

Get national publicity and sell more books within 90 days ... GUARANTEED.

Here's a free sample of my newsletter that helps you do both — or your money back.



John Kremer, Editor-in-Chief,
Book Marketing Update and author of
1001 Ways to Market Your Books.

Dear Publishing Colleague:

Would you like to sell more books — a lot more books?

Want to get national publicity in magazines, newspapers and on radio/TV shows?

Well, what you're holding in your hand is the key to your success. Inside, you'll find a sample of my twice-monthly newsletter, ***Book Marketing Update***. It's the secret weapon guaranteed to help you sell more books this year than ever before.

I know that sounds pretty bold, and I don't want you to just take my word for it. Instead, listen to what other publishers say about the results they've gotten with ***Book Marketing Update***:

26,000
copies!

"We've sold about 26,000 copies of one title because of a tip in ***Book Marketing Update*** and about 10,000 of three titles to another lead."

— *Robbie Fanning, Open Chain Publishing*

8,600
copies!

"Even a very small publisher such as myself can find ideas to increase sales. Publishers Clearing House bought 8,600 copies of one of my books, *Starting a Mini-Business!*"

— *Carol O'Hare, Fair Oaks Publishing*

Now you can do the same. How? Just read on. In your hands you are holding an actual issue of ***Book Marketing Update*** — the very same issue lots of other book publishers have already read, highlighted, and acted upon.

**Stay up-to-date on key media contacts where you can
get FREE publicity for your books and authors.**

Every issue of ***Book Marketing Update*** features dozens of media contacts that can generate significant sales for your books. You'll learn about new magazines, TV shows, newsletters, syndicated columns, and radio programs. You'll find out about editorial changes at major

(Please turn page...)

Book Marketing Update

The newsletter that helps you sell more books

magazines and newspapers — and watch your media coverage and sales soar! Again, don't take my word for it:

“I skimmed your newsletter and noticed a blurb that *Playboy* magazine was looking for unusual gift ideas for their Christmas issue. We are currently publishing an unusual book ... the possible marriage was just quirky enough that I thought it might work — it did! They'll review the book for their Christmas issue (with ordering info, no less!)

— R. Timothy Moses, *Down East Books*

You, too, can get the inside scoop on how to publicize your books and authors. Our subscribers report again and again how even one editorial mention or just one appearance on a national TV show has helped them to sell thousands of copies of their books.

**Keep track of changes in book buying markets, from book clubs
and catalogs to chain stores and wholesalers.**

Discover new sales leads and new markets where you can sell thousands of books in one shot. Learn how to sell more copies of your books to book clubs, catalogs, specialty bookstores, chain stores, and wholesalers. Find out which distributors are doing a good job of getting books into stores — and which are not.

**Find out what works and what doesn't.
Tap the best ideas of other publishers.**

Stop reinventing the wheel. If you're like most of our readers, you don't have an infinite amount of time to do all your own research or keep up on all the changes in the industry. Well, now you don't have to. Let us do your research for you. Every month we talk to lots of publishers just like you, and we report on what's working for them — and what's not.

Imagine how many books you would sell if you could keep on top of all the changes in the publishing and bookselling industries. Imagine what you could do with up-to-date, specific names and addresses of key media and marketing contacts. Well, you can get all these hot leads just by reading *Book Marketing Update*.

Don't suffer through another month of lukewarm sales. Even a month's delay could cost you thousands of dollars of lost sales. So subscribe today. It's easy. Just complete the coupon on the back page and send it in today. Or call toll-free at 800-784-4936 and ask for product 316.

Sincerely yours,



John Kremer
Editor-in-Chief

PS — Remember, I guarantee that by subscribing to my newsletter, you'll get more national media exposure and boost sales within just 90 days. If not, we'll send 100% of your money back.

PPS — If you sign up by September 30, 2001, you'll also get 63 back issues of *Book Marketing Update* free (you'll be able to download them in PDF format from our password-protected web site).

Book Marketing

John Kremer, Editor-in-Chief

UPDATE

Issue #165 • August 30, 2001

NPR's Talk of the Nation wants experts on hot news topics

National radio show is heard by 2 million listeners each week

When Attorney General John Ashcroft was going through the confirmation process, NPR's **Talk of the Nation** devoted four days to the topic. When campaign finance reform took center stage, the show spent an hour on the subject. The California energy crisis, affirmative action, the Clinton pardons, lay-offs and President Bush's environmental policies have also all been covered. In short, if the nation is talking about it, it's likely the producers of Talk of the Nation will be looking for an expert to join in the discussion.

Guests must be well-informed

Unlike other talk shows that cover the day's news, Talk of the Nation isn't as concerned with stirring up controversy as with presenting well reasoned, thoughtful discussions. Producer **Greg Allen** says the show avoids guests with a "shoot-from-the-hip-style."

Instead, Allen says, "we like to have people who have a basis for their opinions and for the information they're passing along."



The goal is to produce "an informed national discussion" on whatever it is Americans are talking about at the moment. "You tend to get a higher level of discussion from NPR than you might get from some commercial shows," he says.

Some examples of authors who recently appeared on the show include Daniel Robb, author of *Crossing the Water: Eighteen Months on an Island Working with Troubled Boys* and Stephen Early, author of *Life*

— continued on next page

How a bookstore failure became a \$144,000/year autopilot moneymaker

Author, publisher and handwriting analyst Bart Baggett hates bookstores. In fact, he would rather give away a copy of his lowest priced book for free (in digital format) than have you walk into a store and buy a copy of it at full price. The reason is simple: Baggett says selling books in bookstores is a quick road to poverty for all but the most popular authors. It's a lesson he learned the hard way.

Back in 1993, before Baggett overhauled the way he markets his books and products, he was like most authors — traveling from bookstore to bookstore appearing at signings and selling a few books here and there. One "successful" signing in St. Louis resulted in standing room only crowd, but only 20 books sold that generated a check from the distributor for about \$120. Although he was already appearing on top radio shows, Baggett realized it would be tough to get rich selling his books the traditional way, so

— continued on page 11

INSIDE

- Radio/TV news: The Mike Gallagher Show wants human-interest topics.....3
- Print news: Wide variety of titles sought by Amtrak's Arrive mag4
- Web news: How-to titles are the specialty at Advantage Books.....5
- Editor's corner: Conducting market research on the road (Part 2)6
- Useful research Web sites for book marketers9

Without Father: Compelling New Evidence that Fatherhood and Marriage are Indispensable for the Good of Children and Society, who discussed changing American demographics as revealed by the most recent census. Chip Berlet, author of *Right Wing Populism in America*, and Ron Kessler, author of *Others Unknown: Timothy McVeigh and the Oklahoma Bombing Conspiracy*, were booked to discuss militias and the anti-government movement.

Straight author interviews are rare

Allen says Talk of the Nation will rarely do a straight author interview unless “the book is a news story in itself.” An example of such a book would be Bill Clinton’s memoirs, even though it has yet to be published.

It’s much more common for authors to be part of a panel discussion, and you’ll probably have a much better chance at scoring airtime if you can take your book and tie it into a timely topic. “Sometimes a book can suggest a show, and we use a lot of authors as guests, but typically we focus on the topic [rather than the book],” Allen says.

