

SPRING CONFERENCE

Brace yourself! The UPPAA Board of Directors is planning a great 10th Annual Spring Conference, so start making your plans to attend. You won't want to miss a minute of it.

Our keynote speaker brings 27 years of publishing experience (retiring from Tiner Warner Books in 2003) to his presentation.

May 31, 2008—Peter White Library—Marquette

<u>Time</u>	<u>Event</u>
9:30-10:00	Registration
10:00-10:30	Opening Remarks
10:30-12:30	Keynote Speaker—Jerry Simmons WHAT WRITERS NEED TO KNOW ABOUT PUBLISHING
12:30-1:30	Lunch (catered) & Networking
1:30-2:30	Breakout Session 1 (choose one) <i>Publishing Track</i> PUBLISHING 101 (Walt Shiel) <i>Marketing Track</i> BOOK REVIEWS—How to Get Them and How to Use Them to Sell More Books (Tyler Tichelaar) <i>Writing Track</i> WRITING WORKSHOP CRITIQUE (Terri Martin)
2:40-3:40	Breakout Session 2 (choose one) <i>Publishing Track</i> BOOK PRINTING 101 (Cheryl Corey) <i>Marketing Track</i> HOW I SOLD 80,000 BOOKS—And How You Can, Too! (John Walker) <i>Writing Track</i> BLOGGING—How to Create a Blog People Will Read and Love (Lisa Shiel)
3:50-4:15	Business Meeting & Closing Remarks
4:15-4:30	Networking & Tables

Watch for the next newsletter with registration details!

NEW OFFICERS

In January, Gabriella Derusha elected to resign for personal reasons as Secretary and Treasurer. In accordance with the bylaws, President Lisa Shiel appointed two willing volunteers to complete Gabriella's term (through April 2009): **Brian Helminen (Secretary)** and **Paula Buermele (Treasurer)**. They're both already hard at work!

WORKING WITH YOUR PRINTER

By Brian Helminen, UPPAA Secretary

So, you want to use the power of your computer and its programs to make your own flier, poster, brochure, or sell sheet to market your books and articles? Or maybe you're going to give your digital manuscript to the publisher "camera ready." Go for it, but first discuss it with your printer.

Why? There are several good reasons:

- You can save yourself some money. After all, isn't that why you are doing your own layout in the first place? If your layout needs adjustments in order to fit the production equipment, you will pay the graphics department or IT rate to make the necessary changes. "Well," you say, "I plan to print it on my own desktop printer." This works well for small quantities, but for higher quantities ink-jet cartridges can cost more than professional printing.
- You may be able to speed up the process. By communicating with your printer before starting, you can avoid many production delays and additional charges.
- Your project will look better and, thus, be more effective in accomplishing what it is designed to do.

So, what are the most common problems that printers encounter—that could be eliminated beforehand?

- Your software is not compatible with the printer's.
- You fail to include all necessary fonts and graphics.
- Your graphics and/or photos are low quality, saved as RGB instead of grayscale, or not suitable for print production.
- The margins are not correct for printing and/or folding. You need double the edge margins for inside folds. (If the edge margins are 0.5", make your margins between panels 1.0" so, when it's folded, you have the same amount of space on both sides of your copy on each panel. *Whew!*)

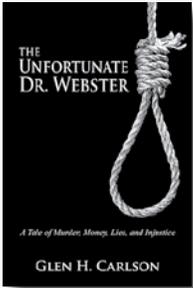
Continued on page 4

Recent additions to the UPPAA.org website

| UPPAA logo merchandise |
| Downloadable UPPAA bylaws |

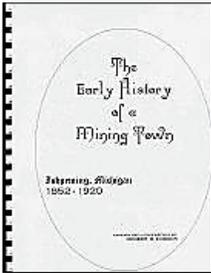
NEW MEMBER BOOKS

New evidence in the 1849 murder of Dr George Parkman. John Webster didn't do it! But Parkman family money populated the court, jury, and witness box with family members.



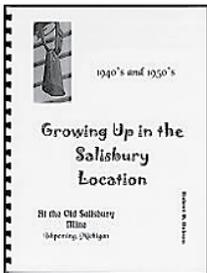
The Unfortunate Dr. Webster
A Tale of Murder, Money, Lies and Injustice
 by Glen Carlson
 Publisher: Far North Publishing LLC
 Pages: 328
 Paperback—6"x9"—\$19⁹⁵
 ISBN: 978-0-9796628-3-6
 Available at FarNorthPublishing.com

History of Ishpeming from 1852 to 1920—the hardships, local news, new inventions and daily life. Includes interesting stories and humorous articles.



