

# 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](http://www.flbookpub.org/fpabookawards.html)

November 2008

## Session #1 with Brian Jud: "You're On the Air"

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

On September 13, FPA members were lucky enough to have a full day's worth of information provided to us by Brian Jud, a book marketing consultant, during the 2008 FPA Conference.

The educational events started at 9 a.m. with Jud's first session, "You're On the Air." In this session, Jud discussed how to work with the media. This included radio, phone-in radio interviews, television, magazines, news shows and more. He started with one of the most important questions you should ask yourself when beginning to market a book:

"I help \_\_\_\_\_ who want \_\_\_\_\_ get \_\_\_\_\_."

For example, I did this for one of Atlantic Publishing Group's new titles coming out this month, *199 Fun and Effective Fundraising Events for Nonprofit Organizations*:

"I help nonprofit organizations who want to raise more funds get new and exciting fundraising ideas."

I found this to be an excellent piece of advice, because sometimes, when you work on a book and then go to market it, you can easily get stumped on where to begin with your efforts. Writing this statement down for each book you work on is an excellent starting point. You can write it out several times with different angles based on who the book should reach.

During this session Jud reminded us that we should constantly be promoting our books and should promote locally, regionally, nationally, and to market niches. He then gave three lessons: Lesson #1 on PR firms, Lesson #2 on Magazines and Lesson #3 on DIY (Do-It-Yourself).

One of my favorite tips that he gave during these three lessons was a tip on how an author can become more comfortable with radio interviews. His idea was to take a tape recorder and record questions that you think the interviewer might ask. Record the first question and wait 30 seconds while recording before asking the next question, then wait 30 seconds, and so on. Then, take the tape or CD and listen to it in the car. It will give you an idea of how long you have to answer questions so you can practice making your responses longer or

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**Editor**

Betsy Wright-Lampe  
FPAbooks@aol.com

**Florida Publishers  
Association, Inc.**

P. O. Box 430  
Highland City, FL 33846-0430  
Telephone/Fax (863) 647-5951  
FPAbooks@aol.com  
www.FLbookPub.org

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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**



**Linda S. Day, FPA President, 2008-2010 Term**

Promotion is one of the most important functions of marketing. Are we, as FPA members, promoting our organization? Well, you, as the membership, are the vital (printer's ink) lifeblood that keeps the heart of this organization alive.

Our Ed-U Conferences and Mini-Colleges are the vitamins that build us up, give us renewed energy, open our eyes to new horizons, and when we are excited about what we are doing . . . it shows.

We want to share the good news with others who can and will benefit from the great speakers and presenters who come to share their experiences, knowledge and expertise. What a great opportunity we had in September, with Brian Jud, to hear his ideas, and to feel his dedication, enthusiasm and drive.

Our Awards Banquet was a huge success with recognition to the authors and publishers of the 2008 Florida Publishers Book Awards. Read all about it in the October issue of the *FPA Sell More Books! Newsletter*, written by our FPA Executive Director, Betsy Wright-Lampe.

As you explore ways to connect with all Florida book publishers, authors, self-publishers, vendors in the book industry we are able to widen our opportunities for membership and networking within our communities.

FPA wants to help you. FPA needs you. FPA is here to serve you.

2008 has been a great year, thanks to you, our members. Let's help FPA grow.

Linda

*“You’re on the Air,” continued from page 1*

shorter if need be. It’s an excellent gauge for the interviewee to get a feel for how long 30 seconds actually is.

Next, Jud went into detail on how to perform on-air, including how to prepare and learning as much as you can about the host, the show and your material. He gave the three V’s of speaking: Verbal (what you say), Vocal (how you project what you say) and Visual (the way you look when you are speaking). He then went on to provide us with the 7 C’s of your Content:

Creative,  
Credible,  
Current,  
Convincing,  
Complete,  
Clear, and  
Concise.

Brian Jud also explained that, during interviews, we should be sure to discuss the specific benefits that our book(s) provide. He suggested that you constantly ask yourself, “So what?” when you are practicing what you will say. Imagine that the host or interviewer is asking you that after everything you say. What do you need to say to get your point across and make them care about your product?