Self-help, novels and self-published authors will find it tough

In general, you won’t hear too many self-help authors on the show. An exception might be if the topic of your expertise is part of a larger trend — the use of food supplements, for example. Similarly, novelists would probably be better served looking elsewhere, and Allen is frank in saying that producers rarely, if ever, consider self-published authors.

On Fridays, Talk of the Nation devotes an entire show to science topics. During Science Fridays, technical topics are discussed in a conversational way. There is a separate producer for these shows. Contact information is below.


Pitching tips for Talk of the Nation

- Pitch guests who are knowledgeable about hot topics in the news.
- Talk of the Nation, like the rest of the programming on NPR, tends to strive for a higher standard of discussion than you might find on many commercial stations. Producers are looking for the best and brightest.
- The show tries to avoid guests with a “shoot-from-the-hip” style. Instead, they want experts with well-informed and carefully considered opinions.
- It’s best to tie the topic of your book into an issue the country is talking about, rather than trying to design a show around your book.

- It would be rare for the show to feature self-help authors or novelists.
- The show is not looking for self-published authors.
- Science Fridays is produced out of a separate location in New York. The senior producer is **Karin Vergoth**, but she is away from the show for the next month or so. For the time being, address pitches to Producer, Science Fridays, c/o WNYC Radio, 1 Centre St., 27th FL., NYC 10007.

Contact info for Talk of the Nation

You can send material either to Greg Allen, who oversees production of the entire show, or to individual producers Setsuko Sato or Ellen Silva. Email is the best way to make initial contact. The formula for email addresses is firstinitiallastname@npr.org, so Allen’s address would be gallen@npr.org.

Talk of the Nation, 635 Massachusetts Ave. NW, Washington, DC 20001; 202-513-2000; www.npr.org. 

Book Marketing Update

Editor-in-Chief	John Kremer
Executive Editor & Publisher	Bill Harrison
Managing Editor	Christopher Simeral
Contributing Editors	Stephen Hall Harrison, Gail Snyder, Virginia Sheppard, Melissa Harrington
Production Manager	John Gay
Typesetter	Carl Bussler
Proofreader	David Hamill

Book Marketing Update is published twice monthly by Bradley Communications Corp., 135 East Plumstead Ave., PO Box 1206, Lansdowne, PA 19050-8206; Subscription info: (610) 259-0707, ext 433; fax: 610-284-3704.

Copyright 2001 Bradley Communications Corp. All rights reserved. One-year subscription (24 issues): \$297 US/Canada (\$347 elsewhere).

For consulting services, contact John Kremer at JohnKremer@bookmarket.com. Story ideas are eagerly welcomed. Fax to Christopher Simeral at 610-284-3704 or email to BMUeditor@rtir.com.

■ **Human-interest topics, political commentary and lifestyle issues** are what's featured on **The Mike Gallagher Show**, syndicated in 210 markets nationwide. The call-in program airs live each weekday, 9 a.m.-noon Eastern, and is repeated via tape in some cities. Executive producer **Ron Mitchell** looks for interesting, outspoken guests who can comment on everything from government to parenting, consumer issues to sports controversies, and from everyday life to the highly unusual. No more than two guests are used per week. Published experts are often used, but the show is not seeking self-help gurus. Among the authors recently interviewed were Randy Weaver (discussing the siege at Ruby Ridge), Barry Clausen (eco-terrorism), retired L.A. police detective Mark Fuhrman (serial killers and the Robert Blake case) and Debbie Schlusel (trouble-making sports stars). Mostly phoners are used, although in-studio interviews may be arranged for guests in the New York metro area. For consideration, contact Mitchell via email (highly preferred and most effective) or by phone or fax. Mail your media packets and appropriate books to his attention. Ron Mitchell, The Mike Gallagher Show, 350 Fifth Ave., Suite 1818, NYC 10118; 212-629-4115; fax: 212-629-0398; rmitchell@mikeonline.com; www.mikeonline.com.

■ **Life-improvement topics** have the best chance of getting on **It's All About Life**, syndicated in more than 30 major U.S. markets each Saturday. Host **Danielle Lin** interviews authors, medical professionals, nutritionists, scientists, spiritual people and other knowledgeable experts whose research and advice can help the show's millions of listeners. Lin has covered everything from nutrition and health topics (including natural lifestyle, natural foods and alternative medicine) to politics, fitness, finance, aging, family life, world population, the environment and anything related to enhancing livelihood and the quality of physical, mental, emotional and spiritual well-being. She prefers guests with on-air experience, often with best-selling or acclaimed books, and with serious scientific information to share. Both phoners and in-studio interviews (produced in the Salt Lake City area) are used. For guest consideration, mail your media packet and book, including bio and information on topic of expertise. No phone calls, faxes or email pitches, please. **It's All About Life**, 2344 E. Murray Holladay Rd., Holladay, UT 84117; www.daniellelin.com.

■ **Gay and lesbian issues** are featured on **This Way Out: The International Lesbian and Gay Radio Magazine**. Hosted by **Greg Gordon** and **Lucia Chappelle**, the 30-minute syndicated show airs weekly at different times internationally via various satellite systems on more than 125 stations. It is also broadcast by Costa Rica-based global short-wave radio station

Radio For Peace International (RFPI), heard online exclusively on PlanetOut, and is also distributed on audiocassette to stations and subscribers. Gordon and Chappelle interview guests whose topics are of exclusive interest to gays and lesbians, bisexuals and other sexual minorities. Please know that the show is not seeking generic topics for the entire population. Guests are scheduled only if their topic holds meaning for the target audience, and involves G.O.B.T. news and culture. Many authors are interviewed, including those with works of fiction. All interviews are done on location in most major U.S. markets and in-studio (Los Angeles). No phoners. Gordon, who also serves as coordinating producer, explains that an international network of volunteers helps book the guests. Therefore, the very best way to be considered for an interview is to forward an email regarding your topic. No calls, please. Prospective guests are contacted before being asked to forward any additional information, media materials or books. This Way Out, PO Box 38327, Los Angeles, CA 90038; tworadio@aol.com; www.planetout.com/radio.

■ **Social justice, human rights and world peace** are the issues explored on **Voices of Our World**. The syndicated program, hosted by Eileen Bott, is webcast worldwide and airs at various times on 74 stations across the United States. Producer **Kathy Golden** books informative guests who can offer advice, a compelling perspective, or a personal story pertaining to social-justice topics and related timely issues in the national or international news. Many published authors and other outspoken experts are interviewed. Mostly taped phoners are used. Taped in-studio interviews are also scheduled when the guest is in the area, and taped remotes can also be arranged. Contact Holden with an email first. She is also available by fax or phone. Mail your media packets and books to her attention. Kathy Golden, Maryknoll World Productions, PO Box 308, Maryknoll, NY 10545; 914-941-7590; fax: 914-762-6567; kgolden@maryknoll.org; www.maryknoll.org.

