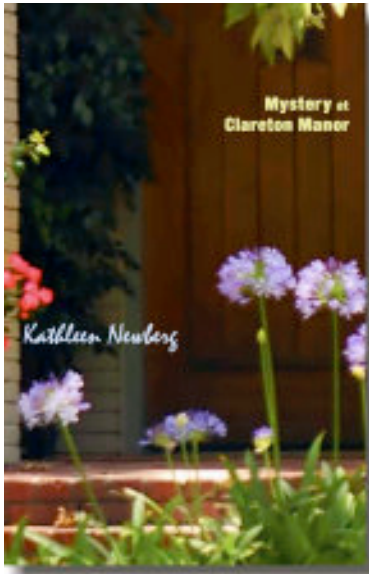
Member Offerings & News

Rainbow Books, Inc. (Betty Wright and Betsy Lampe). Betty Wright at Rainbow recently sold the mass market paperback rights on *Mystery at Clareton Manor* by Kathleen Newberg (ISBN 1-56825-105-X) to Harlequin's

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Worldwide Mysteries imprint.

Mystery at Clareton Manor was originally published September 2006 and is currently a 102-page trade softcover.



Mystery at Clareton Manor is a murder mystery in the cozy subgenre style of Agatha Christie. It is a plot-driven mystery by an author who is anti-establishment and who cheers for the underdog. The target audience is the working-class reader. The book is set in South Carolina and appeals to southerners, and it features neither profanity nor gratuitous violence. The cover was modeled after the re-jacketing of Agatha Christie's books in the UK.

Synopsis of *Mystery at Clareton Manor*

When retired Columbia, SC, detective Molly May accepts an invitation from her old friend, Erika Bischoff, for a complimentary, week-long visit to the Clareton Manor Wellness Spa, she never suspects she'll be back to sleuthing by the second day. Financially challenged Erika recently opened the rural upstate South Carolina spa, which promotes relaxation and stress reduction to a well-heeled clientele. But this week the wealthy, obnoxious and self-centered guest, Harvey Ruger, is ruining the experience for everyone, and he couldn't care less. The guests were shocked, but a few of them not truly surprised, when Ruger is found murdered in his room.

The small town chief detective is called in but is shadowed

by Molly, who exposes other crimes as she covertly sorts the convoluted clues to Ruger's murder. So disliked was Ruger that suspects abound and include the spa guests and staff, Clareton townsfolk—and even Molly's friend, Erika Bischoff.

Highly regarded state-wide for her detective prowess, Molly May is a student of human nature. She knows that there is good and bad in everyone and that, ninety-nine percent of the time, it's best not to tell all you know.

Reviews of *Mystery at Clareton Manor*

“... Ms. Newberg can write. She has a good instinct for how much background to put in and how much to leave out. She depicts the Carolina countryside extremely well. She paints concise pictures of the characters without wasting words. She keeps the plot moving. There is no padding. Unlike most new writers, she is not repetitious. At the very end, like the great masters of the Golden Age, she adds a twist that few will anticipate and most will enjoy. . . .

This publication does not like to 'rate' or 'grade' first novels, but we gladly welcome *Mystery at Clareton Manor* as legitimate mystery fare. It makes the cut, and its author shows more than enough promise to warrant additional books. So please, Ms. Newberg, keep on writing mysteries.”
—*Give Me That Old-Time Detection* (issue #14, Spring 2007)

“... a very traditional, deftly plotted cozy peopled with characters who could have done it. For cozy mystery readers everywhere.”

— *Library Journal*, September 1, 2006

“... presents each character delightfully and the storyline is always forward moving . . . if you love a mystery, this book is for you.”

— *Alternative-Read.com* (reviewed by Katrina)

Betty Wright and Betsy Lampe. Rainbow Books, Inc., (863) 648-4420, rbibooks@aol.com, www.RainbowBooksInc.com.