He suggested creating memory aids to assist you in remembering your material. These aids will also help you organize your responses so you end up presenting them logically and those hearing you will remember what they have heard. Make sure to have your agenda planned out. What do you plan to say? What information do you want to get across? Jud reminded us to create transition statements so your thoughts come across clearly and smoothly.

The final item we were able to discuss in the first session was about vocal delivery. He provided us with an acronym to help remember his tips on vocal delivery. It was VOICES:

Volume (Make sure the phone is to your mouth when radio phone interviews),  
Other’s Perspective,  
Inflection (adding accent to the important points),  
Confidence (know current events so you know what you are talking about),  
Enunciation, and  
Speed (135–150 words per minute is a good rate, but be

sure to mirror the audience and host on their speed and adjust as this is the speed at which they will listen.).

We were running short on time, so Brian Jud wrapped it up there, but not before he showed us several of his amazing worksheets that he had provided for us. These worksheets are found on the companion CD-ROM that comes with his book *Beyond the Bookstore*.

## 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](http://www.bookmarketingworks.com/mktgmatters.asp)

## Contests

**The 2009 Eric Hoffer Book Award** provides four ways to win: by genre, press, the Montaigne Medal, and the Hoffer grand prize. Categories: Art, Poetry, General Fiction, Commercial Fiction, Children, Young Adult, Culture, Memoir, Business, Reference, Home, Health, Self-Help/Spiritual, Legacy. Awards are open to academic, independent, small press, and self-published books that were released or copyrighted in the last 2 years, including unique books with small print runs. Book entry deadline is January 15, 2009. See submission guidelines at [www.HofferAward.com](http://www.HofferAward.com). (FPA Member Babbling Books published the 2008 Eric Hoffer Award Winner for Excellence in Independent Publishing: *Burying the Secret: The Road to Ruin Is Paved with Books about the Law of Attraction*, by Carol Rutter.)

**The 2009 Nautilus Book Awards** is now accepting books and audiobooks (adult & children) for its 9th Annual Nautilus Book Awards program. January 31 is the deadline for entries. Information and entry forms are available at [www.nautilusbookawards.com](http://www.nautilusbookawards.com).

**The Florida Book Awards** is an annual program established in 2006 that recognizes, honors and celebrates the best Florida literature published in the previous year. Entries must be received no later than 5:00 p.m. on Monday, January 5, 2009. [www.fsu.edu/~ams/bookawards/index.html](http://www.fsu.edu/~ams/bookawards/index.html)

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**The 2008 Book of the Year Awards** is now accepting registrations. Entries must be postmarked no later than January 15, 2009. [www.forewordmagazine.com/awards](http://www.forewordmagazine.com/awards)

**21st Annual Benjamin Franklin Awards.** Administered by the Independent Book Publishers Association, IBPA (formerly PMA), and is open to books published in 2008. Deadline for receipt of entries is December 31, 2008. [www.ibpa-online.org](http://www.ibpa-online.org)

**The Indie Excellence Awards.** Small press, self-published, print on demand and independent publishers are all welcome. Must be in print. Interesting prizes. All entries must be postmarked by March 31, 2009. [www.indieexcellence.com](http://www.indieexcellence.com)

## Online

### DEAL websites:

**DealNews.com** is a source for comparison shopping on almost every business machine need (and other stuff). “Where every day is Black Friday.”

**DealRam.com** is a source for comparison shopping on RAM (computer memory) for almost every computer made. Includes a configurator.

**DealCoupon.com.** Find coupons, rebates, and promotional coupon codes for your thousands of your favorite online stores.

**DealCam.com** is for those looking for cameras and videocams.

**DealInk.com** compares the best printer supplies deals online.

**DealMac.com.** Deals on iPod, iMac and MacBook. Discount Mac and new/used Apple systems. Slogan: “How to go broke saving money.”

## Education

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

## Organizations

**National Association of Women Writers.** NAWW was

founded in 2001 and has over 3,000 members worldwide. The NAWW helps connect and educate the members through books, CDs, tele-events, and much more. More information: [www.naww.org](http://www.naww.org).

