



# LAUGHING BEAR 113 NEWSLETTER

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P.O. Box 613322, Dallas, TX 75261-3322; 817-858-9515; e-mail: editor@laughingbear.com  
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## The Surviving Small Press: Follow Up on the ALA Convention

Next month I'm going to look at selling to libraries in detail, but for now let's look at the most immediate opportunity for sales.

If you were at the ALA convention in New Orleans this year, or had your books exhibited there, now is the time to get to work following up. If you didn't do the ALA this year, now is the time to start planning for next year.

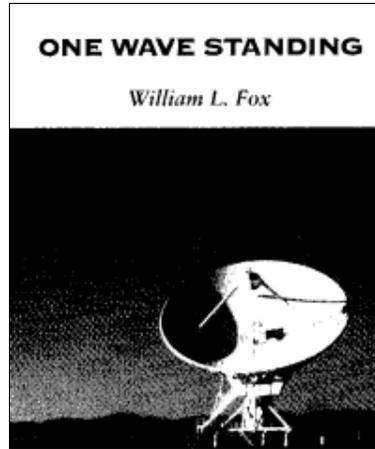
The ALA is the biggest book fair of the year for librarians, but if you didn't make many on the spot sales, don't be discouraged. That's not how it works.

The ALA is a trade show. Publishers come to show their new books for the Fall season, and the librarians come to be wowed by them and have a good time. The actual selling takes place after the convention when the librarians return home, make their recommendations, and purchase orders are generated.

That's why it is important for publishers to follow up on leads they gathered during the fair. The best way to do this is by direct mail, either from a list you collected yourself or by your exhibit service, or using a rented list (and don't forget the free mailing list on the Laughing Bear website).

The list to have is one with the librarians' names so your mailing actually lands on someone's desk.

*(Continued on page 4.)*



## One Wave Standing

by William L. Fox  
La Alameda Press, 9636 Guadalupe Trail NW, Albuquerque, NM 87114; 64pp, 6" x 8", perfect, \$12.00

Waves permeate this new collection of Fox's poetry. Waves from a long lost sea, now dry and blowing sand dunes in the American Southwest. Wide open spaces where the distinction between sand and water seem meaningless as long as both lap in waves up the shore of the subconscious.

The poems are like dreams. They leave an impression more than a story. A feeling familiar but unworldly, like a memory on the tip of your tongue.

The moon is here, too, of course, pulling at the swells and stirring up the winds.

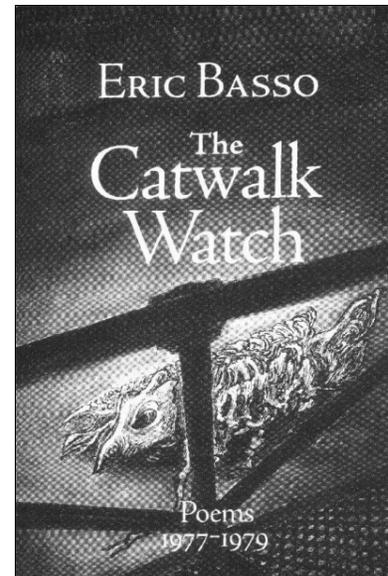
Under all this imagery is an autobiographical sketchbook of growing up, marriage, and divorce.

This collection is both personal and universal, with touchstones well worn by the poet's hand.

## The Catwalk Watch: Poems 1977-1979

by Eric Basso  
Asylum Arts, 5847 Sawmill Rd, Paradise, CA 95969; 230 pp, 5.5" x 8.5", perfect, \$15.00

In this collection of early work, Basso guides the reader through an uncharted territory of fantastic creatures and dark subterranean corridors.



The images are mystical, rich and dark, like fragments of nightmares that evaporate within moments of waking.

If you have discovered Eric Basso from his plays and other later work published by Asylum Arts, *The Catwalk Watch* will give you valuable insight into his work. If you haven't yet been introduced to Basso, this collection is an excellent place to start.

Prepare yourself for a wondrous ride.

