

NEWSLETTER #26
APRIL 2007

The Written Word



UPPAA NEWSLETTER

SPRING MEETING APR 21st

Have You Registered for the Meeting Yet?

Time's a wastin'! The UPPAA Spring Meeting will be held on April 21st in Marquette at the Peter White Library, 217 North Front Street.

Patrick Snow—our keynote speaker and best-selling, self-published author—has planned a dynamic, educational, and inspirational presentation. You won't want to miss it. Hey, where else can you hear a world-class speaker for free?

But you must register as seating is limited and we have opened this meeting to the general public (non-members, of course, will have to pay). Do it online at <http://Join.UPPAA.org/> or mail in your registration (see the last page of this newsletter). You won't want to miss this event. Register today!

Updated Meeting Agenda

10:00 am: Library Opens—Registration

10:20 am: Opening Remarks

10:30 am: Keynote Speech 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)”*

1:15–1:50 pm: Lunch and networking (deli lunch reservations for \$8 each)—Book/Vendor Tables Open

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

2:30–3:30 pm: Choose one of the following

* *Critique Workshop (Read & Feedback)*

Facilitated by Terri Martin

Space is limited, so contact Terri right away at:

martin@up.net OR

terri.martin@finlandia.edu OR

(906) 524-4808

* *“Inventory vs. Marketing: How to Make Money Using the Lightning Source-Ingram-Amazon Triad”*

Presented by Walt Shiel

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

4:30 pm: Closing Announcements—Clean Up

5:00 pm: Library Closes

SMILE FOR THE CAMERA

Your intrepid editor and his daughter-author will be roaming the Peter White Library on April 21st with camera locked-and-loaded.

We're not out to embarrass anyone but do want to document the event for posterity. We will publish the best of the photos in the next printed edition of *The Written Word* and will post others on a members-only page of the UPPAA.org website.

If you really don't want to have your picture taken, just let us know. However, we will be able to offer reprints for a nominal fee to anyone interested.

We hope to get photos of the current, outgoing, and newly-elected Board members. That way, you will be able to go online and see who these folks are who are working hard to keep UPPAA as a vibrant, forward-looking organization that provides valuable assistance and information to its members.

The idea is to make it fun and give everyone a reason to visit the website to relive the experience!

UPPAA.ORG

Speaking of the website, have you visited it recently? No? Then kick that old computer into gear and cruise on over to <http://www.UPPAA.org/> for access to:

- Online payment for annual dues (credit card/PayPal)
- Online Spring Meeting 2007 registration
- Media page with links to UPPAA news releases
- Search function for entire UPPAA website
- Updated resources page with recommended books on publishing and writing and a great link for UP radio, TV, and newspaper contacts
- Upcoming publishing events and book awards
- Signup for the UPPAA email discussion group
- Membership roster with contact information

Remember your \$20 annual membership dues.

Pay online at Join.UPPAA.org or by check to:

Joan Hansen

900 Garfield Ave, #2

Marquette, MI 49855

INDUSTRY NEWS

Book Sales: After falling for the last six months of 2006, bookstore sales continued to drop in January. According to U.S. Census Bureau estimates, bookstore sales dipped 1.0% in January to \$2.12 billion, despite overall retail sales rising 4.0% for the same month. (Source: *Publishers Weekly*)

New Reading Tech: The International Digital Publishing Forum will present new electronic reading technologies at the annual the Digital Book Conference on May 9 at the McGraw-Hill Auditorium in New York, with presentations from various industry companies including Adobe Systems, Amazon.com, Associated Press, HarperCollins, Ingram Digital Group, and Sony. For more information, <http://www.idpf.org/digitalbook07/>.

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 Award News: The 2006 National Book Critics Circle Award Finalists were recently announced (<http://www.bookcritics.org/?go=finalists/>) with five finalists in each of six categories. Of the 30 finalists, 12 were published by independent publishers.

Now That's A Print Run: Scholastic Publishing announced a 12-million copy first printing for *Harry Potter and the Deathly Hallows*, scheduled for release July 21. This is a new record for a first printing.

Teamwork: Random House and food retailer Whole Foods are jointly promoting Cameron Stratcher's memoir *Dinner with Dad: How I Found My Way Back to the Family Table*. The marketing campaign includes on-site promotion at Whole Foods stores and a contest with Whole Foods prizes.

