



# LAUGHING BEAR 125 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: Electronic Newsletters

It seems like every web site you go to has a place to sign up for a newsletter, e-zine, or email list. The reason is simple. The web sites use their newsletters to build mailing lists. Then they can use the mailing lists to promote their web site or their products. There is no more effective mailing list, electronic or postal, than one of people who have asked to be on it.

If you'd like to start an electronic newsletter, there are a few things you need to consider. The Federal Trade Commission and numerous online organizations, including all reputable internet service providers (ISPs) and web hosting services, are dedicated to stopping SPAM – unwanted junk email – and persecuting any person or company engaged in it.

So, first of all, you've got to make sure people giving you their email address know that it is for the purpose of building an email list for a newsletter or announcements about your company. You've got to state clearly on your web site that the email is going to be used for a list. If you intend to sell the list or let anyone else use it, you have to state that as well, though you'll get a far better response if you assure visitors that their address will only be used by you.

Your newsletter needs to have clear instructions for how to get off

(Continued on page 4.)



## No Dream Is Too Big! Kalakala Comes Home

By Judith A. Ennes

Illustrated by Kathy Wilburn  
Puget Sound Press, 6523 California Ave. SW, Seattle, WA 98136-1833; <http://www.pugetsoundpress.com>, 32 pp, 8 1/2" x 11", cloth, \$18.95

For years before the Space Needle, the Kalakala was a symbol of Seattle. A gleaming silver art deco work of art, she was the queen of ferry boats and the Northwest.

She was launched in 1935, and in her heyday, she would ferry commuters during the day. At night, she gave moonlight cruises with music provided by her own orchestra, The Flying Birds.

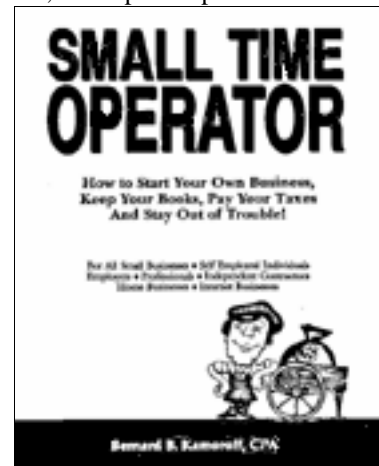
Now the Kalakala is in a new phase of her legend. For three decades she was in Kodiak, Alaska, first as a cannery facility, then abandoned. But an artist in Seattle wouldn't let her be forgotten. He started a movement, and in 1999 he and his volunteers brought Kalakala back to Seattle.

Ennes' magical little children's book tells the story of Kalakala's rescue. And a portion of the profits goes to the Kalakala Foundation to help pay for her restoration.

## Small Time Operator

By Bernard B. Kamaroff, CPA  
Bell Springs Publishing, PO Box 1240, Willits, CA 95490; 224 pp, 8 1/2" x 11", perfect, \$16.95 + \$3.00 p&h

To go into a second edition is a sign of a successful book. To do a tenth means you've got a book with a life of it's own. This is the twenty-fifth edition of *Small Time Operator*, and there are over 600,000 copies in print.



Not coincidentally, *Small Time Operator* is one of the best books available on accounting, finance, taxes, and setting up a small business.

This new edition is updated for up to date tax information and legal matter, as it is every year. Brand new, though, is a very complete section on doing business on the internet, including information on copyright and trademark issues, laws and regulations, and tax deductions.

If you only buy one guide to small business, this should be it.