United Graphics. In February of 2009 United Graphics will increase their color book printing capacity. They will install an 8-Color, Man-Rolland, Perfecting Press to print 4-color books. This adds to their current offset and digital printing capabilities. For details or other information contact Steve Sirlin at (954) 961-5035 or ssirlin@bellsouth.net.

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Our Affiliate Groups

IBPA – The Independent Book Publishers Association
(formerly Publishers Marketing Association)

Publishing University Online **Upcoming Online University Seminars**

www.ibpa-online.org

(then click on “Publishing University Online”)

January 21, 2009–11:00 a.m. PST/ 2:00 p.m. EST

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

with Pam Lontos (www.prpr.net)

If you are a publisher who strives to sell more books and gain national exposure for your authors, publicity is the answer. Advancing your business and the popularity of your books is about making sure people see your book titles everywhere. Once you learn how to harness the power of the media, your business and your authors will finally get the recognition they deserve. Isn't it time you did something about your publicity?

Pam Lontos shows you how to:

- craft newsworthy press releases that tie into your books
- get interviewed in newspapers and newsstand magazines
- write articles for trade, association and business magazines
- become the go-to expert on your book topics or your industry
- learn top publicity mistakes authors make
- use the Internet to gain exposure for your books
- become what every journalist looks for in their experts

Pam Lontos is the founder and president of PR/PR, a public relations firm that specializes in authors, speakers and experts. She is the author of “I See Your Name Everywhere - Leverage the Power of the Media to Grow Your Fame, Wealth and Success,” published by Morgan James. Pam is past Vice President of Sales for Disney's Shamrock Broadcasting and is a former professional speaker. She knows what it takes to successfully promote your book business and get your name everywhere. For more information, go to www.prpr.net.

IBPA members: \$49.00

NOT members of IBPA: \$69.00

Register at www.ibpa-online.org/custom/publishingUniversityOnline/University_onlinenow01-21.aspx

Teresa Fogarty, Marketing/Publicity Manager for IBPA, will be sending out scheduled press releases regarding IBPA, the affiliate organizations, and the members. “I am looking for news from everyone involved in publishing through IBPA.

“Below I have listed the who, what, when, where, why, and how.

1. Who? The affiliates, the publishers, the authors, and the books.

2. What? Unique, timely, interesting, meaningful, and newsworthy information. Example: Extremely high sales, bestseller lists, author interviews on national TV and radio programs, company mergers, etc. Only the big news.

3. When? When it happens. If it happens today, send it today.

4. Where? To: teresa@ibpa-online.org

5. Why? More publicity for IBPA, its affiliates, and members.

6. How? In a Word document as an attachment or within the email as text. Coinciding photos are welcome.

“I cannot promise that all the information I receive will be used. Especially the photos as space is limited in the newsletter and photos used in newspapers will be chosen by the paper. I will do my best to incorporate as much as I can that fits the criteria into the press release. I will send this out to the top daily newspapers (289 + or -) and when they know that we consistently send them content they can use, we will be more likely to receive press. I will not be able to report published titles, unless it has something to do with ‘breaking news.’”

Please email Teresa any questions or ideas that you have to teresa@ibpa-online.org.

IBPA Affiliate 2009 Scholarship **for the Publishing University**

The purpose of the IBPA/FPA scholarship is to provide opportunities for affiliate members who are interested in developing their publishing companies to attend IBPA's

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Why You Should Apply for IBPA Pub U Scholarship

by Gail Sexton of Raston Publishing
www.rastonpublishing.com/

(Reprinted by permission from the *Book Publishers Northwest Newsletter*, December 1, 2008)

Each year IBPA accepts entries and chooses one winner from each affiliate. The scholarship includes the cost of attending the full conference (\$775 for non-members, \$675 for members) as well as a badge to attend BEA (\$55.) You'd think that would be enough, but the scholarship includes a \$500 stipend to be reimbursed after the conference! Niiaicce.