**The Women’s National Book Association.** A national organization of women and men who work with and value books. WNBA exists to promote reading and to support the role of women in the community of the book. [www.wnba-books.org](http://www.wnba-books.org)

## Booksellers

**Booksamillion.com.** Features titles carried by one of its distributors: American Wholesale Book Company (205-956-4151), Ingram Book Company (800-937-8000); and Baker & Taylor (800-775-1100). If a publisher’s titles are carried by one of those distributors, book information can be sent to the Director of Merchandising, Booksamillion.com, PO Box 19728, Birmingham, AL 35219, [marketing@booksamillion.com](mailto:marketing@booksamillion.com), [www.booksamillion.com](http://www.booksamillion.com) (scroll to the bottom, find “Company Info” then click on “publishers”)

## Distributors

**Florida Distributor.** Great Outdoors is a third-generation, family-owned company that has been in business for nearly 60 years. Their mission is to encourage the exploration and preservation of Florida by its residents and visitors, by offering moderately-priced, quality books for adults and children that foster an appreciation of Florida’s natural communities and fascinating history. Their books are available through independent bookstores and specialty retailers. To learn if your title is right for Great Outdoors, send a description of the book(s) to [info@floridabooks.com](mailto:info@floridabooks.com), and Jan Allen will let you know if they fit. Nature/wildlife/recreation categories. [www.FloridaBooks.com](http://www.FloridaBooks.com). A list of retailers that Great Outdoors stocks can be seen at [www.floridabooks.com/map.html](http://www.floridabooks.com/map.html)

**New Age Distributor.** New Leaf has announced its National Accounts Marketing Program for Small Presses and Self-Published Authors. According to New Leaf President Alim Thompson (from an email), “. . . New Leaf has retained industry veteran Ken Kaiman as our national accounts manager, and if anyone can get your title accepted with the chains and manage the process so you don’t get hammered by huge returns, it’s Ken. The national accounts to which your titles could be sold are Barnes &

Noble, Borders /Walden, Ingram Book Co., Baker & Taylor, Baker & Taylor Marketing Services (formerly AMS Advanced Marketing Services) which stocks Costco, American Wholesale Book Co., Books A Million, Bookazine, and Hastings.” More information: KSmith@newleaf-dist.com.

## Production

**FPA Secretary Steve Sirlin** says, “The holidays are here again as well as the lovely Fall weather, Yes, even in Florida! With the holidays come slightly elongated production schedules. Most printing plants will be closed for Thanksgiving, Christmas and New Year, so be sure to leave some extra time when planning your books release, signings, etc. Happy Thanksgiving to all.”

**Stock Photography.** Jupiterimages Unlimited provides professionally shot, royalty free images from eight premium collections, such as Brand X Pictures and BananaStock, and 4 popular subscription services, including photos.com, and 1.4 million value images from Stockxpert (created by a community of digital artists and photographers worldwide). [www.jupiterimages.com/unlimited/ultimate](http://www.jupiterimages.com/unlimited/ultimate)

**The Chicago Manual of Style Online.** You can get a free month of the *Chicago Manual of Style Online* by signing up at [www.chicagomanualofstyle.org/access/trial.epl](http://www.chicagomanualofstyle.org/access/trial.epl)

**Riley Rossmo** offers comic book-style illustration. He has an impressive client list. [www.wrinklegraphics.ca](http://www.wrinklegraphics.ca)

**Christopher Wurth** offers simple, whimsical, children’s illustration. [www.christopherwurth.com](http://www.christopherwurth.com).

**David Goldstone** offers outstanding digital and hand-rendered pencil children’s illustration.

[www.bubblefant.com](http://www.bubblefant.com)

**Joanne Batziotegos** offers excellent caricature illustration. [www.jtegos.com](http://www.jtegos.com)

**Book Cover Design.** (from an email) “Our studio has been designing book covers for over 12 years. While the vast majority of our clientele are large commercial publishing houses, we have since expanded into the university press and independent press niches.” The DesignWorks Group, PO Box 1773, Sisters, OR 97759, [kelly@thedesignworksgroup.com](mailto:kelly@thedesignworksgroup.com), (541) .549-1096, fax (541) .549-1097, [www.thedesignworksgroup.com](http://www.thedesignworksgroup.com), blog: [www.faceoutbooks.com](http://www.faceoutbooks.com).