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## Marketing and Selling Your Books on the Internet

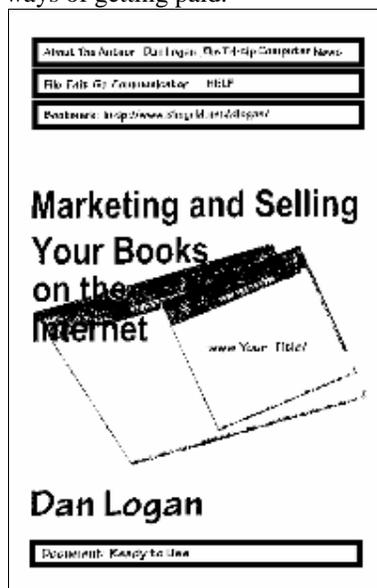
by Dan Logan

The Runaway Press, 1241 Knollwood Dr. #137, Cambria, CA 93428; 44 pp, 5.25" x 8.5", perfect, \$7.95 + \$1.00 p&h

Sometimes good things *do* come in small packages. This little book, by the co-author of *Windows 98 Made Easy* and author of the *Computer Resource Guide*, covers all the basic points of selling books online and setting up a website while making the subject interesting and easily understood.

The handbook was developed for a session Logan taught at the Cuesta Writers Conference in San Luis Obispo, California. His contention is writers need to take an active role in marketing even if they are not self-publishing their books, though marketing on the internet is especially useful for authors publishing their own books.

He has good advice about getting onto the internet, setting up a website, utilizing e-mail and newsgroups, taking orders, security issues with credit cards, and other ways of getting paid.

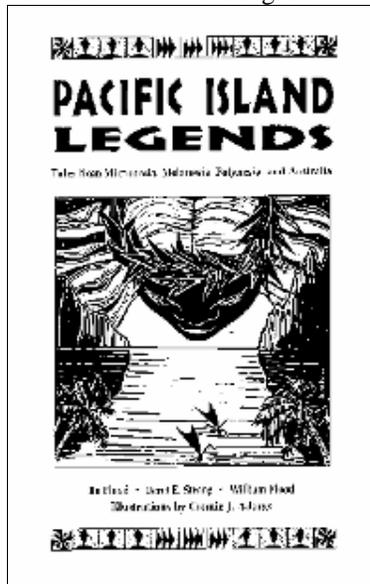


## Pacific Island Legends: Tales from Micronesia, Melanesia, Polynesia, and Australia

by Bo Flood, Beret E. Strong, and William Flood, with illustrations by Connie J. Adams

The Bess Press, 3565 Harding Ave., Honolulu, HI 96816; 280 pp, 7" x 10", perfect, \$14.95; <http://www.besspress.com>

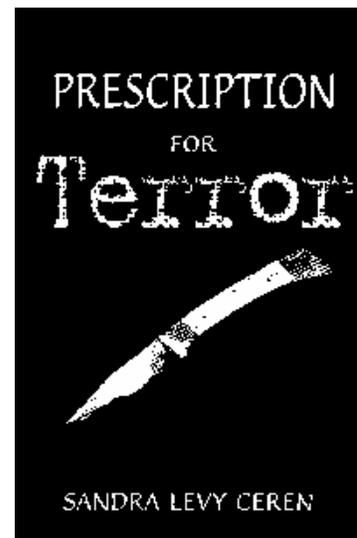
Want to know how to steal the moon or how the rat got its tail? This fascinating collection of folk tales includes 44 such legends.



Written for upper elementary and middle school level students, *Pacific Island Legends* can be used in the classroom, but it's also a fascinating book for anyone interested in folklore from the South Pacific cultures.

The tales are arranged by region and an introduction to each describes the island the legend comes from, its history, and what life is like there today.

*Pacific Island Legends* is beautifully illustrated with woodcuts, and unfamiliar vocabulary words are defined in the page margins. It can also be used in conjunction with the Bess Press language books series.



## Prescription for Terror

by Sandra Levy Ceren  
Andrew Scott Publishers, P.O. PO Box 2893, Del Mar, CA 92014; 238 pp, 5.5" x 8.5", perfect, \$11.95

Someone is raping and murdering young women near the beaches of sunny San Diego. One of them is a patient of Dr. Cory Cohen, and when the police drag their feet Dr. Cohen, a beautiful Asian/Jewish psychologist, takes matters into her own hands.

Dr. Cohen, in spite of flashbacks to her own traumatic past and fighting legal bureaucracy, follows leads from the sandy beaches to the heart of managed health care. Along the way she falls for a younger doctor, plays some jazz, and becomes one of the most compelling female (or otherwise) detectives I've come across.

