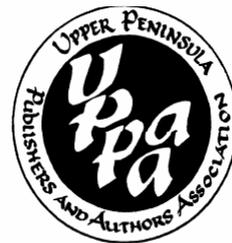


NEWSLETTER #25  
JANUARY 2007

# The Written Word

UPPAA NEWSLETTER



## SPRING MEETING!

Mark your calendars now! The UPPAA Spring Meeting will be held on April 21st in Marquette at the Peter White Library, 217 North Front Street. Our keynote speaker is Patrick Snow, known internationally as “The Dean of Destiny”—self-published best-selling author, keynote speaker, publishing coach and entrepreneur. Patrick’s self-published book *Creating Your Own Destiny: How to Get Exactly What You Want Out of Life* has sold over 100,000 copies since July 2001. He helps 6–8 clients each year to high-volume sales through his 22-step “Publishing Road Map” —including book production, book promotion and speaker training. This should be a fun, educational and inspirational presentation!

### Meeting Agenda

**10:00 am:** Library Opens—Registration

**10:30 am:** Opening Remarks

**11:00 am:** Keynote Presentation by Patrick Snow—“Creating Your Own Destiny: Maximize Your Sales on a Limited Budget (Plus Tips and Strategies to Get Published and Become a Best-Selling Author)”

**1:00–1:45 pm:** Lunch and networking (lunch available on premises at the deli)—Book/Vendor Tables Open

**1:50–2:25 pm:** UPPAA Business Meeting—Election of 2007–2009 officers (President, Treasurer, Membership Secretary, Recording Secretary)

**2:30–3:30 pm:** Afternoon break-outs—Topic(s) To Be Announced

**3:45–4:15 pm:** Book Tables and Networking

**4:30 pm:** Closing Announcements—Clean Up

**5:00 pm:** Library Closes

If you want to reserve a table to sell your books, send an email to PaulEVM@aol.com to reserve one.

## DUES REMINDER

Membership Secretary Joan Hansen reminds everyone that UPPAA dues (\$20/year) are payable by April 1st each year. If your mailing label shows out-of-date dues, please bring them up-to-date right away. Make checks payable to UPPAA but send them to Joan at:

Joan Hansen  
900 Garfield Ave. #2  
Marquette, MI 49855

## FOCUS ON YOUR AUDIENCE

by Patrice-Anne Rutledge

One of the most important rules of online book promotion—or any form of promotion for that matter—is to focus on your audience. Here are three tips for developing a reader-focused online book promotion campaign:

Develop an audience profile. Knowing who might potentially buy your book and the sites they visit on the web is your key to success. Naturally, this is easier if your book is on a tightly targeted topic. But even if you’ve written a general interest book or novel, you can still develop some form of profile.

Once you have that profile, focus your promotional efforts on the sites your audience frequents and the type of content to which they would most likely respond. For example, let’s say you wrote a book about skiing. Your audience could potentially visit websites devoted to skiing or to travel areas frequented by skiers. They could also respond favorably to your own site full of skiing advice and short ski-related video clips.

Remember to focus on the interests of your audience, not your own personal interests. Many authors focus on online promotion techniques that interest them rather than their audience. Cool new technologies like video book trailers, multimedia, and podcasts work great for some books, but not so great for others. Pick the tools and techniques that will make your audience respond.

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Patrice-Anne Rutledge is the bestselling author of 24 books and an expert in online book promotion. Her latest book is *The Web-Savvy Writer: Book Promotion with a High-Tech Twist* ([www.websavvywriter.com](http://www.websavvywriter.com)), showing authors how to develop a cost-effective online book promotion campaign that generates results.

## WRITERS WANTED

Quixote Press Publisher Bruce Carlson of Wever, Iowa, tells me he wants writers “with a spark in their brain and a fire in their belly,” but doesn’t want their money. He’s got the money and the contacts (retail and wholesale) but wants your ideas and energy. Carlson also needs writers for a series of ghost story collections centered on various regions like the UP. Quixote Press does not have a website, but an Amazon.com search pulls up an extensive catalog. They pay 10% royalties.