YouTube→Big Book Contract? Rupert Isaacson proposed an inspirational memoir about his upcoming horseback trip with his autistic son to visit Mongolian shamans that landed him a contract with big-time literary agency Curtis Brown. Isaacson had also made plans to produce a film (scheduled to debut at Sundance in 2008), so agent Elizabeth Sheinkman convinced him to upload a five-minute advance video clip on YouTube.com. She claims the clip "helped elucidate who [Isaacson] is" and helped land a seven-figure book deal. Something to think about.... (Source: *Publishers Weekly*)

MEMBER NEWS

Foreword Magazine announced in February that UPPA member Lisa A. Shiel's book *Backyard Bigfoot: The True Story of Stick Signs, UFOs, & the Sasquatch* has been selected as a finalist in the 2006 Book of the Year Awards in the Popular Culture category. First, second, and third place and Editor's Choice awards will be announced on June 3rd at the nation's largest book industry event, Book Expo America in New York City.

BOOK TALK

A book cover should stop browsers cold in their tracks at 10 feet and suck them in like a magnet.

Dan Poynter (*The Self-Publishing Manual*)

Learning hath gained most by those books by which the printers have lost.

Thomas Fuller (1608-1661)

NEW MEMBER BOOKS

In Marquette, four students are killed by accident, or is it murder? From Marquette to Neebish Island, Michigan, Detective John Cook will not stop until the cases are solved and the suspect is behind bars.



Murders Do Not Come By Accident

by Edward T. Cook

Publisher: Page-Free Publishing

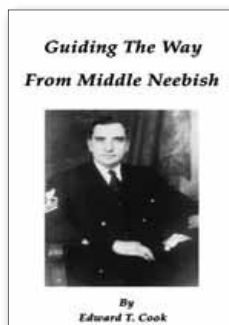
Page Count: 72

Paperback—5"x8"—\$9⁹⁵

ISBN: 1-58961-524-7

Available at e.t.cook.home.att.net/

The story of Chief Quartermaster Hugh Cook—his life as a lighthouse keeper on St. Mary's River (which stretches 77 miles between Lakes Superior and Huron) and his everyday duties while raising a family.



Guiding The Way From Middle Neebish

by Edward T. Cook

Publisher: EBook Stand

Page Count: 65

Paperback—5.25"x8.25"—\$13⁹⁵

Available at

www.ebookstand.com/books.grp/ED2058.html

MEMBER COLUMN

Writing the News Release

by Cheryl Lanning (UPPAA member)

<http://www.PotagannissingBayPublishing.com>

You hope that the newspaper editor opens the envelope, pulls out your three-page news release, reads it from top to bottom and writes about you and your book. Dream on.

What is the reality? This editor is a busy person with a short attention span who needs to be immediately lured by:

- A short, punchy headline or two—a question or a bold statement works well.
- A dateline—this helps make the release look more like a regular news story. Remember the who, what, when, where, how, and why questions.
- A release of only one page, no more. You want the editor to contact you for more information.
- An intriguing first sentence that grabs the editor's attention and makes the person want to read more.
- A release that focuses on the benefits the book offers, not the contents. Keep it simple with short paragraphs. Avoid using words that sound like advertising language.
- A quote by the author, another expert, or a famous literary source will jazz it up. Quotes also allow you to make the release more personal and professional.
- Use the inverted pyramid style; editors cut copy from the bottom up.
- A note by the author always helps make the release personal.
- Ordering information that is clear and concise makes it easy for the media and prospective customers to get in touch with you.

- Well-written copy with information that ties into the locale of the newspaper's readers. Is the author local or appearing in the readers' area? Is the setting for the book local?
- Copy that is clear and concise with no typos or grammar or usage problems. Keeping it simple will help you compose what you want to say.

I've used the words news release instead of press release because I have written four different releases, adding new information to the previous version, and stressing different points. I've sent releases to bookstores, librarians, newspaper editors, book review sites, and high schools and colleges. Naturally, for each source the release is slightly different. Follow-up is vital, either by phone, email, or another release. For the Internet, make sure you use keywords that the searcher will be most likely to use to find your site.

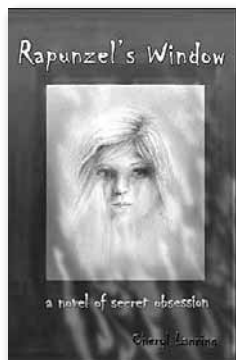
One of my specialized news releases is posted on my website (<http://www.potagannissingbaypublishing.com>). In some releases, I added the clause, "Wherever the author appears, 5% of the sales will be donated to local charities." A little inducement to give me publicity. Remember: Publicity generates more publicity.

