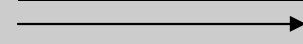


The Written Word

UPPAA Newsletter #33 January/February 2009

CONTENTS



Page One. Spring Conference Preview.

Page 2. You're kidding—Dinner with Dan Poynter? Make your reservation now! Also, information on Small Press Month and some Member News.

Page 3. Need some fresh (and cheap) book promotion ideas? New member Victor R. Volkman shares an excerpt from "Authors Access: 30 Success Secrets from Authors and Publishers."

Page 4. New books, new members.

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

www.UPPAA.org

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**Please participate in the UPPAA
Yahoo! Email Discussion Group.**

**... Encouraging the open
exchange of ideas ...**

**Find out how by going to
www.UPPAA.org today!**

Spring Conference to Feature Dan Poynter

10 a.m. to 4:30 p.m., May 16, 2009

*Peter White Public Library
Marquette*



The Upper Peninsula Publishers and Authors Association is pleased to announce that self-publishing guru Dan Poynter will be the featured speaker at the Annual Spring Conference 2009. Poynter will talk about "Unfair Advantage: Taking Control of Your Book" and "Book Promotion for Writers, Introverts & Other Reluctant Marketers," illustrating the five major advantages authors and smaller publishers have over the establishment, and then showing you how you can stay home and write and still promote your book without going out in public.

UPPAA members will be presenting in the afternoon, covering topics from writing to publishing. Look for more information and registration materials in the April newsletter!

Conference Schedule (Subject to Change)

10 to 10:30	Registration
10:30 to 11	Opening Remarks
11 to 12	Unfair Advantage: Taking Control of Your Book, <i>Dan Poynter</i>
12 to 1	Lunch
1 to 2	Book Promotion for Writers, Introverts & Other Reluctant Marketers, <i>Dan Poynter</i>
2:15 to 3:30	Publishing 101, <i>Walt Shiel</i> Writing and Marketing Children's Books, <i>Deborah K. Frontiera</i> Incorporating Research into Your Writing, <i>Darby Mitchell</i>
3:30 to 4	Business Meeting and Closing Remarks
4 to 4:30	Networking, Book Tables

Friday night Dinner with Dan! See Page 2 for information ...

An incredible opportunity ...

... Dinner with Dan

Coming your way ...

... Dinner with Dan

Get ideas & advice ...

... Dinner with Dan

From a pro & your peers ...

... Dinner with Dan

Ten UPPAA members will have an incredible opportunity to share their work with Dan Poynter and other UPPAA members over dinner Friday night, May 15, at a local Marquette restaurant (time and place TBA). The format is informal, with each participant having the opportunity to introduce themselves and talk about where they are at with their book. Poynter will offer ideas, suggestions, and others may, too. Participation is limited, so contact Tyler Tichelaar, UPPAA president, at tyler.tich@charter.net as soon as possible if you are interested in being part of this event.

First come, first served!

Name That Book

The following verdict was pronounced in what book:

“We find the defendant not guilty by reason of unconsciousness ...”

Email your answer to editor@uppaa.org.

This issue’s quote was submitted by Joann Hakala, who correctly identified last issue’s quote as being from Ray Bradbury’s “Fahrenheit 451.”

Thanks to all who played “Name That Book”!

From the Editor’s Email Box ...

Robert Morrison published eight books in 2008. You can find them all by going to www.lulu.com and searching on his name.

Deborah K. Frontiera will be publishing “When Earth Grows Warmer,” the fourth picture book in the series “Eric and the Enchanted Leaf.” The book aims to help children understand what is happening with climate change.

March is Small Press Month: Why Not Join the Parade?

By Leslie Allen

Small Press Month is held nationally each March to celebrate small, independent publishers and raise awareness of their valuable contributions to the library of American literature. Some big names sponsor the event—The New York Center for Independent Publishing, The Council of Literary Magazines and Presses, and the Independent Book Publishers Association—but it’s small organizations like UPPAA and its members who can benefit from the publicity. For information on what UPPAA is planning, please contact Tyler Tichelaar or query the Yahoo! discussion group.

Last year Walt Shiel held an event in Calumet, and he emailed the particulars to me.

“Actually, I did it in April because the good dates in March were already spoken for. I titled it ‘You’ve Written A Book...Now What? Find Your Best Route to Publication.’ The Calumet Public/School Library librarian put up large posters I made (and Brian [Helminen] printed) all over the library and high school and in places around Calumet and Laurium. ... We had 12 to 15 people, who all actively participated, with questions and comments, once I got things rolling. I did

a graphics-intensive PowerPoint presentation and passed out presentation notes and lists of resources afterward, along with UPPAA brochures and flyers about the upcoming

Spring Convention. I included information about Small Press Month.