■ **Politics, policy-issue debates and other timely cultural and national stories** are what's presented on **Dateline: Washington**, an hour-long program syndicated in 30 key markets nationwide via Radio America (and also webcast). Host **Greg Corombos** books politicians and political experts, journalists, policy experts and published authors who can comment on topical issues that are political in nature. Both live and taped interviews, almost always phoners, are used. Pitch to Corombos by phone, fax, email or mail. He advises: "If your topic deals directly with national politics, current affairs or public policy, send it our way. If not, save the postage." Greg Corombos, Dateline: Washington, 1030 15th St. NW, Suite 1040, Washington, DC 20005;

— continued on page 10

Amtrak's Arrive wants a variety of books

Arrive, the onboard mag for Amtrak travelers in the Northeast corridor is read by two million riders. Arrive's "This Just In" feature mentions new books and, according to publisher **Risë Birnbaum**, a wide variety of titles are fair game. Everything from self-help to business and fiction might merit a mention. A recent issue featured *Married for Better, Not Worse: The Fourteen Secrets to a Happy Marriage*; *Taxi Driver: The Making of the Martin Scorsese Classic*; and the novel *Miss Julia Takes Over*.

Other sections of the mag that a publicist might find pitch-worthy are: "Power Trip" (focusing on gadgets and gizmos); "Net Newbies" (cool Web sites); "Now Arriving" (first-person essay on a destination in the Northeast); "Body and Soul" (traditional and alternative health topics); "Home and Office" (new trends and products for those locations); and "Inside Track" (a Q&A with an interesting person).

Birnbaum is eager to have more celebrities on the cover. They need not have a Northeast connection to be considered. You can access the mag's Web site by visiting www.zpr.com and clicking on the Arrive icon.

Books should be sent to **Kara Baskin**, Associate Editor, c/o Z Comm, 1600 Wilson Blvd., Suite 210, Arlington, VA 22209; 703-358-0012. Editor **John Bowen** can be emailed at jon@zpr.com.

Time, Inc. debuts new Business2.0

Time Inc. has incorporated elements of eCompany Now into the new 550,000-circ version of **Business2.0** that debuted in August. The retooled monthly consumer business mag will cover everything from the impact of the Internet on business to the most valuable lessons from groundbreaking companies. Business2.0 will do stories on what's working in management, business technology, marketing, and research and development. Books will show up in the back-of-the-book "Self Serve" section edited by Senior Editor **Rita Cruz**, and should be sent to her attention. In addition to covering books, the section will contain useful information on investing and personal technology. The debut issue of the mag contained a chat with British author Simon Winchester, who wrote *The Professor and the Madman*, the story of the making of the Oxford English Dictionary, and more recently *The Map That Changed the World*.

Pitches can be emailed to pitches@business2.com. Publicists may call the mag's main number to request a specific press contact.

Business2.0, One California St., 29th Fl., San Francisco, CA 94111; 415-293-4800; www.business2.com.

Chile Pepper hot on cookbooks

David Gibson, editor of the 14-year-old bimonthly **Chile Pepper** mag, enjoys peppering his pub with cookbooks. In each issue of the 150,000-circ mag, which tripled its circ in the past year and a half, he'll have two reviews. Also, if he hears about an interest-

ing book at least four months in advance, he might do a feature story on it.

The mag's readers are, of course, aficionados of everything spicy, and are also interested in ethnic and regional cuisines. Gibson looks for cookbooks that are strong primers, and he will single out a recipe to go with the review. In a recent issue he featured *How to Read a French Fry*, a book that explains the science behind cooking, and the more traditional *Summer in*



Santa Fe. He's even reviewed a novel, *Secrets of the Tsil Cafe*, that had some recipes. Finished books are fine and an author bio is appreciated.

Chile Pepper, Avenue Communications, 1701 River Run, Suite 702, Fort Worth, TX 76107; 817-877-1048; fax: 817-877-8870; www.chilepepper.com; editor@chilepepper.com.

■ **Social justice from a Jewish perspective** is the focus of **SocialAction.com**. The site has 20,000 user sessions per month and frequently reviews books. Readers include activists, educators, rabbis and volunteers. Sought are books on contemporary political issues, children's books about social responsibility — including fiction — and Jewish and other religious social-justice books. A short sampling of books recently reviewed includes *Judaism and Vegetarianism*, *A Feminist Ethic of Risk*, *A Spirituality Named Compassion*, *The Kid's Guide to Social Action* and *The Debt: What America Owes to Blacks*. Send books three months before publication, along with a press release, to Rabbi Sue Fendrick, Social Action, PO Box 9129/90 Oak St., 4th Fl., Newton Upper Falls,

— continued on page 10

Boston Book Review wants a variety of titles

The **Boston Book Review** at www.bostonbookreview.org reviews books in a wide variety of categories, including fiction, poetry, history, politics, philosophy, religion, science and humanities, mystery, art and children's.

The Web site and companion print pub offer in-depth reviews, award-winner lists, bestseller lists and author interviews.

Publishers and authors are encouraged to send books for review to **Kiril Stefan Alexandrov** and Editors at The Boston Book Review, 331 Harvard St., Suite 17, Cambridge, MA 02139; 617-497-0344; BBR-info@bostonbookreview.org. **NOTE: Please send finished review copies, not galleys.**

Award-winning review site in search of literary titles

Rain Taxi at www.raintaxi.com is a quarterly online publication featuring reviews of literary fiction, poetry and nonfiction.

Available in print as well as online, Rain Taxi was the winner of the 2000 Alternative Press Award for Best Arts and Literature Coverage. In addition to reviews, the site offers essays and author interviews and access to back issues.

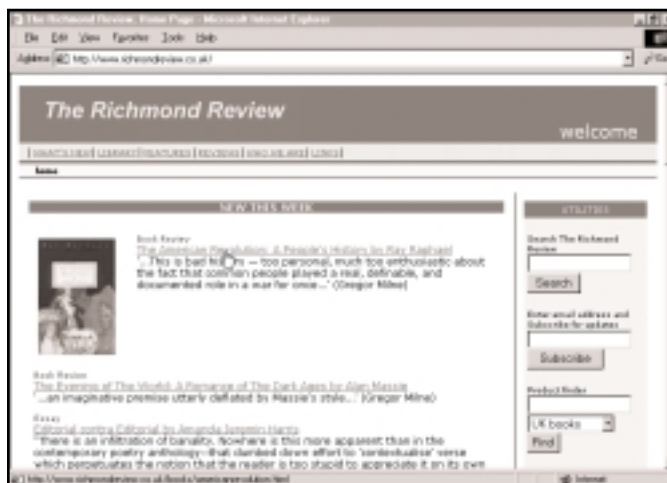
Send review copies and any relevant press information to Rain Taxi, PO Box 3840, Minneapolis, MN 55403; raintaxi@bitstream.net.

■ **Reach independent booksellers and their customers** with a listing in the Publink directory. The site, at www.publink.net, allows publishers and authors to add book information and promotional material to databases that are used by independent booksellers and their customers. Authors also have the opportunity to add a portrait and bio information. The service is free. Authors should email name, publisher name, contact person, phone number and ISBN to jamie@publink.net; 14 W. Winter St., Delaware, OH 43015; 740-363-7403; fax: 740-363-3574.

■ **www.bookideas.com** is a Web site that reviews books in the categories of biographies and memoirs, history, nonfiction, business and investing, religion, science and nature, cookbooks, computers and sports, among others. **Douglas J. Malcolm** is the site owner and one of several reviewers. Books are sold in association with Amazon.com. To have a book considered for review, authors should fill out the Review Copy Availability form available online. You can also email doug@bookideas.com.