**Book Cover/Interior Design (and more).** 1106 Design, your “Team of Ten” for top-quality publishing assistance:

Cover design  
Interior design  
Manuscript editing  
Title consulting and back cover copywriting  
Printing coordination  
Logos, ads, brochures  
And our most important service: Hand holding.

Contact Michele at (602) 866-3226, [office@1106design.com](mailto:office@1106design.com), [www.1106design.com](http://www.1106design.com).

## Libraries

**Support the Florida Library Association** (FPA is a member) “Dear FLA Friends, I shop online a little, but that little bit is making a difference for FLA. You can make a difference, too. So can your family and friends, and even your library.

“When you’re ready to shop, first click on the ‘Shop Online’ link on the FLA web page [www.flalib.org](http://www.flalib.org)

“The ‘Shop Online’ link connects you with Fundraising Solutions. Through our partnership with Fundraising Solutions, FLA receives a small percentage of each purchase. Your purchase cost is the same—and sometimes there are even special discounts for you. . . . Since I’ve started shopping online through the FLA web site, the monthly donation check has grown. Imagine the difference if all FLA members and their friends do a little holiday shopping in this way. With your help, we can raise more funds to support FLA’s services to Florida libraries.” –Faye C. Roberts, Executive Director. Florida Library Association. PO Box 1571, Lake City, FL 32056-1571, (386) 438-5795, fax (386) 438-5796, [faye.roberts@comcast.net](mailto:faye.roberts@comcast.net), [www.flalib.org](http://www.flalib.org)

**“ALA Seeks \$100 Million in Stimulus Funding As U.S. Libraries Face Critical Cutbacks, Closures.”** Read the release at [www.wo.ala.org/districtdispatch/?p=996](http://www.wo.ala.org/districtdispatch/?p=996)

## 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](mailto:FPAbooks@aol.com).

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**Wanted:** Three partners to share actual costs of and unlimited access to a well-known, searchable online PR database. Searches in over 800 subjects result in detailed information about contacts at more 71,000 newspaper, magazine, radio, TV outlets. From the site you can create your own release and email it directly to specific contacts. For more information: Jami at (305) 893-9985 or gp@jamilin.com. A sample of the subject list information can be seen at [www.coloralchemy.com/media/keywords.htm](http://www.coloralchemy.com/media/keywords.htm)

## Marketing

**Green Promotional Printing by Tu-Vets.** FPA-conference door-prize provider (won by Barbara Birenbaum of PEARTREE Books + Music), Tu-Vets, offers 10% post consumer/30% recycled papers for color printing on:

Flyers - Brochures - Bookmarks - Business cards  
Post Cards - Posters - Multi Page Catalogs - DVD Covers  
CD Inserts - Greeting Cards - Presentation Folders  
Door Hangers - Hang Tags - Letterheads - Envelopes

Same high quality and quick turn-around times at their regular low prices. Please be sure to ask for "green" stock on your next order because standard stocks run on orders if no selection is made.

A Tu-Vets Fall Special is valid until December 31 and includes 2,500 bookmarks for the price of 1,000. Standard sizes from 2" x 7" to 2 1/2" x 8 1/2", heavyweight, 14-pt. gloss coated cover. Full color and UV high gloss on both sides. No extra charge for recycled stock. Customer supplied files; PDF's preferred. UPS freight is additional. Production time 5 to 7 working days.  
Henry Ayala, Tu-Vets Corporation, (800) 894-8977, [henry@tu-vets.com](mailto:henry@tu-vets.com)

[vets.com](http://vets.com), [www.tu-vets.com](http://www.tu-vets.com).

**ACEI** (Association for Childhood Education International) Annual International Conference & Exhibition, March 18–21, 2009, Chicago, IL. Joint publishers book and periodical exhibit, advertising and sponsorship opportunities, exhibit booths, DVD fair, virtual exhibit hall. More information: (800) 423-3563, (301) 570-2111.