Levin is a psychologist herself, which brings a unique realistic perspective to this gripping psychological thriller. Add to that a truly frightening villain, and you've got a mystery several cuts above the norm. The second installment in this series is due in the Fall.

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## More Guitar Chords and Accompaniment

by Yoichi Arakawa  
Six Strings Music Publishing, PO Box 7718, Torrance, CA 90504-9118; 96 pp, 9" x 12", perfect, \$14.95 + \$4.00 p&h

In this continuation of his first *Guitar Chords and Accompaniment* book, Arakawa goes further into chords and rhythms.

While the first book effectively sought to get the beginning guitarist up and running, and gave the basic skills needed to accompany a singer or play along with other instruments, this one builds on those skills to make the musician more versatile and confident playing different styles of music.

Arakawa starts out with a thorough and easy to understand explanation of moveable chords, giving the student options in sound and opening up the full capabilities of the fingerboard. Then he goes on to more complicated chord forms to add color.

Finally he uses the new chords to explain and demonstrate playing in different styles from blues shuffle to reggae to country to Latin and Brazilian rhythms.

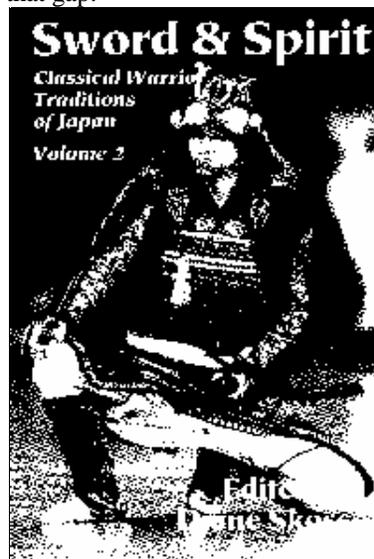
I've been playing for over 35 years, and still can find something new in his books. I wish I had them when I was learning.



## Sword & Spirit: Classical Warrior Traditions of Japan, Volume 2

edited by Diane Skoss  
Koryu Books, PO Box 86, Berkeley Heights, NJ 07922-0086; 192 pp, 6" x 9", perfect, \$19.95 + \$4.00 p&h, <http://www.koryubooks.com>

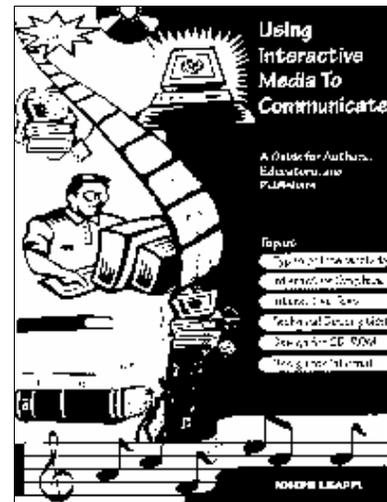
While there are many books on martial arts, but not many on the authentic fighting traditions of the Japanese Samurai. This book, and it's companion first volume, fill that gap.



In this volume, Skoss has again collected essays from practitioners of the arts who have spent decades living, training, and researching in Japan.

When the martial arts (or the traditions of any society) are transplanted into another, as is the case when they are studied in the West, some of the essence of them is diluted or lost.

One aim of these books is to show different aspects of the culture of the martial arts in Japan by having practitioners who live in that culture write about the schools, the teachers, and the culture. Some of the writers are Japanese, some are Westerners who have lived and studied in Japan. Together the essays convey some of the essence.



## Using Interactive Media To Communicate:

A Guide for Authors, Educators, and Publishers

by Joseph J. Kappl  
Peak Interactive Books, 31220 La Baya Dr. #110, Westlake, CA 91362; 202 pp, 6.5" x 8.5", perfect, includes CD-ROM, \$34.95

If you are looking to an introduction to multimedia and how interactivity can be used in publishing electronic books and web-based publications, this is a good place to start. The book and CD-ROM package could easily be applied to classroom use and is paced for beginners.

The CD-ROM is impressive. With movies and examples you are lead through how interactive multimedia works and what is possible to accomplish with it.

If you are already familiar with multimedia (hyperlinks, video applications, etc.), you may find the package elementary.

The book serves as a guide to the information on the CD-ROM, which is presented through videos of speakers describing the different kinds of multimedia with examples of each. Note: You'll find out how interactivity works here, not how to produce it.