■ **A wide variety of titles** are carried by **A1Books** at www.a1books.com. The online store, in business since 1995, carries a large selection of sports-related titles and university textbooks, as well as thousands of general-interest titles (in total, 700,000 titles are available). In addition to online ordering, the site also features many book reviews. Authors or publishers who wish to add a title or review to the site should contact author@a1books.com or A1 Books.com, 11 Stewart Pl., Fairfield, NJ 07004.

■ **If you want to reach readers in the UK**, check out **The Richmond Review** at www.richmondreview.co.uk. Established in 1995, the site was the UK's first online literary magazine. The Web site features reviews, features, a library and a What's New section, and sells in association with Amazon.co.uk and Barnesandnoble.com. The site's reviewers are from all parts of the world, with many of them working in the publishing industry. Review copies can be sent to Sara Rance, Review Editor, The Richmond Review at High Stakes, 21 Great Ormond St., London WC1N 3JB; editor@richmondreview.co.uk.



■ **How-to titles are the specialty** at **www.advantagebooks.com**. The independent online bookstore carries many titles on subjects such as cooking, arts and crafts, health, self-improvement, humor, hobbies, gaming, health and legal issues, as well as a special focus on money-making opportunities and small-business titles. Send inquiries to info@advantagebooks.com or Advantage Books, 1623 Military Rd., PMB 209, Niagara Falls, NY 14304; fax: 905-940-4538. 📖

Editor's corner

By John Kremer, Editor-in-Chief

Conducting market research on the road (Part 2)

To continue from last issue, where I described the media I found during one day spent in the Twin Cities area, here are the bookstores and other retail shops that I discovered while reading the various publications and walking around St. Paul, Minnesota. Again, if I can discover this many stores in less than one day of looking, you should be able to uncover a lot more stores in your own local area, as well as many others as you travel for vacations, speaking engagements or other reasons.

Bookstores

■ **Feminist books** are the specialty at **Amazon Bookstore**. 4432 Chicago Ave. S, Minneapolis, MN 55403-1916; 612-821-9630.

■ **Children's books** are carried by **Birch Bark Books**. 2115 W. 21st St., Minneapolis, MN 55405-2417; 612-374-4023.

■ **Books for Travel, Etc.**, features travel books, maps, guidebooks, luggage and travel accessories. Victoria Crossing East, 857 Grand Ave., St. Paul, MN 55105; 651-225-8006.

■ **Korean Books** carries CDs, videos and gifts, in addition to books. Kim's Oriental Supermarket, 689 N. Snelling Ave., St. Paul, MN 55104; 651-646-0428.

■ **The Loft Literary Center** features many author talks and workshops. The site also hosts the Minnesota Parent Book Club on the first Wednesday of each month (more info: 651-454-5145). Open Book Building, 1011 Washington Ave. S, Minneapolis, MN 55415; 1-800-520-6455.

■ **Magus Books & Herbs** features books on tai chi, feng shui, Wicca, magick, tarot, astrology, runes, dreams, Native American topics, health, herbs, yoga, mythology, Eastern philosophy and metaphysics. 1316 SE 4th St., Minneapolis, MN 55414; 612-379-7669; 1-800-99MAGUS; store@magusbooks.com; www.magusbooks.com.

■ **Children's books** are the focus at **The Red Balloon Bookshop**. Contact Carol Erdahl, 891 Grand Ave., St. Paul, MN 55105; 651-224-8320; 1-888-224-8320; fax: 651-224-9508; www.redballoonbookshop.com.

■ **Ruminator Books** is a locally owned, independent

general-interest bookstore. 1648 Grand Ave., St. Paul, MN 55105; 651-699-0587; 1-800-760-9532; fax: 651-699-0970; www.ruminator.com. There is also a Minneapolis store located at the Open Book Building, 1011 Washington Ave. S, Minneapolis, MN 55415; 612-215-2600. Note: These folks are the publishers of the Ruminator Review.

■ **Uncle Edgar's Mystery Bookstore** specializes in new and used mysteries, adventure and detective novels. 2864 Chicago Ave. S, Minneapolis, MN 55407-1320; 612-824-9984.

■ **Children's books** are carried by **Wild Rumpus**. 2720 W. 43rd St., Minneapolis, MN 55410-1643; 612-920-5005.

Other retail shops

■ **Barebones** is "an eye-popping educational store for curious minds," according to its motto. Mall of America, Bloomington, MN 55425-5510; 952-858-8652; www.barebonesstore.com.

■ **Fly-fishing** is the focus of **Bentley's Outfitters**, Tower Square Shopping Center, 582 Prairie Center Dr. #230B, Eden Prairie, MN 55344; 952-828-9554; www.bentleysoutfitters.com.

■ **Bibelot Shops** are gift shops that feature clothing, jewelry, toys, gourmet foods, home products, cards, gifts, soap, scents and books. 1082 Grand Ave., St. Paul, MN 55105-3001; 651-222-0321. There are also shops at 4315 Upton Ave. S, Minneapolis, MN 55410-1556; 612-925-3175; and 2276 Como Ave., St. Paul, MN 55108-1795; 651-646-5651; www.bibelotshops.com.

■ **Books, cards, gifts and music for gay men** are the focus at **A Brother's Touch**. 2327 Hennepin Ave., Minneapolis, MN 55405-2740; 612-377-6279; www.brotherstouch.com.

■ **Books on history, wildlife, birding** and other topics for children and adults can be found at **Buffalo Trading Company**. This gift shop also features nautical gifts and framed art. 200 S Main St., Alma, WI 54610-9703; 608-685-4555.

■ **The Common Thread** features complete sewing, knitting and quilting supplies, books and patterns. 435



Main St., Red Wing, MN 55066; 651-267-0713.

■ **Cooks of Crocus Hill** carries gourmet cooking products, cookbooks and also offers classes. 877 Grand Ave., St. Paul, MN 55105; 651-228-1333; fax: 651-228-9084. Second store at 3925 W. 50th St. #102, Edina, MN 55424; 952-285-1903; fax: 952-285-1907.

■ **New Age books** and products are featured at **Creative Awakenings**. The store carries books, music, aromatherapy, crystals and local art, and also offers classes on spirituality. Steve Walker and Cathy Smith, 241 Van Buren St. #5, Anoka, MN 55303; 763-712-5692.

■ **Creative Kidstuff** is a local educational children's chain with six stores in the Twin Cities area, including the following: Creative Kidstuff, 1074 Grand Ave., St. Paul, MN 55105; 651-222-2472. Minnesota Children's Museum, 10 W. 7th St., St. Paul, MN 55102; 651-225-6060 (www.mcm.org). Also stores in Woodbury, Minneapolis, Minnetonka and Edina. Main number: 1-800-353-0710

■ **Books on sex** are carried by **DA Bookstore Inc.**, an adult bookstore featuring gay and sex books, magazines, videos, CD-ROMs and toys. 6710 Highway 10, Anoka, MN 55303; 763-427-2113.

■ **Enlightenment Inc.** features metaphysical books, crystals, New Age music, gemstones, feng shui, daily psychic readings and more. 221 E. Chestnut St., Stillwater, MN 55082; 651-439-6777.