**Contact:** Bruce Carlson at 800-571-2665.

## INDUSTRY NEWS

**Random House Sales:** In a letter to his North American staff, Random House chairman Peter Olson recently noted that the economic slowdown in North America “has had a considerable impact on consumer book purchases.” Although overall book sales for Random were up, Olson insisted that current market economics meant they would have to work even harder to “continue to achieve growth in sales and operating results.”

**Bookstore Sales:** According to the US Census Bureau (which seems to keep track of just about everything), bookstore sales were **DOWN** 2.3% to \$1.0 billion total for the fourth consecutive month and **DOWN** 1.8% to \$13.07 billion for the first 10 months of 2006. For the same periods, overall retail was **UP** 4.7% for October and **UP** 6.5% for the first 10 months.

In addition, *Publishers Weekly* reported that Borders, Barnes & Noble and Books-A-Million all reported disappointing holiday sales.

**Reader Habits:** Advertising firm Spier New York surveyed 813 readers and found that:

- 18% had visited a publisher web site (21% of the under-35s)
- 23% had visited an author’s web site (35% of the under-35s)
- 50% bought a book as a gift within the past year
- 28% bought a book online as a gift (86% of those bought at least two books)
- 89% bought a book at a non-online retailer

**Book Advances & Royalties:** Although the data on typical book advances and royalties on this web site covers only romance novel publishers, it’s still interesting. Check it out at [www.karenafox.com/money.htm](http://www.karenafox.com/money.htm)

**BEA Podcasts:** BookExpo America now offers podcasts and streaming video coverage of events from America’s biggest publishing show plus other material related to books, authors and the industry. Visit the podcast site at [www.bookexpodcast.com](http://www.bookexpodcast.com)

## BOOK TALK

All the glory of the world would be buried in oblivion, unless God had provided mortals with the remedy of books.

*Bishop Richard de Bury (1287-1345)*

An original writer is not one who imitates nobody, but one whom nobody can imitate.

*François-René de Chateaubriand (1768-1848)*

## AWARDS & CONTESTS

**Midwest Independent Publishers Association:** Annual Midwest Book Awards for Independent and/or non-profit publishers and self-publishers located in IL, IN, IA, KS, MI, MN, MO, NE, ND, OH, SD & WI. All entries **MUST** carry a 2006 copyright.

Entry deadline: February 1, 2007

For more information: [www.mipa.org](http://www.mipa.org)

**Independent Publisher:** Annual Independent Publisher National and Regional Book Awards for independently published books with 2006 copyrights or 2006 release dates.

Entry deadline: April 1, 2007

For more information: [www.independentpublisher.com/ipland/IPAwards.php](http://www.independentpublisher.com/ipland/IPAwards.php)

**New York Book Festival:** For published, self-published and independent publisher nonfiction, fiction, children’s books, teenage, how-to, audio/spoken word, comics, e-books, wild card, science fiction, romance and biography/autobiography works published on or after January 1, 2003.

Entry deadline: April 15, 2007

For more information: [www.newyorkbookfestival.com](http://www.newyorkbookfestival.com)

**USABookNews.com:** Best Books 2007 Awards for books, e-books, audiobooks & courses, CD-ROMs, and gift products.

Entry deadline: August 31, 2007

For more information: [www.usabooknews.com/bestbooksawards2007.html](http://www.usabooknews.com/bestbooksawards2007.html)

**Gather.com:** First Chapters Writing Competition for unpublished authors—winner gets Simon & Schuster contract, \$5,000 and Borders distribution.