“I also took along a couple dozen of our various books (mostly gently bruised copies) and allowed everyone to take one for free (each had a special sticker on the back with our contact info). Everyone also got as many copies of our book catalog and Five Rainbows Services brochures as they wanted.

“We donated a signed copy of each of our books to the library ... and left additional bruised copies for the library to sell on its sale table (sales help support the library).

“Also had a drawing for (1) a free autographed (non-bruised) book of the winner’s choosing and (2) \$100 off any of the services we provide through Five Rainbows Services. One of Brian’s nephews, a high school senior as I recall, won the \$100 coupon.

“After we adjourned, there were lots of additional questions. Eventually, the librarian had to ask everyone to leave so she could close up shop.”



This poster promoting Small Press Month features author Sherman Alexie. The text reads: “The small presses represent what is most brave, crazy and beautiful about our country and our literature. So let us all sing honor songs for the independent publishers.” The poster is available for free; visit www.smallpressmonth.org for more information.

Membership Dues Due April 2009

Individual: \$20
Family: \$30

<http://www.uppaa.org/join.php>

Or send check to:
Cheryl Corey
9001 N. Pheasant Ridge
Saline, MI 49176

Get in the news! For new books, please use the New Book Data Form, available by logging into the Member Roster page of www.UPPAA.org. Other news and article submissions can come through email, regular post, or give me a call. Here I am: editor@uppaa.org; Leslie Allen, E232 Military Rd., Deerton, MI 49822; (906) 343-6867. *Comments and suggestions always welcome!*

Twelve Book Promotions under Ten Bucks

By Victor R. Volkman

This is an excerpt from Authors Access: 30 Success Secrets for Authors and Publishers. For more information, see Page 4.

In the mid 1990s, I was trying to make my mark as an author of books for computer programmers. I was young and naïve and had two attitudes which I now recognize as fatal. First, the “build it and they will come” attitude which I guess essentially expected customers to magically discover and buy the books. The first year of sales reports seemed to confirm that this was inevitable. Then the returns came in, those unsold books which had been gathering dust on those oh-so-coveted bookstore shelves were being sent back to the warehouse to molder. Few things are more discouraging than a royalty statement with a negative dollar figure on the bottom line!

Second, I was convinced that my publisher should be doing everything in their power to move the book. What this Fortune 500 company ever did for me was not clear since I didn’t receive any news about marketing. Now I realize that there was undoubtedly more that I could have done, even though it was a couple years before the tools which any novice can use were well known (yes, I mean blogs!). No, it was not technology or timing to blame, mostly the attitude that the publisher should be in control.

If you are a new author or are aspiring to be published soon, *ask not what your publisher can do for you* but what you can do for your publisher. Yes, I know you wrote the book, but delivery of the manuscript is NOT the finish line, merely the starting gun for the real race. Since I’m not here to just preach but to offer you some practical solutions, here are twelve things you can do to promote your book. All are under ten bucks and at least half of them are free.

Send a review copy to a post-publication reviewer: Reader Views, Midwest Book Reviews, Rebecca’s Reads, TCM Reviews, Bookpleasures, MyShelf.com, etc....

Dust off that Blog! Post something to your own blog, put in reminders into Outlook to make you get back on that horse.

Contribute to other people’s blogs: ask to write a guest article on a blog related to your topic. I bet the blogger would be thrilled to have new, original content they didn’t have to do completely on their own.

Review books like yours: post reviews of the five bestselling similar books in your genre on Amazon, make sure your URL appears in your posting profile. Mention that if readers liked this book, they might like yours too.

Get yourself a great-looking **full color poster of your book** cover from Elco Labs, starting at \$9.95 www.elcocolor.com/poster_special.htm.

Put a **free listing of your book** up on www.Bookhitch.com, www.dustbooks.com, and Literary marketplace (yes there *ARE* free listings) <http://www.literarymarketplace.com/Imp/us/feedback.asp>.

Record the Introduction or Chapter One of your book on headset microphone attached to your PC, upload it to www.podiobooks.com.

If self-published, **upload your book** to print.google.com or if not then badger your publisher to do so or explain why they can’t.

Use your video camera to record a 4 minute video about you and your book. Add music from PodSafeAudio.com. Upload it to YouTube, Broadcaster.com, and post it as an Amazon video review.

Schedule an event at a local school, church, civic organization where you can be an expert about the subject of your book, get kids interested in reading or writing, or raise awareness for a charity.

Become an official author at LibraryThing.com, Amazon.com (www.amazon.com/connect), AuthorNation.com, Filedby.com, Shelfari.com, and RedRoom.com. Update your profile, fill in missing book details, post a blog item.

Post a free Press Release at any of the sites below. [See sidebar.]