■ **Health Foods of France** carries natural foods, vitamins, herbs, books and more. 5009 France Ave. S, Minneapolis, MN 55410-1345; 612-920-2165.

■ **Products that nourish the mind, body and spirit** are sold by **Kiki's Simple Abundance**, a whole-foods market. Kiki Buysse, Owner, 325 Main St., Red Wing, MN 55066; 651-388-0333.

■ **Lark Toys** features an antique toy museum and seven specialty toy and book stores, including End of the Tale Books, Baby Boomer Heaven, Potter's Arts & Sciences and Magic Troll Toy Shop. Lark Lane, Kellogg, MN 55945-9603; 507-767-3387; www.larktoys.com.

■ **Books on cooking, health and herbs** can be found at **Linden Hills Co-op**. 2813 West 43rd St., Minneapolis, MN; 612-922-1159; www.lindenhillscoop.com.

■ **Irish gifts**, tapes, videos and apparel are the focus of

Macushlas Gifts & Imports. Main St., Red Wing, MN 55066; 651-385-0667; 1-800-831-0931.

■ **Mastels' Health Foods** features more than 1,000 books. 1526 St. Clair Ave., St. Paul, MN; 651-699-4666.

■ **Metaphysical Emporium** carries books on holistic health, metaphysics and other New Age topics. 4711 Clark Ave., White Bear Lake, MN 55110; 651-407-8599; www.metaphys.com.

■ **Midwest Mountaineering** features recreational and mountaineering supplies, gifts and books. 309 Cedar Ave. S, Minneapolis, MN 55454; 612-339-3433; www.midwestmtn.com.

■ **Minneapolis Institute of Arts Gift Store** carries many art-related books, cards, posters and gifts. 2400 Third Ave. S, Minneapolis, MN 55404-3506; 612-870-3000; www.artsmia.org.

■ **Minnesota History Center** carries many books and gifts related to Minnesota. Museum Gift Stores, 345 Kellogg Boulevard W, St. Paul, MN 55102-1906; 651-296-6126; 800-657-3773.

■ **Books on cooking, health and herbs** are featured at **Mississippi Market** food co-ops and natural-food stores. 1810 Randolph Ave., St. Paul, MN 55105-2156; 651-690-0507. Second store at 622 Selby Ave., St. Paul, MN 55102; 651-310-9499; www.msmarket.org.

■ **The Natural Care Center at Woodwinds**, on the Woodwinds Health Campus, features natural-care products, herbs, nutritional supplements and health and wellness books. 1875 Woodwinds drive #100, Woodbury, MN 55125; 651-232-6830.

■ **Native-American** books, videos and craft supplies are featured in the **Noc Bay Trading Company** catalog. PO Box 295, Escanaba, MI 49829; 800-652-7192; www.nocbay.com.

■ **North Country Co-operative Grocery** sells books on cooking, health and herbs. 20th and Riverside Ave. S, Minneapolis, MN 55454; 612-338-3110; www.northcountrycoop.com.

■ **New Age products**, including books, incense, crafts, music, plants and jewelry are featured at **Once in a Blue Moon Gifts**. Jackie and Maurice Alexander, 115 N Washington, St. Croix Falls, WI 54024; 715-483-3513.

— continued on next page

Editor's corner

By John Kremer, Editor-in-Chief



■ **Recreational books** are carried by **Point of Entry Wild River Store**. 419 Second St., Hudson WI 54016; 715-377-0159; sledmj@cs.com. Second store: 202 Cascade St., Osceola, WI; 715-294-3189.

■ **Present Moment Herbs & Books** features the largest selection of herbs and homeopathy in the Midwest. The stores also carries 35,000 new books and 20,000+ used books on alternative health, world religions, New Age, Wicca, yoga, meditation, Native-American topics, the environment, women's studies, African-American subjects, metaphysics and UFOs. It also carries books on tape, videos and music. 3546 Grand Ave. S, Minneapolis, MN 55408-4353; 612-824-3157; www.presentmoment.com.

■ **New Age** books, herbs, oils and gifts are sold at **Pink Moon Hallow**. 4057 42th Ave. S, Minneapolis, MN 55406-3528; 612-722-5131.

■ **Quilts by the Falls** features quilting and needlework supplies, books and patterns. 402 W. Mill St., Cannon Falls, MN 55009-2088; 507-263-2528; www.cannon.net/~quilts.

■ **Rather Bee Quilting** carries quilting tools, books and patterns. 116 S. Washington, Lake City, MN 55041; 651-345-3958; 877-233-9549.

■ **New Age** books, stones, jewelry and art are sold at **Roasting Stones**, a combination café and store. 2388 University Ave. W, St. Paul, MN 55114-1706; 651-644-1645.

■ **A variety of books** can be found at **St. Martin's Table**, a volunteer-staffed restaurant featuring greeting cards, global music, lifestyle books, peace and justice books, feminist theology and posters. 2001 Riverside Ave., Minneapolis, MN 55454; 612-339-3920.

■ **Sassafras Health Foods** features health and wellness books as well as organic foods, nutritional supplements and herbs. 2186 Third St. #110, White Bear Lake, MN 55110; 651-426-0101.

■ **Science Museum of Minnesota Gift Shop** currently features an exhibit based on the Grossology books. 120 W Kellogg Boulevard, St. Paul, MN 55102; 651-221-9444; www.smm.org.

■ **Stonehenge Rocks & Rituals**, besides offering classes and healing sessions, also carries gemstones, jewelry, books, tarot decks, music and other New Age gifts. 313 W. 48th St., Minneapolis, MN 55409; 612-827-5352.

■ **Feng shui products, gifts and books** are featured at **Touches of the Orient**. 2650 Nicollet Ave. S #101, Minneapolis, MN 55408-1662.

■ **Gift books** are sold at **Treats and Treasures**, a shop featuring souvenirs, collectibles, gifts, tapes, nautical items, books and cookbooks. 108 E. Lyon Ave., Lake City, MN 55041; 651-345-2882.

■ **Scandinavian gifts** are the specialty of **Uffda Shop**. Corner Main & Bush, Red Wing, MN 55066; 651-388-8436.

■ **Valley Natural Foods** features organic foods, herbs and books on cooking, health and herbs. 13750 Country Rd. 11, Burnsville, MN 55337; 952-891-1212.

■ **Christian books** are sold at **Vine & Branches**, a book and gift shop featuring art works, pottery, prints, cards, gifts, books and music. 3557B Lexington Ave. N, St. Paul, MN 55126; 651-486-8990.

■ **Art-related books**, cards, posters and gifts can be found at **Walker Art Center Gift Shop**. 725 Vineland Pl., Minneapolis, MN 55403-1195; 612-375-7622. Also a second store at the Galleria Shopping Center, Edina, MN 55410.

■ **The Wedge Community Co-op** is a natural-food store featuring about 100 books on natural health, cooking and herbs. 2105 Lyndale Ave. S, Minneapolis, MN 55405-3027; 612-871-3993; www.wedgecoop.com.

Again, in just one day, I uncovered more than 50 bookstores and other retailers that sell books. And that's without using one of the best resources I could have used — the local phone book.