**Custom Folders.** Leslie Company offers custom-printed pocket folders and more. [www.leslieco.com](http://www.leslieco.com)

**Gebbie Press** offers three outstanding media-contact products:

***The All-In-One Directory*** (Every daily & weekly newspaper, broadcast radio & TV station, and leading magazines in over 100 categories),

**PR Pro Software** (Sends media contacts email, prints mailing labels, runs reports and more. Request a demo CD), and

**Importable Text Files** (media contact data files).

More information: Gebbie Press, [gebbiepress@pipeline.com](mailto:gebbiepress@pipeline.com), [www.gebbiepress.com](http://www.gebbiepress.com)

**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](mailto:info@bookexhibit.com), [www.bookexhibit.com](http://www.bookexhibit.com).

**Custom Printed Pens.** Pinnacle Business Products, LLC, is a distributor for BIC. More information: Marc McDougan, 615-504-4819, [marcm@pinnaclebusinessproducts.com](mailto:marcm@pinnaclebusinessproducts.com).

**INATS Cancelled.** In case you have not heard, the International New Age Trade Show East has been cancelled for this year, due to economic conditions, but it intends to resume in 2010. You can read a statement from show management at [www.inats.com/east/index.html](http://www.inats.com/east/index.html).

## Check YOUR Website Now!

While writing this newsletter, I often visit members' websites in search of information on their titles. The biggest flaw I regularly find is a lack of ISBN listings. If a bookseller or librarian were to be driven to your website, would they find enough information on your book to quickly and easily order it from wholesalers/distributors? Review your website book listings to make sure ISBN and distribution information is included.

## Member Offerings & News

**Angela C. Adams.** "I had a lot of changes in October. I resigned from Atlantic Publishing Company and I am currently doing freelance writing and looking forward to future endeavors. I am joining FPA as an author and plan to continue my work on the board." Angela C. Adams, ACAFreelance, [angela@acafreelance.com](mailto:angela@acafreelance.com)

**New Chapter Publisher.** Three new titles are planned for an early release in 2009.

One is *Jazz from Row Six* by Jean Germain (ISBN-13: 978-0-

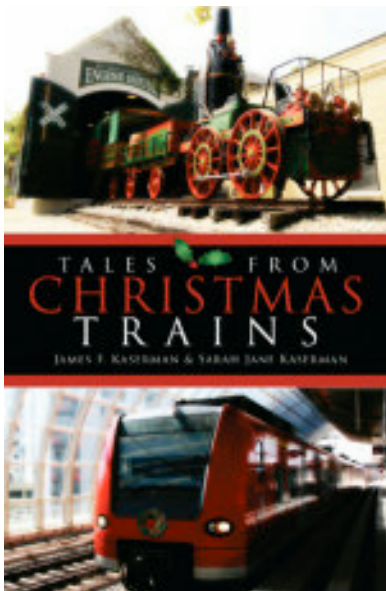
9792012-7-1), a book of photographs of jazz greats such as Lionel Hampton, Eartha Kitt, Gerry Mulligan, George Shearing and Diane Krall, taken over the last 25 years at the annual Sarasota Jazz Festival. Another is a book of lyric poetry by Piero Rivolta that tells the story of a young man torn between two women of very different temperaments. It is titled *Nothing Is Without Future* and will be published in a bilingual English-Italian edition (ISBN-13: 978-0-9792012-3-3).

The third is *Captured Horizons: An Artist's Journey*, a memoir by Michael Judge, artist, photographer and gallery owner (ISBN-13: 978-0-9792012-6-4). Over the past 40 years, Michael has met and worked with U.S. presidents and mafiosi, world-renowned artists and art hucksters. He created the 1976/77 "We the People" Congressional Calendar for the Bicentennial of the United States, 10 million of which were distributed worldwide. He was the first American photographer permitted to take photographs in Poland as the iron curtain came down. He was the first to sell art on cruise ships and has a lot to say about the "dirty" business of art forgery and promotion. The chapter on the founder of Ingram, one of the major book distributors, will be especially fascinating to anyone in the publishing world.