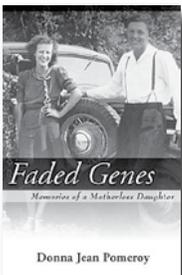
The Early History of a Mining Town, Ishpeming, Michigan
 by Robert D. Dobson
 Publisher: Dobson Publications
 Pages: 148
 Paperback—8.5"x11"—\$19⁸¹
 ISBN: 978-0-9747708-4-0
 Available at DobsonHistory.com

How things were in an old iron ore mining area for the many children—swimming, wintertime, paper route, mining homes, and the town itself. Thirteen chapters with photos.



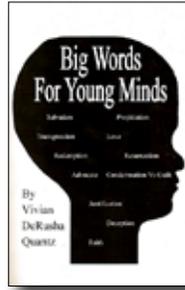
Growing Up in the Salisbury Location
At the Old Salisbury Mine, Ishpeming, MI
 by Robert D. Dobson
 Publisher: Dobson Publications
 Pages: 54
 Paperback—8.5"x11"—\$14¹⁵
 ISBN: 978-0-9747708-6-4
 Available at DobsonHistory.com

Continues the saga of grief from *If Mama Were Here*, but is also a telling tale of American poverty and the author's fear of childbearing.



Faded Genes
Memories of a Motherless Daughter
 by Donna Jean Pomeroy
 Publisher: St. Jacques Publications
 Page Count: 268
 Paperback—5.5"x8.5"—\$12⁹⁵
 ISBN: 978-0-9703177-3-5
 Available at DonnaJeanBooks.com

Resulted from a Bible study with several teenage grandchildren. The success of the study prompted Vivian to put this material into book form.



Big Words for Young Minds
 by Vivian DeRusha Quantz
 Publisher: A Christian Voice Publishing
 Page Count: 94
 Paperback—5.5"x8"—\$7⁰⁰
 ISBN: 978-0-9719683-2-5
 Available at
MySpace.com/vivianderushaquantz

SELF-EDITING PITFALLS, PT 1

By Lisa A. Shiel, UPPAA President

Writers often struggle with the editing process. No matter how many times you edit that sentence, you still miss one typo. *Arrrrgh!*

Yet self-editors often make the same mistakes over and over because they have simply forgotten the basic grammar lessons we all learn in school. In my work as a professional editor at Five Rainbows Services for Authors & Publishers, I've encountered every grammatical error imaginable. Some errors are so common, committed by writers at every level of experience, that they deserve their own column. So, in an effort to alleviate your stress, this will be the first in a series of columns about the most common mistakes made by self-editors.

One mistake outranks all others—relying on an automated spell-checker. Oh, how easy it is to lean on the spell-checker built into Microsoft Word (or whatever software you use). If you run the spell-checker, surely you will eliminate all typos... right?

Alas, no. Spell-checkers have no brains. They can't analyze the sentence to determine that you meant to say "there was a problem" when you typed "their was a problem." You haven't misspelled a word. When I ran the aforementioned phrase through Word's built-in grammar checker, the software told me only that some words were out of order. That kind of response helps a little, but you still have no real idea what you did wrong. A good editor can spot the error immediately and explain how you goofed, without making you feel stupid. If you must self-edit, keep an eye out for those pesky homophones—words that sound alike but have different spellings and different meanings.

Edit your work three times. Then have someone else look over your work. Above all, don't give up! You can always find help. ♦

HOW HIGH CAN YOUR BOOK FLY?

By Lynn M. Emerick, UPPAA Member

Editor Walt Shiel's request for an article on marketing Upper Peninsula/regional books took us back over 12 years of North Country Publishing and seven Upper Peninsula books.

What a ride! We have formed friendships with other publishers, an admiration for regional booksellers, and a world of knowledge we wish we'd acquired sooner. Marketing of U.P. books is not all that different from marketing any book—though a more personalized approach to media and customers is possible within a home region.

For those in UPPAA who choose to publish independently, the old cliché is true: *A book in your hand means your work has just begun!*

Frustration about marketing arises from the plain (though not simple) fact that there are many, many avenues of promotion you *could* follow.

The starting point is a **marketing plan**[†] . . . a step we all wish we could skip, and often do. A marketing plan makes you think about **who** is likely to read your book, **where** will they find it, **how** you will reach them, **when** you will contact them. Without a plan, will you know when you reach your objectives, where you are on the marketing path, even whether it is the *right* path, and what to do next? Here are a few of the many avenues to reach customers:

Start your research with a **book on independent publishing**; most have extensive sections on publicity and marketing. See the UPPAA website list (UPPAA.org/books.html).

Marketing starts during the printing process—consider using your cover image for publicity and marketing (you did get the best possible cover design—colorful, professional, eye-catching, readable, didn't you?). Ask your printer to produce extra covers on lighter-weight stock, with the reverse side blank.