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## Marketing and Selling Your Books on the Internet

By Dan Logan

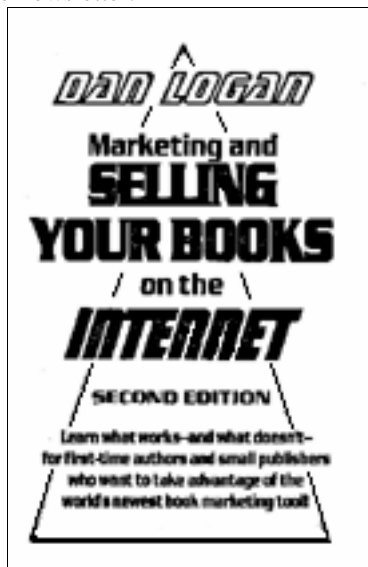
The Runaway Press, 1241 Knollwood Dr. #137, Cambria, CA 93428; <http://www.thegrid.net/dlogan/msbadv.htm>, 68 pp, 5 1/2" x 8 1/2", stapled, \$8.95

The internet has given small and self-publishers a tremendous boost in marketing power, but finding your way onto the web can be frustrating and expensive.

This wonderful little book introduces you to internet marketing and helps you get set up to sell books on the web with a minimum of cost and confusion.

In this revised and expanded second edition, Logan describes how to get on the internet, designing and setting up a web site, taking payments online, email marketing, ebooks, publishing-on-demand, and much more.

Logan has unique qualifications for writing this book. He is a small publisher and markets his own books online. He has also written a book on computing for a major publisher and writes a weekly *Personal Technology* newspaper column and a weekly e-newsletter.



## Lucky Finds

by Jack Grapes

Bombshelter Press, PO Box 481266, Bicentennial Station, Los Angeles, CA 90048; 44 cards, 5 1/4" x 7 3/4", unbound cards in a box, \$12.50

Visual poetry uses the shape of the poem on the page, mixture of fonts, and words, of course, to express the poet's vision. There is another dimension that can be added to the work – texture.

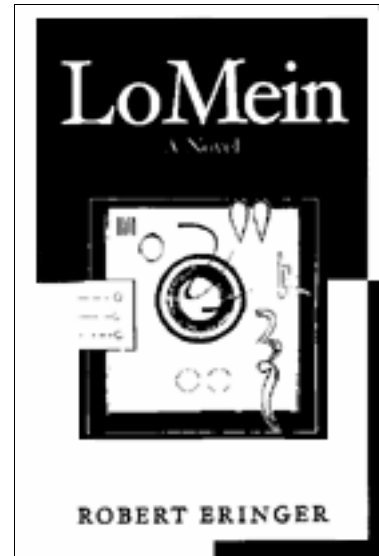


Jack Grapes accomplishes the texture by publishing his book as a deck of oversized cards. They can be spread out on the floor, shuffled into different sequences, used as placemats or bookmarks.

These poems are like fragments of conversations or dreams. They fit together in any order and stand alone effectively as well.

They are written in the tradition (with a touch of respectful parody) that began with Stéphane Mallarmé's *Un Coup De Dés* and continued with the works of the Italian and Russian Futurists, Ezra Pound's *Cantos*, Wallace Stevens' *Notes Toward a Supreme Fiction*, and Charles Olson's *Maximus Poems*.

All in all, this is a refreshingly creative, intelligent, and fun example of a genre of poetry that has needed some new life.



## Lo Mein

By Robert Eringer

Corinthian Books, PO Box 1898, Mt Pleasant, SC 29465; <http://www.corinthianbooks.com>, 232pp, 5 1/2" x 8 1/2", perfect, \$14.95

Willard Stuckey is a struggling artist. He's been rejected and ignored by galleries and the art community. So Stuckey decides the only way to get recognition is to stage a dramatic, public event of live art.

He massacres 50 people, including Mickey and Minnie Mouse during the evening parade down Main Street in Disney World. Stuckey has only two demands: a showing at New York's Museum of Modern Art and a full page review in *The New York Times*.

Jeff Dalkin, the gumshoe in this comic adventure, looks like Bruce Willis and has Tourette's syndrome. He's brought in by Michael Eisener, CEO of Disney, to catch Stuckey. What ensues is a rollicking story that involves the Museum of Modern Art, CNN, the FBI, and a squirrel brain stew called burgoo.

*Lo Mein* is fast-paced, funny, thought-provoking, and has a bulletproof plot. It also has a troubling, but effective twist at the end that questions who really is insane.