Chris Angermann,

New Chapter Publisher, 1765 Ringling Blvd. Ste. 3000,  
Sarasota, FL 34236, info@newchapterpublisher.com,  
www.newchapterpublisher.com

**Pirate Publishing International** (James F. or Sarah Kaserman). FPA member-authors James F. & Sarah Jane Kaserman released their Christmas-themed historical fiction novel, *Tales from Christmas Trains 1830–2030* (ISBN-13: 978-1-4392-0196-1), on October 1.



James and Sarah presented and signed all five of their works, as well as discussing *Christmas Trains*, at the *St. Petersburg Times* Festival of Reading on Saturday, October 25th. The Kasermans will do the same at the upcoming Miami Book Fair on November 13th.

Historical fiction at its absolute finest, *Tales from Christmas Trains 1830–2030* is a fanciful collection of Christmas stories that charts the history of the railroads as it shares a parallel message of family tradition and American ingenuity. A savvy work of historical fiction, this literary masterwork celebrates the great American railways and family tradition. With a rewarding charm, it offers ten timeless Christmas tales dating from 1830 to the not so distant future of 2030.

Each vignette reads as a magnetic and distinct tale that is as tender and sincere as it is wise and reminiscent of a more generous and simpler time. Highlighting the lives of the Kane's, a family of railcar magnates, the novel follows a chronological sequence of holiday seasons from just prior to the American Civil War through the Great Depression and the Second World War to the present day and beyond. Against a backdrop of railroad customs and one family's traditions, with chapter titles such as "The First Christmas Train, 1830," "Civilizing the Wild West, A Christmas Wedding, 1884" and "World War II Christmas in Ohio," the past comes alive, the future is supposed and absolutely all of it is celebrated.

A few of the passages are heart-rending, others are joyous—each is entertaining. Readers will recall their favorite Christmas seasons of yore, celebrate the here and now and have hope for the future. This book is a journey in which readers are able to see the best of the Christmas season where reunion and love are bound in time without end. If you are looking for the perfect Christmas gift—look no further.

A former staff sergeant, James F. Kaserman received a master's in educational administration at the University of Dayton. He has worked as a newspaper columnist, teacher, coach and administrator and is a professional racecar driver, winning the 2007 Daytona Antique Auto Racing Association's Championship. Coauthor Sarah Jane Kaserman earned a master's degree in deaf education from Kent State University. An educator for more than thirty-five years, she recently retired as a teacher of gifted students. A violinist and fiddle player, she arranged music and played fiddle for the Civil War movie *The Miracle Men*.

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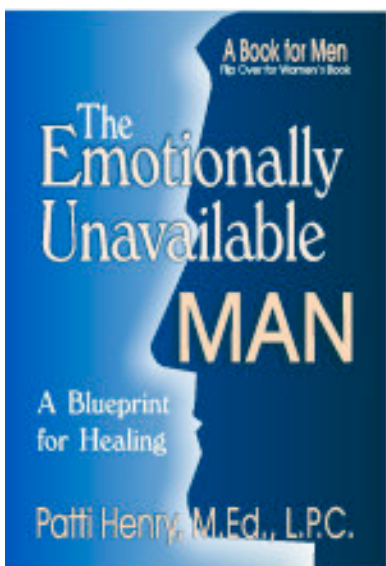
They have written three award-winning pirate novels: *Gasparilla: Pirate Genius*; *The Legend of Gasparilla: A Tale for All Ages* and *How the Pirates Saved Christmas*. Their latest title, *Pirates of Southwest Florida: Fact and Legend*, is used in their teaching at the Florida Gulf Coast University's Renaissance Academy. Currently, the couple lives in Fort Myers, Florida.

*Tales from Christmas Trains 1830–2030* (ISBN-13: 978-1-4392-0196-1) is available for resale purchase through Baker & Taylor, Historical Fiction, or Booksurge.com, YA - Adult. Retail Price \$14.99 Wholesalers and gift shops receive a 40% discount on the retail price – with full return ability – by purchasing directly from either BookSurge (1-866-308-6235 and ask for Option 6) or ordering from Baker & Taylor or your normal wholesale outlet.