Post a free press release!

From “Twelve Book Promotions under Ten Bucks.”

www.pr.com

www.openpr.com

www.24-7pressrelease.com

www.newswiretoday.com

www.pressmethod.com

www.clickpress.com

www.free-press-release.com

www.pressbox.co.uk

www.i-newswire.com

www.pr9.net

www.pr-inside.com

www.prfree.com

www.ecommwire.com

www.express-press-release.com

www.free-news-release.com

www.free-press-release-center.info

www.freepressindex.com

www.freepressreleases.co.uk

www.prlog.org

www.prurgent.com

www.przoom.com

www.theopenpress.com

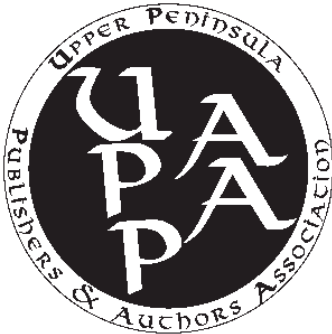
www.free-press-release.info

www.prlog.org

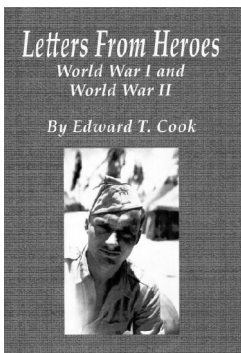


Editor’s note: Before sending off a press release to any media outlet, take the time to learn how to craft a useful document. If it’s poorly written with misspelled words and grammatical errors; if the lead is buried; if the person receiving the release can’t figure out who you are, what the story is, or whom to contact, what’s the point? Some of the sites listed above have “how-to” information, and there are many other resources. Why not go right to the source? If you want the local paper to mention your book, call them up or email and ask them how to go about it.

Upper Peninsula Publishers
and Authors Association
E232 Military Road
Deerton MI 49822



NEW MEMBER BOOKS & NEW MEMBERS



Letters from Heroes: World War I and World War II

By **Edward T. Cook**

Publisher: Independently published through Bookstand Publishing

(www.ebookstand.com/book_details/Letters_From_Heroes)

179 pages; Softcover

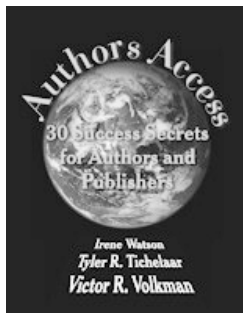
ISBN: 1589095707

Price: \$15.95 (Ebook \$9.95)

From the Web site: Many were drafted, others volunteered, and some wanted to make the armed forces their career. It takes a combination of men and women to make up our armed forces.

... in reading their letters and stories ... you will see things

through their eyes. ... from the enemies they fought to the food they ate daily.



Authors Access: 30 Success Secrets for Authors and Publishers

By **Tyler R. Tichelaar, Victor R. Volkman, Irene Watson**

Publisher: Modern History Press

(<http://modernhistorypress.com/success-secrets/>)

220 pages

ISBN: 9781932690989

Price: \$21.95

From the Web site: This book contains the distilled wisdom of two dozen guests to the Authors Access show in an easy-to-read, easy-to-understand reference. Organized into chapters that reflect the lifecycle of your book, "Authors Access" lets you learn about best practices and avoid pitfalls in writing, editing, cover design, marketing, book reviews, online presence, genre and children's books, and other key topics.

An excerpt from "Authors Access" is on Page 3 of this newsletter.

UPPAA members can get a special 20% discount
and a free Podcast CD-ROM by ordering "Authors Access" through
www.ModernHistoryPress.com/UPPAA-offer.htm.

Welcome new members

Starting with this issue, *The Written Word* will introduce members who have joined since the last newsletter.

Curtis Dahlgren lives and writes in the U.P. His latest book is "Massey-Harris 101: A Letter to Generations X, Y, and Z."

Larry Johns is with Publishers ExpressPress, a book printer and manufacturer located in northern Wisconsin that specializes in softcover perfect bound materials.
(www.PublishersExpressPress.com)

Dan Oja is an ex-Yooper, spending summers at camp on the Dead River. He recently wrote and published "Ordinary Heroes: Six Stars in the Window," a book about six brothers from Ishpeming serving in World War II. (www.SixStarsintheWindow.com)

Victor Volkman is president of Loving Healing Press, Inc. in Ann Arbor, specializing in books on personal growth, self-help, psychology, and trauma recovery. (www.LHPress.com)

Jack Eberhard is president of Book Concern Printers in Hancock, specializing in commercial book printing, bindery and graphic design services for softcover perfect bound, hardcover, plastic spiral, and saddle-stitched books. (800-482-1250)