John Kremer, publisher of Open Horizons, offers two retailer databases: The Top 500 Independent Bookstores, which features the top general booksellers in the United States (with name, address, phone, fax, email, Web site, book buyer, owner and more information) and the Specialty Retailers Database, which features more than 1,400 specialty retailers. The bookstore database comes in a variety of data file formats and sells for only \$30, while the specialty retailer database also sells for only \$30. 📖

To comment, or for info on John Kremer's consulting services for book publishers, email him at JohnKremer@bookmarket.com; www.bookmarket.com; www.celebratetoday.com.

Timely topics for October

Book-related events

- **Arizona Book Month**
- **Cookbook Month:** The Julia Child Cookbook Awards are given out in October.
- **Cooking, Crafts and Home Books Month:** This month celebrates the authors and publishers of books on food, diet, crafts, hobbies, collectibles, antiques, home decorating, home repair, beauty and fashion.
- **World Poetry Day:** Celebrate poetry around the world. The International Poetica Awards are given out on this date. (Oct. 15)

Month-long events


- **Child Health Month**
- **Computer Learning Month**
- **Consumer Information Month**
- **Domestic Violence Awareness Month**

Week-long events


- **African American Wellness Week:** In 1997, Governor Kitzhaber of Oregon declared this week to raise awareness among African Americans and others about the importance of health screenings. Now celebrated on the third full week in October. (Oct. 14-20)

Daily events

- **National Organization for Women Birthday:** (Oct. 29) The National Organization for Women was founded in 1966 by Betty Friedan and 30 prominent American women and men.

Items are taken from John Kremer's Celebrate Today database. For more information, visit www.celebratetoday.com. 

Useful research Web sites for book marketers

- **If you're looking for local independent bookstores** in a city with which you're not familiar, a great resource is the Yahoo! search engine. Simply click on the Regional link, then U.S. States, and choose the metropolitan area that you're researching. The site contains a comprehensive Yellow Pages section that will give you the names, addresses and phone numbers of stores in the area. This can be helpful if you want to contact bookstores in a city where you're going to be making an appearance or perhaps participating in a media interview.
- **Need to keep on top of consumer trends?** Try checking out the Lycos Top 50 at <http://50.lycos.com>. This will show you the 50 most popular phrases searched for on the Lycos search engine. You can also take a look at a similar list from Yahoo's Buzz Index (<http://buzz.yahoo.com>). Monitoring sites like these can provide you with a glimpse of a sort of national water-cooler. Knowing what people are interested in can help you in developing compelling pitches for the media or even in planning future books or reports.
- **If you want to know where your target audience hangs out online**, take a look at Client Help Desk's list of top niche portals at www.clienthelpdesk.com/niche_portals/top_niche_portals.html. This page will give you links to lists of the most popular Internet portals for groups such as Baby Boomers, women, teens, parents and seniors. Knowing where your target audience spends its time online can help you target the Web sites that will most effectively reach your readers.
- **If you need to find an Internet discussion or email mailing list**, check out <http://tile.net/lists/>. This site allows you to search through thousands of obscure and big-name lists to find exactly the subject you're looking for. Once you've found a list that corresponds to the topics of your books, you can contact the administrator and let him or her know about your expertise.
- **Finding local newspapers** is easy at http://directory.google.com/Top/News/Newspapers/Regional/United_States/. This subsection of the Google search engine contains links to hundreds of regional newspapers across the U.S. This can be helpful when tailoring a presentation or speech for a local crowd, or for contacting local media when you make an appearance.
- **To find out the most popular topics being discussed on talk radio** visit Talker's Magazine Web site's Week in Review page at www.talkers.com/weekly1.html. You'll find lists of the Top 10 topics, stories and people being discussed on the airwaves across the country. 

Radio/TV...

continued from page 3


202-408-0944, ext. 213; fax: 202-589-1631;
dateline@radioamerica.org; www.radioamerica.org.

■ **Consumerism, financial advice, health issues and better living** are topics showcased on the syndicated program **Something You Should Know**, airing daily at various times in at least 141 stations throughout the U.S. Host **Mike Carruthers** welcomes informative guest experts and advisors who can help listeners improve their lifestyle and become more informed consumers. All phoners are used. Contact Carruthers or associate **Louis Garcia** by phone, fax or email. Send your media packets, books and taped features anytime. **Something You Should Know**, 12240 Venice Blvd., Suite 23, Los Angeles, CA 90066; 310-390-2248; fax: 310-390-2857; strandMG@aol.com; www.somethingyoushouldknow.com.

Cars, automotive trends and consumer information highlighted on syndicated show

Anything and everything about cars gets airplay on the syndicated show, **Bobby Likis Car Clinic**, airing nationwide via The Car Clinic Radio Network (CCRN), America's largest syndicated car-talk commercial network. Programming includes the two-hour interactive broadcast on Saturdays, which is simultaneously videostreamed on the Web. The **Car Clinic Minute** also airs nationally each weekday during drive time. Altogether, Car Clinic programming reaches over 300 markets nationwide, and is also heard globally via the Armed Forces Radio Network.

Host **Bobby Likis**, a legend in the automotive industry with more than 40 years of experience and expertise, is himself a leader in automotive consumer information. He interviews guests who can talk about "hot automotive buzz," including trends, aftermarket products, safety issues and the latest about any car topic. Bobby has interviewed countless experts, journalists, authors and industry leaders, including Jim O'Connor, president of Ford Motor Division; legendary race car driver Bobby Unser; Dr. Ricardo Martinez, former President of the National Highway Traffic Safety Administration; and Andrew Card, Chief of Staff in the Bush Administration and former President of the American Automobile Manufacturers Association. Live and taped interviews, phoners, on-location interviews at many conferences/industry events, and in-studio interviews are used.


Pitch by phone, email, fax or mail to **Roy Dunn** or **Diane Somer**. Bobby Likis Car Clinic, 5675 North Davis Highway, Pensacola, FL 32503; 850-478-3139; fax: 850-477-0862; roy@carclinicnetwork.com or dsomer@carclinicradio.com; www.carclinicradio.com; www.block-it.com. 

Print News...

continued from page 4

MA 02464; 617-965-7700, ext. 213; fax: 617-965-7772.

■ **Books that feature strong girls or have girls as main characters** interest **New Moon**, a 25,000-circ bimonthly "feminist" magazine by, for and about girls 8 to 14. Don't send books on dating, fashion or pop stars, warns Managing Editor **Deb Mylin**. Although the mag's theme will vary from issue to issue, it always profiles interesting young girls and women and their accomplishments. There are regular departments that profile women in history, women and their jobs, women in fiction and women in poetry. **New Moon** sometimes runs a review section called "Check it Out," but more typically recommends books and Web sites at the end of articles. Books that are mentioned in the mag also receive mentions on its Web site. Send appropriate titles to Editorial Dept., **New Moon**, PO Box 3620, Duluth, MN 55803; www.newmoon.org.

■ **Books about eating healthy** are sought by **Great Life**, a free 400,000-circ monthly mag distributed to independently owned health-food stores. The mag profiles one nutrition book a month in its "Healthy Habit Bookshelf" feature. Editor **Vera Tweed** wants galley proofs about six to eight months prior to publication of the book, and does not want books detailing someone's spiritual journey to feeling better. Recently reviewed was *Eat Fat, Lose Weight Cookbook*. Tweed does not like follow-up calls and has no patience for publicists unfamiliar with her pub. **Great Life**, 11050 Santa Monica Blvd., Los Angeles, CA 90025; 310-445-7500; editors@greatlifemag.com. 