Individuals may purchase through Amazon.com or their local bookstores and gift stores.

Pirate Publishing International, phone/fax: (239) 939-4845, email: SuperK@juno.com, www.sarahjameskaserman.com

**Rainbow Books, Inc.** (Betty Wright and Betsy Lampe). Author and relationship therapist Patti Henry (*The Emotionally Unavailable Man: A Blueprint for Healing*, ISBN 1-56825-096-7) did a word-of-mouth email promotion that resulted in sales of 1,450 books on Amazon.com in one day! The book was ranked #1 in men's books.



When asked what she did to create Amazon.com orders for 1,450 books, Patti said:

I sent out 1000 postcards to clinicians and people I've done radio shows with. Some called and I did more radio shows. I sent out an announcement (via email) to my friends and relatives asking them to buy books on October 26 and to send the request on to their email lists. I sent out an announcement (again via email) to my church congregation and asked them to send it to their email lists. Then, finally, I sent out an announcement to my professional email list asking the same – everyone to buy books on the same day, October 26, and to send the request out to their lists. I told people if they didn't need the books, they could have them sent to my office and to indicate where they wanted the books donated: libraries, Alcoholics Anonymous groups, women's shelters, homeless shelters, and prisons. I encouraged people all over the country to donate a book to one of these groups in their area. I put it on my website. I sent everyone a reminder email the morning of the 26th.

That's about it – can't think of anything else I did. So, I feel pretty good about the outcome. Wish I could have made it to slot 100 on Amazon – but 116 was still nice.

*EUM*, as we fondly call the book, is not a new title; in fact, this reprint is the 6th for this book. Sales have steadily increased since the book's publication in 2004.

*EUM* is a flip book – one side is for men and, just flip the book over, and the other side is for women or the man's partner. It describes identification of and help for the emotionally unavailable man, who (in his relationship) feels like a little boy trapped inside a man's body. Another term used to describe an emotionally unavailable man is "hen-pecked."

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

## 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")

November 19, 2008–11:00 a.m. PST/ 2:00 p.m. EST

“Profitable Books: How to Choose Winners”

with Marion Gropen ([www.GropenAssoc.com](http://www.GropenAssoc.com))

Picking the right projects makes the difference between success and failure, especially for smaller publishers. How do you find the right ones? You can't rely on editorial intuition or marketing expertise alone. You need both, but then you also need to check each title and your list as a whole to see if it's the best available use of your scarce time and money.

Publishing expert Marion Gropen will discuss how to estimate numbers you can't possibly know, how to blend the quality of a book with the number-crunching, and how to make sure you're getting the biggest impact for your efforts.

Marion Gropen has been on the financial and management side of publishing for 17 years. For the last 4 of them, she has been consulting for smaller presses, as a CFO-by-the-question. She teaches at IBPA-U and other conferences, writes articles for the IBPA Independent and similar journals, and helps run 2 of the 4 largest publishing listservs. She received her MBA in Finance from NYU, but please don't hold that against her. She still thinks of herself more as a book-lover than a bean-counter.

Her website, [www.GropenAssoc.com](http://www.GropenAssoc.com), not only has more information about her and the services and tools she provides, but also has dozens of pages of resources and information for the small press. You can contact her at [Marion.Gropen@GropenAssoc.com](mailto:Marion.Gropen@GropenAssoc.com) for further information.

IBPA members: \$49.00

NOT members of IBPA: \$69.00

[www.ibpa-online.org/custom/publishingUniversityOnline/University\\_onlinenow11-19.aspx](http://www.ibpa-online.org/custom/publishingUniversityOnline/University_onlinenow11-19.aspx)

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**21st Annual Benjamin Franklin Awards** is open to books published in 2008. Deadline for receipt of entries is December 31, 2008. [www.ibpa-online.org](http://www.ibpa-online.org)

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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](mailto: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](mailto:teresa@ibpa-online.org).

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### 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 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.

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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 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](http://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>.