Do whatever you have to do to go – it is transformational. It's the difference between reading about Italy and going to Italy. Reading about Italy is educational, going to Italy changes you. If you're serious about being a member of the larger publishing community, this is the place to be. If you've previously submitted for the scholarship, submit again! This year there were over 100 industry professionals who donated their time to Pub-U to give practical industry advice as well as tons of inspiration. They enjoy getting to know the up and coming as much as we enjoy rubbing shoulders with them!

Remember, Book Expo America (BEA) begins right at the tail end of Pub-U, and in 2009 we'll all be in New York City! I'll be going on my own dime in 2009, because it's that fabulous. Go, go, GO!! Go to Pub-U and BEA. Plan and budget now. Invest in your life, inspire your passion, connect with your publishing community, put your toe in the water – let yourself belong.

Be open. If you don't go in, you can't find out.

Gail Sexton (Raston Publishing) was the 2008 Book Publishers Northwest recipient of the Independent Book Publishers Association's Pub-U scholarship.

**Apply
Today!**

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annual Publishing University and to move into the arena of successful independent publishing.

IBPA makes one scholarship available to each affiliate organization per year; FPA is an IBPA affiliate organization. With certain restrictions, FPA is entitled to award the scholarship to a member of its own choosing. IBPA asks that the scholarship be awarded to a publisher who needs assistance in growing his or her company.

The scholarship recipient will be able to attend, at no charge, any seminars during the three-day program (to be held in New York City in late spring 2009). IBPA will also provide a stipend of \$500 to partially cover the cost of travel and/or accommodations for this event. FPA provides an additional \$200 stipend to the scholarship recipient.

The scholarship is granted *through* FPA, and its Board receives all the applications, examines them and ranks them. The scholarship is actually granted *by* IBPA, and the FPA affiliate liaison will present all applications, as well as FPA's recommendation for the recipient, to IBPA. IBPA will normally follow the recommendation of the affiliate, but it does reserve the right to make the final choice.

It is not the purpose of the scholarship to reward an individual for contributions to the organization. The sole purpose of the scholarship is to enable the recipient to develop further as a publisher. Therefore, in evaluating applicants, FPA and IBPA will consider how the scholarship will assist the individual to become a successful publisher.

The scholarship recipient must share his or her experiences at the Pub-U with FPA members by speaking at the fall FPA 2008 Publishing Ed-U-Conference and submitting at least three educational articles to the *FPA Sell More Books! Newsletter*.

Among the points to consider in evaluating the applications are:

- How will the scholarship assist the individual and/or his/her press? How will attendance at these seminars be translated into the day-to-day operation of the publishing company?
- How will the scholarship winner share the information learned at the Publishing University with the entire FPA membership? This sharing may take various forms, such as written articles in the newsletter, presentations at monthly meetings, and mentoring of others throughout the year.

In addition, winners must be current members of the FPA and of IBPA at both the time of their scholarship application and during the Publishing University. They should actively participate in the publishing process as the publisher or key employee of a publishing company. They should be in a position to benefit immediately from the scholarship. Finally, no applicant will receive the scholarship more than once.

The scholarship application form will appear in the December and January newsletters. So start thinking now if you'd like to attend the Publishing University. You can view last year's selection of courses, and buy tapes if you wish, by visiting www.ibpa-online.org/pubresources/events_awards.aspx and clicking on "Purchase tapes from this year's Publishing University."

It is important to note that the \$700 in stipends will normally not cover the cost of travel to and lodging in New York City, so you would have to be able to bear the extra expense. The ideal scholarship candidate wants to go to Publishing University (and has *some* funds to do so) but cannot afford to do so unless he or she wins the scholarship.

Current FPA members qualify for a \$26 discount off their IBPA membership or renewal. Indicate on your IBPA renewal that you are a "Publisher Affiliate Member" and the discount will be applied. Information on joining or renewing can be found at <http://www.ibpa-online.org>.