Sell more books during the holidays. One in three books is bought during the November/December holiday season. It's too late to approach the major consumer magazines — the deadlines for their Fall issues have long since passed. However, you might try sending press releases to journalists with shorter deadlines, such as newspaper editors, syndicated columnists or radio/TV shows. One resource for reaching them is our own Publicity Blitz Database of over 17,200 contacts (www.freepublicity.com/publicityblitz.html). Also, we have a special issue of *Radio-TV Interview Report* on holiday-related guests hitting 4,000 producers in mid-November. For info, call 800-989-1400 ext 408

he started looking for alternatives. His solution was to shift to direct-response marketing — developing relationships with, and selling directly to, the end users of his products; resulting in profits few independent publishers ever get to enjoy.

His strategy has four components: 1) Forget bookstores and sell to the customer directly; 2) Develop a relationship with your customers so that they like you, trust you, and buy from you not just once, but over and over; 3) Offer a series of products that escalate in price; 4) Convert as many of your books into digital products, which can be instantly downloadable from your web site after purchase, as quickly as you can.

Capturing contact information is key

Instead of concentrating on getting customers into stores, Baggett focuses his publicity efforts on 'lead generation:' getting their names, addresses and email addresses. As we mentioned earlier, he'll even go so far as to give away a copy of one of his books for free just to get that information. The reason is because he doesn't want to sell you just one product (\$12) — he wants to

sell you everything he's got (\$1,200). He knows that once he has your contact information, he can develop a relationship with you through email newsletters and other forms of contact and turn you into a repeat customer. And, because you're buying directly from him, he's going to keep all the profits — no cut for bookstores, no cut for distributors and no waiting for miniscule royalty checks from publishers. (He now gets a 97% profit margin on most online sales.)

The reason this is so successful is because you're going to have much greater success selling to people who've bought from you in the past and been satisfied with your products, than you are if you constantly have to market to new customers. Here's an example: As a result of one appearance on the Howard Stern Show, Baggett sold 300 tape sets at \$80 each (\$24,000). Each outgoing package included a sales letter promoting his other books and products. He followed that up with another sales letter two weeks later, and another two weeks after that. That effort resulted in \$12,000 in additional sales. If those 300 people had bought his product in a store, Baggett would have no idea who they are,

— continued on next page

Profit Builder Method #1: Go direct with digital delivery

	Author selling via bookstores	Self-publisher selling via bookstres	Digital publisher selling online
Retail price of your book: \$20	10% royalty	\$20 - \$12 (60% distributor cut) - \$3 (cost of production)	\$20 No distributor costs No printing costs
Your profit	\$2	\$5	\$20

Profit Builder Method #2: Sell direct and offer multiple products to your customers

	Self-publisher selling via bookstores	Self-publisher selling direct (Note: Figures here are an example. Your results will vary based on your sales pitch, price of additional products and the quality of your mailing list.)
Initial profit	\$20 book - \$15 (costs of distribution and production) = \$ 5 profit per book	\$20 book - \$3 (cost of production) = \$17 profit per book
Follow-up sales	None	Assume 5% of previous customers purchase additional products
Average value of additional sales	\$0	\$500 (.05 x \$500) = \$25 average
Gross Profit per customer	\$5	\$42

and would lose the extra \$12,000.

If those same customers had gone to a bookstore, they would have expected to buy a traditional \$20 "book," not the \$80 program. That is another loss of \$18,000. \$60 loss x 300 customers = \$18,000 loss of revenue. Baggett swears it is just as easy to sell an \$80 program as a \$20 book.

At the core of Baggett's new online strategy is a Web site designed for selling, free special reports, and an email newsletter that he says typically generates \$1 in revenue every month per subscriber. With a mailing list of 12,000 people, this one Web site is pulling in, on average, \$12,000 per month. And perhaps the most amazing thing is that he only spends about five hours each week on the business. Here are the details behind Baggett's "Online Sales Machine" strategy:

■ **Forget bookstores.** When customers buy your books in a bookstore, you have zero opportunity to capture any information about them. This means you lose the opportunity to sell them one of your higher-priced products (like a video or audiotape series), and no way to reach them when you create new products. When they buy from you directly, they can become a customer for life. Baggett feels that every customer who buys a product from him could ultimately be worth \$1,200 (the sum total if they bought his entire "collection"). Of course, not everyone will wind up spending that much, but customers who picked up his book in bookstores are worth, at most, the cost of that one product minus all the overhead.

■ **Drive people to your mailing list, not the bookstore.** Forget sending people to retail outlets to buy your book. Instead, give out your Web site address and encourage them to sign up for your free email newsletter. In the long run it's going to be much more profitable to you to possess contact information than sell one book through a bookstore. Plus, when people visit your site to sign up for the newsletter, you'll have the opportunity to sell them your books and products directly.

■ **Go digital.** Although Baggett still sells traditional offline products like books and tapes, some of the best profits come from products downloadable from his Web site because there's no cost of goods sold whatsoever. Because there are no printing costs, a digital publisher keeps everything but the small percentage that your credit card merchant account charges (3%) — customers either print it out themselves or read it online. Another plus is that you can enroll thousands of other Web sites to sell your books for you as part of your affiliate program.

■ **Repackage your information for higher profit.** Baggett says most authors don't realize that they're in the business of selling information — which doesn't necessarily have to be limited to book form. You could also offer audio and video tapes, ebooks, high-price manuals, seminars and personal consulting. This doesn't necessarily have to be in book form. What you're doing


when you make a sale is convincing the customer that the information you're going to give them is important. Once you've established that you're offering something of value, it only makes sense to deliver it in a format that brings you the most money. While most people would balk at paying \$75 for a book, they'd be much more willing to spend \$75 for an audio course.

■ **Have a series of products.** The key to selling to customers over and over again is having a variety of products at escalating price points. For example, Baggett's introductory product is a set of handwriting analysis flash cards for \$15.95. The prices for other products increase until you reach the Deluxe Handwriting Course for \$947. In between are products ranging in price from \$25 to over \$400. The goal is to get customers "in the system" and continually upsell them on higher-priced products. Marketing guru Dan Kennedy has an expression that sums up this strategy: "What's next?" You should always be asking, "What's the next product I can sell to this customer?"

■ **Test your pitch.** There's no use spending energy getting people to your site if you're not converting them into either customers or prospects. Baggett says your Web site should have a conversion rate (the percentage of people who visit the site who wind up buying something) of at least 2%. The percentage of visitors who sign up for your free email newsletter should be 10%. If you're falling below those rates, change your pitch. Something quick and easy to do is to use pop ups — secondary browser windows that appear when someone visits your site. These can contain a short message about a free offer that encourages people to supply an email address. Baggett has found that including pop ups increases response rate by about 30%.