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## “Oh Momma!” Secrets to Loving a Super Single Mom and Her Kids

by Danielle Dufayet  
Danibooks Publishing, PO Box 2385, Monterey, CA 93942;  
<http://www.danibooks.com>, 64 pp, 5 1/2" x 8 1/2", perfect, \$9.95 + \$3.00 p&h

With divorce rates what they are, the situation of a man getting involved with a woman with children is not at all unusual anymore. But it is still a minefield of personalities and emotions on the part of everyone involved.

When I married Laura, her son was 17. We got along well, but it's still frightening to become an instant father. Even with a good kid, teenagers are unpredictable and the responsibility of raising one is intimidating.

Dufayet has put together a wise and useful guide to help men understand what they are getting into being involved with a single mother. She explains what a single mom is looking for and how to fit your relationship with her in with her relationship to her children.

This is a serious issue these days, and this guide is sensitive to the needs of everyone involved.



## My Magical Christmas Dream of the Marshmallow Martians

By Alec Alexander, Ph. D.  
Smart Alec Toys Publishing, PO Box 880, Andover, MA 01810;  
<http://www.marshmartians.com>, 32 pp, 7" x 9", stapled, \$5.95

The night before Christmas Molly has a dream that she and her brother are summoned to the White House. Santa Claus' reindeer are sick, and the only hope for Christmas is Molly and Michael's friends, the Marshmallow Martians.

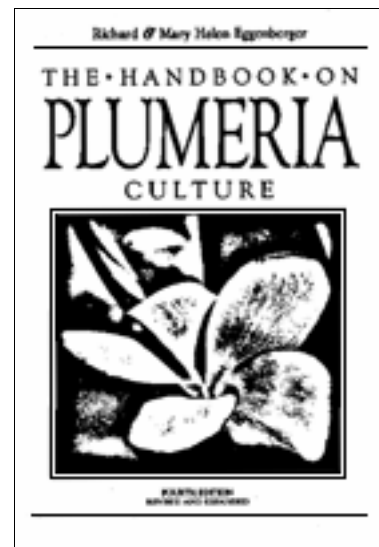


This book, and its companion, *My Dream of Marshmallow Martians*, are intended for 4 to 8 year-olds. The illustrations are big and colorful and the text is large enough and at a reading level where children in that age range can practice reading the story themselves.

*My Magical Christmas Dream* has an entertaining and positive story that encourages kids to use their imagination. Alexander, a physicist, created the characters while helping his young daughters explore the possibility of life on other planets.

There are also coloring and activities books available based on the Marshmallow Martians stories.

This would be a great stocking stuffer.



## The Handbook on Plumeria Culture

By Richard and Mary Ellen Eggenberger  
Tropical Plant Specialists, PO Box 2826, Cleveland, GA 30528-2826;  
128 pp, 5 3/4" x 8 3/4", perfect, \$17.95 + \$3.00 p&h

You may not have heard of plumerias, but you've probably seen them in Hawaiian leis. They are relatives of the desert rose, oleander, and star jasmine. They come in a variety of colors and sizes, but what stands out is they have five petals on each bloom in a distinctive pinwheel pattern.

The authors became interested in plumerias during 12 years devoted to building a collection of over 2,000 varieties of tropical plants in South India. Richard has also served as president of the Plumeria Society of America.

Their book covers everything needed to grow and maintain plumerias anywhere, from medicinal and religious uses to landscaping and caring for them year round.

This is the definitive book on plumerias, beautifully illustrated with more than 100 breathtaking color photographs.

The Eggenbergers have also written and published *The Handbook on Oleanders*.

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## Electronic Newsletters

(continued)

the list if they don't want to receive the email anymore, and then you've got to be religious about removing addresses if requested.

Your newsletter should be in plain text format. For one thing, not everyone is equipped to read HTML-formatted email and it will show up as gibberish. Even effects like bolding, color, and italics are not universally acceptable.