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

AAP's General Annual Meeting is scheduled for Wednesday, March 11, 2009 at the Yale Club, 50 Vanderbilt Avenue, New York City. More details – along with registration forms and program updates – are forthcoming, so stay tuned! We look forward to ringing in the New Year with all that is *21st Century Solutions*, the AAP Honors award, and more...

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.

Increase Your Odds of Impulse Purchase

by Sue Freeman

We're all susceptible to the impulse purchase. That's why the grocery and discount stores line the checkout lanes with goodies to catch your eye. It works – you buy more.

Put this human impulse to work in your favor by using point-of-purchase displays to put your books in direct line of sight of people with their wallets already out of their pockets. Through Footprint Press, Inc., we sell outdoor recreation guidebooks to trails for hiking, bicycling, and skiing. We've gotten them displayed on checkout counters in bike shops, gift shops, nature centers, wineries, coffee shops, and even gas stations.

When we make a sales call we offer a free plastic counter-top display stand if they buy 5 or more books. With the stand (and some not-so-subtle suggestions), nine times out of ten, our books end up being displayed on the checkout counter. We tape a business card to the back of the stand, which gives the owner of the shop quick access to our reorder phone number.

Of course, some shop owners say no – their counters are too crowded already. But, the ones who say yes end up selling many more books and we make our minimal investment in the display stand back very quickly. I've seen this work for other genres of books also. Target which stores you approach with the free book stand idea carefully. If your book appeals to grandparents, target stores where grandparents shop. If your book is historical (fiction or non-fiction) target stores where people interested in that history might shop.

Don't limit your thinking to book shops. As I mentioned, even gas stations worked for us and ours were the only books they had ever carried. Think about what shops might be visited by your specific customers, then make a

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sales pitch to the shop owner. Offering a book stand is sometimes the tipping point that gets them to say yes rather than no.

We also use book stands to give our books a lift at festivals, book signings and seminars. We've spent time and money to get there, and often shelled out money for the honor of setting up our table. If we spread our books on the table (as I've watched many authors do) and sit back as people wander past, sending only a fleeting glance toward our table, an opportunity is lost. Instead, we capture that opportunity by using display stands to set our books upright at various heights. We've invested in designing captivating covers so we display them front-out to passers-by and let their glance light upon our covers, enticing them over for a closer look. This works well, even if you're not an aggressive marketer. Some authors can engage people in conversation as they walk by, but many of us are too shy to do it successfully. Whether you're shy or aggressive, displaying books on stands helps to entice potential customers to your table.

And, if you're giving a talk or workshop, having your books on display stands on a table in the back of the room is much more noticeable to attendees. They're more likely to see them upon entering the room and stop to browse. Browsing often turns into buying.

Try it. Use book display stands to leverage your book's exposure at retail stores and at upcoming festivals, exhibits, and book signings. Increase impulse purchases and watch your sales increase. You can find display stands (all made in Florida!) to fit your size and style of books at www.DisplayStands4you.com.

Sue Freeman is the publisher of Footprint Press Recreation Guidebooks (www.footprintpress.com) and the owner of DisplayStands4You.com (www.displaystands4you.com) which manufactures and sells a variety of book display stands.

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 (unfortunately, it's only for 2008 so far), at www.loc.gov/loc/cfbook/bkevents.html#JANUARY

December

Many December dates/venues in Florida. "Getting the Most from Microsoft Excel," (800) 867-4340, www.compumaster.net

December 6-7, "21st Annual Indie & Small Press Book Fair," 20 W 44 St, NYC, The New York Center for Independent Publishing. www.NYCIP.org

January 2009

Many January dates/venues in Florida. "Microsoft Excel: 2 one-day seminars," (800) 556-2998, www.pryor.com.

February

February 26-March 1, "Florida Christian Writers Conference," Lake Yale Conference Center, Leesburg, FL. www.billiewilson@cfl.rr.com.

March

March 11, AAP's General Annual Meeting, Yale Club, 50 Vanderbilt Avenue, New York City. www.publishers.org.

Florida Festivals & 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.

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