■ **Use free publicity and affiliate programs to sell your books.** Enroll other Web sites into selling your books by offering them a generous referral fee. While Amazon.com pays a whopping 5%, Baggett pays up to 50% to those who send customers to his Web site. In addition to this, Baggett has appeared on over 1,300 radio and TV shows promoting his products. These days he typically plugs his Web site on-air rather than his book in order to collect email addresses.

Baggett is now offering consulting and Web site development services for authors who want to increase their profits by designing and implementing "autopilot" Web sites following the model described in the above article. For more info, go to <http://www.freepublicity.com/bart.htm>

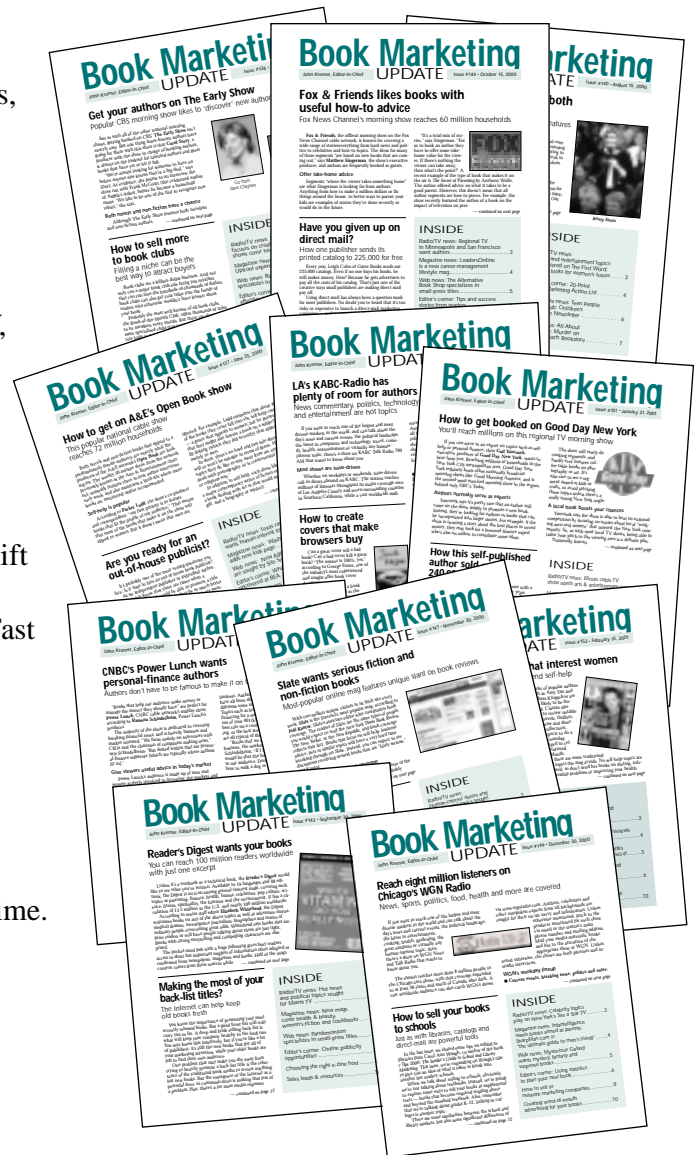
Also at that Web address, Baggett will trade you your email address for free admission to his online seminars for publishers, authors and speakers. 

Subscribe today and get 63 back issues FREE!

Sign up for **Book Marketing Update** by September 30, 2001 and we'll send you two-and-a-half years of back issues at no extra charge. You'll be able to download them from our web site along with a complete index by article and media outlet/company.

You get back issues featuring:

- Interviews with producers of top TV shows including Charlie Rose, The View, Sally Jessy Raphael, Dateline NBC, 48 Hours, 60 Minutes, Montel Williams, 700 Club and NBC Today.
- 12 ways to take the anxiety out of your media calls.
- Ideas from a self-publisher who's sold 500,000 books (and another who's sold 200,000).
- 24 ways to get ink in the LA Times and other major papers.
- Profiles of national TV networks like Black Entertainment TV, CNBC, MSNBC and Fox News.
- A blurb request letter that got a 71% response.
- Profiles of top Internet sites including Salon.com, TalkSpot, IVillage and YouAchieve.
- How Sourcebooks makes grassroots promotion pay off.
- How one publisher cracked the non-returnable premium and gift markets.
- Getting ink in top mags like Parade, USA Weekend, People, Fast Company, Family Circle and Entrepreneur.
- Tips for promoting your fiction titles.
- Selling books via TV infomercials.
- Tips for turning publicity into sales.
- Creating the effective oddball news release.
- How one author got a national wire service story on his book.
- The unique cover that helps one author sell 2,000 books at a time.
- How one publisher mails 200,000 print catalogs for free.
- Selling books in bulk to schools and network-marketing companies.
- One self-publisher's system for selling to libraries.
- How one publisher regularly sells 10,000 books to one buyer.



Go 'Gold' and get 5 more bonuses

Pick the "Gold subscriber" option and also get:

- **Getting on Oprah** gives you key contacts at America's most powerful talk show plus case histories of authors who've successfully landed an appearance. \$35.00 value.
- **Bestselling Strategies of Chicken Soup for the Soul** one-hour audio tape.
- **Audio tapes of John Kremer's Book Marketing Blast-Off Seminar.** Many pay \$495.00 to attend John's seminar in which he shares what he's learned in consulting with over 700 publishers about making books succeed. \$295.00 value
- **Free consulting.** One designated day each month, you can call John and get 10 minutes of personalized advice on marketing your book(s).
- **Tele-seminars.** At least 4X/year, free participation in "Gold" conference call seminars on topics like advanced publicity tactics, special sales, Internet marketing and more.



Respond by September 30, 2001 and get 63 back issues FREE!

Here's the newsletter guaranteed to increase your book sales within 90 days



Do you want to:

- Sell your books as premiums to corporations?
- Be featured in national magazines like *USA Weekend*?
- Get on *CBS' Early Show* and other national TV shows?
- Have catalogs buy 10,000 copies of your books?
- Find more book clubs to carry your titles?

If so, you should subscribe to *Book Marketing Update*, the newsletter guaranteed to help you sell more books.

90-Day Money-Back Guarantee More publicity and book sales or your money back

By using Book Marketing Update, you'll get more national publicity and sell more books within just 90 days. If not, you may return all bonuses for a 100% refund (after 90 days you can always get a refund for the unused portion of your subscription).

John Kremer, Editor-in-Chief

Book Marketing Update

Bradley Communications Corp
135 East Plumstead Ave • PO Box 1206 •
Lansdowne PA 19050-8206

YES, I want to get more national publicity and sell more books!

Gold subscriber (get 5 extra bonuses)

One-year \$397

Regular subscriber

One-year \$297

Author/small press subscriber (must have less than 5 books in print)

One-year \$227

Month-to-month \$19.95 (cancel anytime)

For foreign countries other than Canada, add \$ 25/year.
PA addresses add 6% sales tax

Name _____

Title _____

Company _____

Address _____

City _____ State _____ Zip _____

Payment options:

Check to Bradley Communications Corp.
(month-to-month subs require credit card)

Charge my Visa, Mastercard, Amex

Card # _____

Expires _____

Phone () _____

Fax () _____

E-mail: _____

We may e-mail breaking media news

Fax to: 610-284-3704

or call: 800-784-4936
(mention product 316)