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**SPAN – Small Publishers Association of North America**  
([www.spannet.org](http://www.spannet.org))

**SPAN Partners with PubWest on National Publishing Conference, "Advancing the Book"**  
**November 13–15, Portland, OR**

PubWest's (the Publishers Association of the West) 2008 National Publishing Conference & Book Industry Trade Show will present such luminaries as John Ingram of Ingram Book Group, best selling author Ursula Le Guin, and graphic novel entrepreneur Mike Richardson from Dark Horse Comics.

You can find more information and a registration link at: [www.spannet.org/pubwest-conf.htm](http://www.spannet.org/pubwest-conf.htm).

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**AAP – The Association of American Publishers**  
([www.publishers.org](http://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 *21<sup>st</sup> 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.

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## *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](http://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](http://www.loc.gov/loc/cfbook/bkevents.html#JANUARY)

### *November*

**November 13–15**, “Advancing the Book,” SPAN and PubWest event, Portland, OR. [www.spannet.org/pubwest-conf.htm](http://www.spannet.org/pubwest-conf.htm)

**November 14–16**, “25th Miami Book Fair International.” Giselle Hernandez, exhibitor coordinator, [ghernan3@mdc.edu](mailto:ghernan3@mdc.edu), [www.miamibookfair.com](http://www.miamibookfair.com)

**November 14–16**, New England Crime Bake, Dedham, MA. [www.crimebake.org](http://www.crimebake.org).

**November 19**, ““Profitable Books: How to Choose Winners” with Marion Gropen, IBPA Publishing University Online, 2 p.m. EST. [www.ibpa-online.org](http://www.ibpa-online.org).

**November 21–22**, Vero Beach Book Festival, Vero Beach, FL. [www.verobeachbookfest.com](http://www.verobeachbookfest.com)

**November 22**, Tellebration, the annual storytelling celebration day (the Saturday before Thanksgiving). [www.tellebration.org](http://www.tellebration.org)

Betsy read online that the **Sarasota Reading Festival** organization was dissolved and, unfortunately, there will be no book event put on by them this year.

**November 22–December 22**, Jewish Book Month. The Jewish Book Council. phone (212) 201-2920.

### *December*

**Many December dates/venues in Florida.** “Getting the Most from Microsoft Excel,” (800) 867-4340, [www.compumaster.net](http://www.compumaster.net)

## *January 2009*

**Many January dates/venues in Florida.** “Microsoft Excel: 2 one-day seminars,” (800) 556-2998, [www.pryor.com](http://www.pryor.com).

### *February*

**February 26–March 1**, “Florida Christian Writers Conference,” Lake Yale Conference Center, Leesburg, FL. [www.billiewilson@cfl.rr.com](mailto:www.billiewilson@cfl.rr.com).

### *March*

**March 11**, AAP's General Annual Meeting, Yale Club, 50 Vanderbilt Avenue, New York City. [www.publishers.org](http://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.

Many of these small-town events are preferred to book fairs because so many of the book fairs, such as the Miami Book Fair, are open to remainder dealers, which compete with you by selling hurt, discontinued and remaindered books for \$1 each. Remainder dealers don't typically attend the smaller, non-book-fair events.

[www.southfest.com/florida.shtml](http://www.southfest.com/florida.shtml)

[www.floridasmart.com/subjects/ent\\_festivals.htm](http://www.floridasmart.com/subjects/ent_festivals.htm)

[www.festivalusa.com/states/flofest.htm](http://www.festivalusa.com/states/flofest.htm)

[www.ffea.com](http://www.ffea.com)

[www.flcities.com/membership/festivals.asp](http://www.flcities.com/membership/festivals.asp)

[http://goflorida.about.com/od/eventsfestivals/Florida\\_Festivals\\_and\\_Events.htm](http://goflorida.about.com/od/eventsfestivals/Florida_Festivals_and_Events.htm)

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

[www.floridabooks.com/events.html](http://www.floridabooks.com/events.html)

### *Winners and Finalists*

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

[www.flbookpub.org/fpabookawards.html](http://www.flbookpub.org/fpabookawards.html)