Besides, plain text email takes up the least space and is easiest for your mail server to handle. If you start sending out hundreds or thousands of rich format email at a time, you could get some grief from your ISP or hosting service, or lose your account altogether.

You should keep your message brief and to the point. It would be better to do two mailings than to send out a newsletter that is several pages long. You don't want to run the risk of clogging your server or overwhelming your readers.

The information in your newsletter should, indeed, be news. You can list upcoming events, appearances, new titles, new editions of old titles, contests, promotions, additions to your web site – but don't send out a boilerplate article over and over, and don't be boring.

If you can sell advertising in your newsletter, more power to you, but make sure you have more content than ads, and make sure the ads are appropriate for the kind of publishing you do.

Before you get started, you should check with your ISP or hosting services about their policies concerning bulk email. They may have limits, or they may be able to offer enhanced mailing services. There are free online services that will handle your mail in exchange for inserting ads in your newsletter. There are also services that will help manage your list and send out the newsletters for a fee. ●

## Announcements

● **Spiney Babler Museum of Literature and Arts** (Pallav Ranjan, ed., Spiney Babler, P.O. Box 8975, Epc 472, Kathmandu, Nepal; <http://www.spineybabler.org>) started out as a monthly poetry journal in 1991. Now they have the online museum, a private art gallery that works with leading Nepalese creators, monthly poetry reading and discussions, live music shows, and educational programs as well as a quarterly newsletter and the magazine. They are also holding a short story program involving 20 nations this year.

● **Mitchell Graphics, Inc.** (2363 Mitchell Park Dr., Petoskey, MI 49770; 800-583-9401; <http://www.mitchellgraphics.com>) will print 3,000 4" x 6" postcards for as little as 13.3¢ (\$399). They also do self-mailing brochures.

● **Northwest Association of Book Publishers** has a new address: P.O. Box 3786, Wilsonville, OR 97070-3786.

● **dot.com in Miami** (Newsletter & Electronic Publishers Associations, 1501 Wilson Blvd., Ste 509, Arlington, VA 22209; 800-356-9302; <http://www.newsletters.org>) is the NEPA's 2<sup>nd</sup> annual conference, Dec. 3-5, 2000 at Loews Miami Beach Hotel, Miami, FL on what's happening in electronic publishing and marketing.

● **CLMP** (Council of Literary Magazines and Presses, 154 Christopher St., Ste. 3C, New York, NY 10014) is developing their web site, <http://www.clmp.org>, for launch later this Fall. It will feature a searchable database of regional literary venues, bookstores, reading series, writing programs, book media, and more. CLMP is also developing a circulation database template for small circulation literary magazines. The template will work with FileMaker Pro, and will be available for general distribution in May for \$50.

● **Kalakala Foundation** (154 N. 35<sup>th</sup> St., Seattle, WA 98103; <http://www.kalakala.org>) is a non-profit corporation dedicated to the preservation, restoration, and revitalization of the historic ferry, Kalakala. She is a one of a kind, art deco ferry boat that served the Seattle area from 1935-1967. In 1968 she was sold and moved to Alaska where she was used as a fishery and ultimately abandoned. Kalakala was found in 1995 and the foundation has since brought her back to Seattle. Now Laughing Bear is offering a free 12 issue subscription to *Laughing Bear Newsletter* to anyone joining the foundation to help Kalakala. Memberships begin at \$25. Send me a photocopy of your receipt or membership card and I'll enter a subscription for you or extend your existing one.

● **BookTech West Exposition and Conference** (BookTech Registration Desk, North American Publishing Co., 401 N. Broad St., Philadelphia, PA 19108; <http://www.booktechexpo.com>) will be held December 11-13, 2000 at the San Francisco Marriott. This year they'll be adding an e-BookTech pavilion and seminars.

Advertising: Insert ads, in the form of flyers to be inserted in newsletter mailings, are welcome. Send 200 copies of the ad with \$50, and the ad will be mailed with the next issue of the newsletter. Contest and other events or promotions that solicit money in the form of reading or other entry fees will not be accepted.

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