

Sales, Marketing and Publicity

What Every Self-Publisher Should Know

PRISM AUTHOR SEMINAR SERIES / WINTER 2005-2006

Join us for a series of informative sessions providing ideas and insight on how to market and promote your self-published book. In these two-hour evening seminars you will have the opportunity to understand how the book trade works, find out what book trade buyers look for, learn about impressive publicity, and figure out how to navigate special markets. We hope that you can join us in this opportunity to share the rich exchange of facts and ideas from the respected local publishing community. You will also be able to talk about your publishing experience, and learn from other self-publishers.



From Printer to Bookstore to Reader: How the Book Trade Works

Julie Schaper, President, Consortium Book Sales & Distribution

The book trade can be confusing and confounding, but we rely on it and must (for now at least) abide by the rules of the trade in order to make your book available in the marketplace. Julie Schaper will define the various sales channels, and explain how wholesalers, distributors, retailers, and online book-sellers work with publishers, and how they respond to consumer demand. Learn what they require and why, and what to avoid when dealing with them.

Julie Schaper has been President of Consortium for over four years. She began working at Consortium in 1993 as Sales and Marketing Director. Prior to that she worked in sales for HarperCollins in New York.

DATE: Thursday November 10, 2005
TIME: 6:00-6:25 P.M. (refreshments)
6:30-8:00 P.M. (seminar)
LOCATION: Prism Publishing Center
COST: \$15 per individual (free to published Syren authors)
REGISTRATION: Please call or email Judy Ogren at 763-398-0030, ext. 110, or
jogren@bookmobile.com by Friday, November 4, to reserve your place.

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Selling Books to Buyers: A Sales Rep's Perspective

David Tripp, Sales Director, Perseus Books Group

How do book buyers work? What do they deal with on a day-to-day basis? Are all book buyers and store managers the same? Learn about independent and chain bookstores, how they operate, and how to work with them successfully as a self-published author. Much of this session will be Q&A, so come with specific questions.

David Tripp has been in the book business for over 25 years, working in sales for Harper Collins and other major publishers. Currently he is the Director of Field and Merchandise Sales for the Perseus Books Group.

TENTATIVE DATE: Tuesday, December 13, 2005 (subject to change)

TIME: 6:00–6:25 P.M. (refreshments)

6:30–8:00 P.M. (seminar)

LOCATION: Prism Publishing Center

COST: \$15 per individual (free to published Syren authors)

REGISTRATION: Please call or email Judy Ogren at 763-398-0030, ext. 110 or jogren@bookmobile.com by Tuesday, December 6, to reserve your place.

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Publicity: Making People Listen Through the Noise

Alison Aten, Publicity Manager, Llewellyn Worldwide

No doubt someone has told you (and yes, it was probably us) that there are over 150,000 books published per year in the United States alone. Out of those 150,000 books, only a handful make it to the *New York Times* bestseller list, get reviewed in respected and popular publications—let alone make it to Oprah's desk. But success needn't be determined by these impossible benchmarks. Learn how book publicists work, why you shouldn't hire a general PR firm, and how to wear the hat of publicist yourself.

Alison Aten is a veteran book publicist who has worked with academic and popular authors for over 10 years. Before becoming the publicity manager at Llewellyn, she spent was the chief publicist at University of Minnesota Press.

DATE: Tuesday, January 10, 2006

TIME: 6:00–6:25 P.M. (refreshments)

6:30–8:00 P.M. (seminar)

LOCATION: Prism Publishing Center

COST: \$15 per individual (free to published Syren authors)

REGISTRATION: Please call or email Judy Ogren at 763-398-0030, ext. 110 or jogren@bookmobile.com by Thursday, January 5, to reserve your place.

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Beyond Bookstores: Sales Opportunities to Special Markets

Betsy Gabler, Publishing Sales Manager, Search Institute

Many books, especially non-fiction, can find a healthy life outside of the bookstore. If your book is written for a niche audience (or many possible different ones) then you need to know about special markets. "Special markets" is a book trade term used to designate various sales channels outside of chain and independent bookstores. These areas include academia, professional associations, museum stores, non-profit organizations, specialty retailers, direct mail cataloguers, and more. Learn how to research special markets, how to approach them, and what to expect.

Betsy Gabler has worked in book sales for over ten years with Free Spirit Publishing, IPG Distribution, and currently with Search Institute.

DATE: Thursday, February 9, 2006
TIME: 6:00–6:25 P.M. (refreshments)
6:30–8:00 P.M. (seminar)
LOCATION: Prism Publishing Center
COST: \$15 per individual (free to published Syren authors)
REGISTRATION: Please call or email Judy Ogren at 763-398-0030, ext. 110 or
jogren@bookmobile.com by Thursday, February 2, to reserve your place