Entry deadline: March 15, 2007

For more information: [www.gather.com/viewArticle.jsp?articleId=281474976881780](http://www.gather.com/viewArticle.jsp?articleId=281474976881780)

**Note:** You can find this list with clickable links on our website at [UPPAA.org/awards](http://UPPAA.org/awards)

## NEWS ONLINE

**Big Bad Book Blog:** “Shotgun Publication” (<http://www.big-badbookblog.com/2007/01/09/shotgun-publication/>)

**Monday Morning Media Minute:** Sign up for PR guru Jerry Brown excellent e-newsletter ([www.pr-impact.com/mmmmm1.html](http://www.pr-impact.com/mmmmm1.html))

**MIPA Blog:** Midwest Independent Publishers Association now has an independent publishing blog ([mipa-blog.blogspot.com](http://mipa-blog.blogspot.com))

**ReadersWriters.com:** “Why Should I Care What Season my Book is Published?” ([www.WritersReaders.com](http://www.WritersReaders.com))

**PMA-U:** Publishing University courses are online for PMA members ([www.pma-online.org/university\\_online.cfm](http://www.pma-online.org/university_online.cfm))

## MEMBER COLUMN

**MySpace Book Marketing**  
by Tyler Tichelaar (UPPAA member)  
[www.MarquetteFiction.com](http://www.MarquetteFiction.com)

I have actively marketed my novels on **MySpace.com** since February 2006. Here are some easy ways to get attention there for your book.

**PROFILE SETUP**—Use your book cover as your profile picture. On your profile page, link to your website and write a description of yourself and your books. The profile provides an intimate way for potential readers to get to know an author beyond the capabilities of a regular website or email list and to write or post comments to the author. MySpace is a great way to promote your author image.

**ADD EVERYONE AS "FRIENDS"**—Don't turn anyone down. More friends, more exposure. I have over 500 friends now from all over the world.

**COMMENTS**—Leave comments on all your friends' **MySpace** pages. That way, your bookcover (your profile picture) appears on their page, and people can click-through to your page. More than 3,000 people have viewed my page, primarily from clicking on my comments, and I imagine the number who have seen my bookcover on friends' pages is in the 10,000s.

**BLOGS AND BULLETINS**—Post blog entries frequently; people will subscribe to or read them when viewing your page. You can also post a blog entry as a bulletin that goes to all of your **MySpace** friends. My blog entries include excerpts from my books, book reviews and announcements of author events.

**EVENTS**—Make an event posting for all of your appearances, book publication dates, etc. All your friends will be notified of your event.

**GROUPS**—Over 5,000 book groups are on **MySpace**. Join and participate in them. Every comment you leave exposes your bookcover to more people who may visit your profile page and website.

### What About Results?

**BOOKSALES**—I know I have sold at least nine books to people I met on **MySpace**. How many people bought my book without telling me I can't say. But thousands never would have heard of my book otherwise.

**NETWORKING**—Perhaps **MySpace**'s greatest advantage:

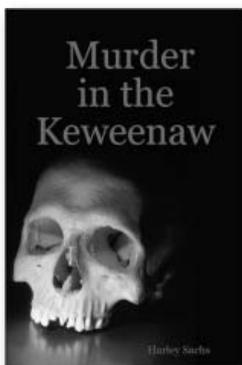
- Over 100 self-published and traditionally published authors have added me as a friend—some famous like Kurt Vonnegut. Many have traded books with me.
- I have befriended **Book.of.the.Moment** who wrote wonderful reviews of my books on her book review blog, read by her 1,300+ friends and blog-subscribers.
- I added **Authorsbookshop.com**, an independent bookstore—they now carry my books and displayed them at the Book Expo America this past summer.
- The *World of Myth* ezine approached me for an author interview, then agreed to publish two of my short stories in different issues.
- Actor Casper Van Dien and I had an email conversation about the Tarzan novels. You don't know whom you'll meet there. Now if Oprah will just talk to me.

**MySpace.com** can be an enjoyable marketing experience. Thousands of authors and publishers (Harper Collins most notably) are members. You can also better know who your potential readers are by who sends you a friend request.

**MySpace** is free, easy and fun. Sign up now! Then visit [www.myspace.com/tylertichelaar](http://www.myspace.com/tylertichelaar). I'd be happy to add you as a friend.