To help you, I recommend these sources: John Kremer's 6th edition of *1001 Ways to Market Your Books*, and Joan Stewart's free tutorial at her *The Publicity Hound* website (<http://www.PublicityHound.com/pressreasetips/art.htm>). You can also email her at jstewart@publicityhound.com.

Cheryl has written for radio, TV, newspapers, and *Arizona Magazine* and taught writing, public speaking, and journalism for 23 years.

MORE NEW MEMBER BOOKS

An obsessed stalker haunts the streets of the UP town of Haver, and his fixation leads to arson and murder, captured by the unforgiving camera lens of a journalist. A captivating adventure with an unforgettable love story.



Rapunzel's Window

a novel of secret obsession

by Cheryl Lanning

Publisher: Potagannissing Bay Pub.

Paperback—6"x9"—\$17⁹⁵

ISBN: 978-0-9792488-0-1

Available at

www.PotagannissingBayPublishing.com

Still in production at Stackpole Books, Richard Smith's new book *Black Bear Hunting* will be released in September as a full-color, 400-page hardcover.

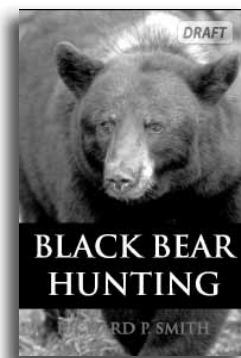
When published, it will sell for \$35. Richard is currently selling prepublication copies for \$25 through the end of August.

Order your advance copy now by sending a check for \$25 to:

Richard P. Smith

814 Clark Street

Marquette, MI 49855



MARKETING IN A WEB 2.0 WORLD

When it comes to marketing, the choices are clear: market to your reader. But the “where” to find your reader has changed as more and more of our lives migrate online. It used to be that if you were pitching a few select publications you could contact both their online and offline departments separately and possibly be considered for interviews or feature pieces in both of them. That’s not the case anymore. Sometimes an online feature means that you can kiss your offline exposure goodbye, so it’s good to ask before you start pitching. Much of the media’s online content is now pulled from their offline source, so while this could work in your favor it’s better to be certain if you have your eye on print coverage. That said, you might be better off being featured on their website where you’ll get lasting exposure. But media promotion isn’t the only factor in marketing. In fact, there’s a lot you can do without even heading into the media realm. Consider these ideas:

Craig’s List—Have you been on this site recently? If you haven’t, take a few minutes and run through the listings for your city. It’s a great place to promote yourself, but be careful, the Craig’s list people don’t like a “salesy” type of pitch but prefer something more folksy and casual. If you surf the site for a while you’ll see what I mean. You can use Craig’s list to promote your event, your product, even your service, but the key is not to look like you’re promoting.

Virtual networking—It’s not just for trading business cards anymore. If you’re trying to gain a platform or gain media exposure, heading on over to sites like LinkedIn.com can be a good way to start your network and gain additional exposure. Also, sites like MySpace, which gets a bad rap as a predator site when only a marginal portion of people on this site are there for nefarious reasons, has virtually a place for everyone and every message. MySpace does tend to skew younger, so if you’re not a MySpace person, try EONS.com instead—this site targets the over 50 crowd and offers another great place to market your book and message.

YouTube—This site isn’t just for singing pancakes, in fact more and more authors are moving snippets of signings, speaking gigs, or other visual promotional tools to this hot new resource. It’s a great link back to your site.

Social bookmarking—Have you been doing your social duty lately? Posting to sites like Del.icio.us (<http://del.icio.us/>) or Jots (<http://www.jots.com/>) could really help to spread your message like wildfire. Sometimes a few sites is all it takes to start the buzz going in your market.

Overlooked media—As the bigger papers are moving their content online and vying to keep readership interested, the smaller overlooked papers—like *The Bastrop Daily Enterprise* (Louisiana) and *Arkadelphia Daily Siftings Herald* (Arkansas)—are booming. Their readership is loyal, and their papers are always hungry for content. The further we get into Web 2.0 the more these publications are overlooked by PR people.

The ‘Net has opened up a multitude of opportunities both online and off. Take your focus off the norm and start exploring some new territory, you might be surprised what it can do for your campaign!

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