A local print shop can copy your own descriptive text on the reverse side of some of your covers. (Save some for later changes.) Presto, you have a great flyer at much less cost than color brochures! Send flyers to reviewers, book buyers, distributors, individuals, and media outlets; hand them out at shows and events.

Here are some more ideas.

- Postcards of your cover can also be printed with your book covers. We send out postcards twice yearly to sales outlets. First, with regular postcards—now, with book-image postcards, buyers can readily identify our book, the colorful cards stand out, and we use the back side (except for small address section) to highlight our books, shipping offers, and contact information.
- What organizations and associations might be interested in your topic? Develop a letter which addresses their special interest. We sent a special letter to bed-and-breakfasts and historical societies. Organizations look

for programs—can you talk about something interesting and ask for a back-of-the-room book display?

- Make a selling list of *all* of your friends, colleagues, and Christmas card recipients. Many people will buy your book because *you* wrote it.
- Write your own news release. Most media outlets do not have the time to find out about your book. If you want it said your way, give it to them. Many outlets will use the release just as you wrote it, or use excerpts from it.
- Make a list of local media outlets—print, TV, radio, newspapers, and magazines (NMU has a good list online). Send the news release with your flyer. Note those publications with book review sections—some will require a review copy.
- When you receive reviews, take the best parts, and make up a one-page “What they are saying about (insert your title).” Include this sheet with future news releases, requests for reviews, and interviews.
- Try to contact regional booksellers in person. In the rural north country, personal relationships and local connections are highly valued.
- Decide if you will use a distributor. You will have to discount your books significantly, but most chain bookstores and many independents will not buy outright from individual publishers. Our experience has been (mostly) positive—about 50% of our sales come through several distributors, the remainder through book and gift stores or direct to individuals.
- Make friends with local libraries. Consider donating a book; they may buy another, or replace as needed. Librarians can set up talks for you with book clubs or general audiences. Every time you do something in the community, send out a news release. It will remind folks that you have a book for sale!
- Sell books online at established sites or your website: book award contests; articles or chapter excerpts in smaller publications, in exchange for advertising; paid advertising (think carefully before doing this); sell as premiums to groups; think creatively for more ideas of your own.

Finally, recognize that you cannot do marketing all at once or all the time. You do have a life! A useful mantra is: Five Things A Day. Do just five things each marketing day—e.g., a phone call to another store, a review copy mailed, a new press release, cover flyers to new prospects. These five daily things, small as they seem, add up to a lot of marketing during the first year. And when someone says, “Oh, that book just sells itself,” you can smile and know that all your marketing mania has paid off! ♦

[†] For a sample marketing plan form, book flyer, or postcard, send SASE to North Country Publishing, 355 Heidtman Road, Skandia, MI 49885.

WORKING WITH YOUR PRINTER

Continued from page 1

Inexperienced or self-taught desktop publishers can make an OK piece look great by using the following guidelines:

- Pay attention to how many fonts your piece has. Most do-it-yourselfers use too many fonts and type styles in one document. Look at some professionally produced books, posters, or brochures and notice that there is usually a display font, a headline font, a subhead font, and a text font.
- Single space between sentences. The computer is not a typewriter. Its software takes into consideration the style of the letters and adjusts the spacing for readability. It's time to lose the typewriter's double spacing.
- Watch out for orphans (the first line of a paragraph alone at the bottom of a page) and widows (the last line of the paragraph all lonesome at the top of the next page). They don't do well by themselves.
- Use fonts that produce line lengths with (on average) 14 words per line. If your lines are too long, your reader's eyes will wander, or he'll get tired. If he's tired, he'll go to sleep and your book doesn't get read. (It's so hard to sell books that way.) It is more difficult to find the beginning of the next line when your eyes have to travel long distances. Adjust by using a larger font, or shortening your line length.

- Don't double space between paragraphs, which can make your project look homemade. Use a program that will give you correct spacing every time you hit the return key.
- Know the difference between the foot mark (') and the apostrophe (') and between the inch mark (") and quotation mark (" or ").
- Use tabs and indents properly to make a piece look clean and neat. Do you let your computer put in your tabs at default settings, and then tab three times to get where you want to be? If you have indents, do they line up properly with text above and below? Did you know your program can put in an indent every time you hit the return key? Clear the defaults and set your stops properly.

This is just the tip of the iceberg. Most printers will gladly consult with you to help your printed work look good. Think about it. If you look good, then we look good. We're happy to help you be proud of your project. That's a real win-win.

At the very least, have a professional proofread your final copy or insert it into a desktop publishing program for you.

By heeding this advice you can save money, avoid frustration, and look more professional. ♦

Editor's Note: Member Brian Helminen owns and operates Designotype Printers, Inc. in Calumet.

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