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## ALA (continued)

So much the better if you asked the librarians for the name of the person involved in decision making on titles like yours.

The mailing, especially if you have names, should include a thank you note for visiting your booth or exhibit at the convention. Remind them of your book and enclose a brochure. If you have done business with the library before and they assigned you a vendor number, include that.

If your book is sold through a distributor, be sure and let them know. Otherwise, give them your ordering information and reassure them that you invoice libraries in triplicate – they almost always require that and appreciate it when you show you are willing to follow their procedures.

When you receive orders from libraries they'll come as purchase orders. Make sure you send out the books as soon as possible and follow all instructions on the order. You can expect to get paid in 4 to 12 weeks.

It is not necessary to offer library discounts unless they are ordering multiple copies. And then it's up to you. Libraries expect you to charge postage and handling in addition to the cost of the book. Keep it reasonable.

So how do you build a mailing list at the convention? The most common way is with a raffle. When I worked in the COSMEP booth years past, we would raffle off a bottle of champagne or an expensive book we were showing.

Most librarians want to walk the whole fair in a couple days, which means not stopping long at any one booth. Don't expect them to fill out a form for a raffle. Many will just drop their business card in the fishbowl. That's okay, but if you get the chance to talk to them, try to get the name of the person you should follow up with.

## Announcements

- **Publishers Association of the South** has a new director and address: Pat Sabiston, Assoc. Exec.; PAS, 4412 Fletcher St., Panama City, FL 32405-1017; 850-914-0766, executive@pubsouth.org.

- **Urbanus** (Peter Drizhal, ed.; PO Box 192921, San Francisco, CA 94119-2921; \$7/sample) is seeking all varieties of creative writing for its first 2 issues of 2000. Payment is \$25-\$125 for prose to 6,000 words, \$15-\$20 per poem (3-6 in submission max.). Send an SASE for extended guidelines.

- **The Breed** (PO Box 238373, Allandale, FL 32123; \$16/year, \$1/sample) is a hard-hitting, large (the last issue had 30 pages), quarterly newsletter for Native Americans of mixed blood.

- **The Newsletter Clearinghouse**, publisher of *Newsletter On Newsletters* and other resources for newsletter publishers, has a new address: PO Box 348, Rhinebeck, NY 12572.

- **Osprey Design Systems** (600 45<sup>th</sup> St. W., Bradenton, FL 34209-3935; 941-746-0144, <http://www.ospreydesign.com>) does print and internet design, as well as computer systems consulting and graphics software training. They design everything from books to brochures and other promotional materials.

- **The Betty Drevniok Award** (Haiku Canada, c/o LeRoy Gorman, 51 Graham West, Napanee, ON K7R 2J6 Canada) is an award for haiku in memory of the past president of the society. Deadline: November 30, 1999. Write for guidelines.

- **1999 National Book Awards** (The National Book Foundation, 1999 National Book Awards, 260 5<sup>th</sup> Ave., 9<sup>th</sup> Fl., New York, NY 10001; 212-685-0261; <http://www.bookwire.com/nbf>). If you want to nominate a book, call for an entry form immediately. Forms must be postmarked by July 12, 1999.

- **The Tool Shed in the Cat's Backyard** ([http://members.aol.com/\\_ht\\_a/catspawpre/ToolShed.html](http://members.aol.com/_ht_a/catspawpre/ToolShed.html)) is a website of resources for small publishers by Pat Bell of Cat's-paw Press. The site has lots of information from design to marketing.

- **The Bloomsbury Review** has moved to 1553 Platte St., Ste. 206, Denver, CO 80202. If you aren't familiar with *The Bloomsbury Review*, it is one review magazine that should be on every publisher's mailing list. A valuable magazine to be reviewed in.

- **The 6<sup>th</sup> Annual Travel Writers Conference at Troutbeck** (Maren Rudolph, dir.; Vintage Hudson Valley, PO Box 288, Irvington NY 10533; 914-591-4503, <http://www.vintagehudsonvalley.com>) will be held Nov. 11-14. Troutbeck is 2 hours north of Manhattan.

- **Publishing Directions, LLC** (800-562-4357, <http://www.publishingdirections.com>) is hosting a 2 day seminar Oct. 16-17 at the Crowne Plaza Meadowlands, Secaucus, New Jersey, featuring Mark Victor Hansen (co-author of the *Chicken Soup for the Soul* book series) and 7 other speakers.

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