## NEW MEMBER BOOKS

**C**IA agent on sick leave in the Keweenaw, newly divorced, is trying to recover from PTSD when he snags a body in Lake Superior. He thinks he's seen her before...



### **Murder in the Keweenaw**

by Harley L. Sachs  
Publisher: Lulu.com  
Page Count: 205  
Paperback—6"x9"—\$15<sup>00</sup>  
E-book Download—\$6<sup>36</sup>  
ISBN: None  
Available at [www.Lulu.com](http://www.Lulu.com)

**A**s Marquette changes through two World Wars and the Great Depression, residents of the Queen City of the North marry, divorce, have children, die, break their hearts, go to war, gossip, blackmail, raise families, move away, and then return. And always, always they are in love with the haunting land that is their home.

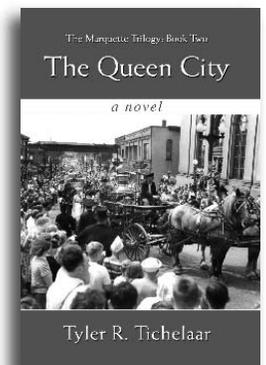
### **The Queen City**

*The Marquette Trilogy: Book Two*

by Tyler R. Tichelaar

Publisher: iUniverse.com  
Page Count: 496  
Paperback—6"x9"—\$25<sup>95</sup>  
ISBN: 0595398812

Available at [www.MarquetteFiction.com](http://www.MarquetteFiction.com)



# ISBN-13 IS HERE!

Time to transition from the old 10-digit International Standard Book Number (ISBN) to the new 13-digit ISBN. January 1, 2007 was the deadline, and ISBN-13 is the new standard. Whether you get your ISBN through your publisher or have your own block of ISBNs, all new books must have a 13-digit ISBN. OK, but what does it mean to you?

A quick refresher. The ISBN is that long hyphenated number found on the copyright page and above the bar code on the back cover of books. The bar code is called the EAN-13 bar code (EAN=European Article Number). Bowker is the only agency (at least in the US) who can sell ISBNs. If you have an ISBN-10, you already have an ISBN-13 if you are using the EAN-13 bar code. The 13-digit number, starting with 978, under the bar code is the ISBN-13 without the hyphens—it's the ISBN-10 with a 978 prefix and a different last digit (occasionally, the last digit does not change). What about the hyphens? Go to the Library of Congress converter ([pcn.loc.gov/isbncnvt.html](http://pcn.loc.gov/isbncnvt.html))—just be sure to check the **Hyphenate ISBNs** box before clicking the **Convert ISBN** button.

All new ISBN blocks purchased through Bowker should be provided in ISBN-13 format. For some time, they will all probably be issued with the 978 prefix. Eventually, they will run out of 978-prefix numbers and will issue ISBNs with a 979 prefix. Those ISBNs with 979 prefixes will not be able to be back-converted to ISBN-10. But, by then, nobody will care.

Books published prior to New Year's Day 2007 may continue to use just the ISBN-10 but the publishing powers-that-be prefer you either replace it with the ISBN-13 or add the ISBN-13 for any new print runs. The guidelines say that the ISBN-13 and/or ISBN-10 should be printed in human-readable form, nine-point or larger font, above the EAN-13 bar code. There is no change to the EAN-13 bar code itself and the EAN-13 is still displayed below (and encoded within) it. If you display both ISBN-10 and ISBN-13 on the back cover, you should also display them both on the copyright page (and any sell sheets or catalogs, for that matter).

You can buy your bar codes with or without the ISBN-10/ISBN-13 in human-readable form at the top. We always buy ours with the numbers since it costs the same. You can, however, add them yourself when you typeset the back cover. We plan to continue displaying both ISBN-10 and ISBN-13 for our pre-2007 books until we're sure the entire marketplace and supply chains have switched over (not yet true). By the way, you may display them in whichever order you prefer (ISBN-13 on top or ISBN-10 on top).



*The Written Word* is a publication of the Upper Peninsula Publishers and Authors Association

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