

LAUGHING BEAR NEWSLETTER 130

How to Get on Radio Talk Shows All Across America

By Joe Sabah

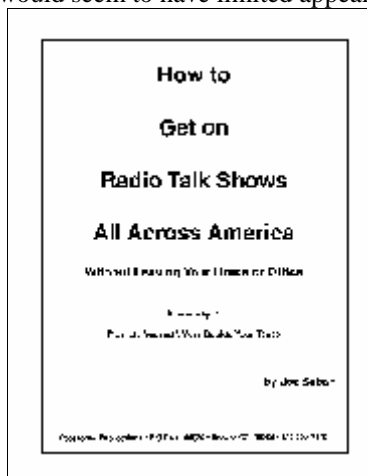
Pacesetter Publications, P.O. Box 101975, Denver, CO 80250-1975; 74 pp, 8 1/2" x 11", paperback, with cassette tape (*How to Get on Radio Talk Shows Without Leaving Your Home or Office*) and a database on diskette of 970 talk shows, \$198.00

Radio talk shows are a terrific source of free publicity. You can don't even have to leave home. All you need is enthusiasm for your subject and the desire to talk about it – and I've seldom seen a self-publisher lacking in those areas.

Joe Sabah's Radio Talk Show System (the book, tape and database package) gives you everything you need to get started – who to call, how to pitch your book, how to prepare for the interview, and how to follow up so you'll be asked back. It's a bargain at the price.

It does take some showmanship to be a good radio guest, but as Joe says, "You don't have to be good to start, but you have to start to be good." The more you do interviews, the more relaxed and entertaining your interviews will be.

Over the years I have seen numerous self-publishers who have had amazing success thanks to talk shows, even with books that would seem to have limited appeal.

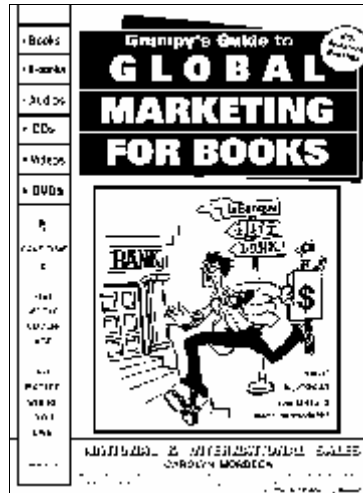


Grumpy's Guide to Global Marketing for Books

By Carolyn Mordecai

Nittany Publishers, LLC, P.O. Box 80362, Phoenix, AZ 85060; 216 pp, 7" x 9 1/2", trade paperback, \$21.95

This book packs an amazing amount of information and resources into a small, inexpensive package. It covers global marketing; libraries; getting reviews and publicity in newspapers, magazines, newsletters, e-zines, and TV and radio; and how and why to sell foreign rights and exhibit at international book fairs.



If all the book did was offer tips for marketing worldwide, it would still be a good deal, but *Global Marketing for Books* is packed with hard to find addresses, phone numbers, and internet addresses for international publisher and writer associations, multimedia resources, bookstores and catalogs, and distributors and wholesalers. Over 500 web sites are listed.

I haven't seen a book with the international resources this one has for all aspects of marketing and selling books. Plus, the section on foreign rights is worth the cost of the book by itself.

If you want to expand your market for books, eBooks, or multimedia, you should have this book.



Professional ASP XML

By Mark Baartse, Richard Blair, Luca Bolognese, et al.

Wrox Press, Inc., <http://www.wrox.com>, 904 pp, 7 1/4" x 9 1/4", trade paperback, \$49.99

ASP (Active Server Pages) technology lets you create dynamic web applications, including connecting your web site to a database on your server. That lets you collect information from online forms and use a database to control which books are displayed in your online catalog; you can even sell books from your site and it will automatically keep track of how many copies you have left in stock.

XML is simply a standardized code that can be used to format database information so it can be understood by someone else's database, even if it is in a format incompatible with yours.

ASP and XML together can do amazing things, like making your inventory data available to distributors so you can make books instantly available through online purchase orders that will print out invoices and packing slips and post the orders to your database.

This book is not for beginners, but the information is covered completely and at a comfortable pace. You do need at least a familiarity with ASP and to have an ASP-compatible web site (ask your web host).

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Paper Weight (continued)

Check the samples to see if the ink bleeds through the paper to the other side, and make sure the printing is sharp and that the ink doesn't spread out from the edges of the letters as it will with very absorbent paper.

In the old days, ten years ago, you were pretty much forced to learn about paper to be able to communicate with your printer. Now, there are a lot of printers who offer complete book packages where they give a single price for a generic project. Unfortunately I've seen some of those that are less than satisfactory. The printer uses the least expensive materials to create generic books. That makes it easy to publish a book, but the book suffers, and the printing is sometimes not as good a deal as you may think.

Also, watch out for those publish-on-demand printers. Your book will likely be printed in an oversized laser printer on copy paper, which is suitable for photocopying, but not really for books.

Other costs associated with paper are cutting and waste. Because a sheet of paper is, say, 25" x 38", as many 6" x 9" pages have to be put on one sheet as possible. Then they have to be cut apart from each other and the extra paper is waste. You are charged for each of those cuts and for the wasted paper.

The only thing you can do to minimize this waste is to select a size of paper that will most efficiently fit your pages, re-size your pages to fit the paper, or find some use for the wasted paper, like book marks or other promotional materials that can be printed at the same time as the pages.

About all you can do to avoid extra cutting is keep away from bleeds. When you have an image on a page that goes all the way out to the margin, that's called a bleed. To achieve that effect, the image is

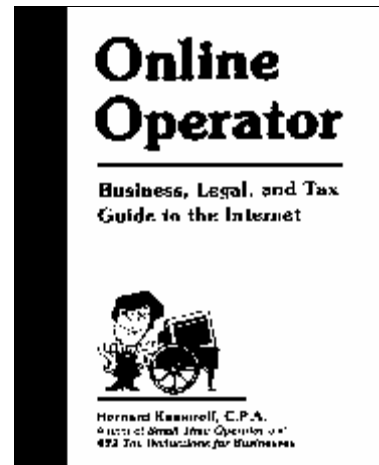
actually printed beyond the border of the page, and a margin, or gutter, has to be allowed around the page to make room for the extra printing. Then when the pages are cut apart, there are extra cuts made to remove the gutters. It doesn't sound like much, but avoiding bleeds can save hundreds, or even thousands, of dollars on a print job.

You may be able to save some money by supplying your own paper or asking the printer if they have another job going that may have some useable paper left over. I've done that with a chapbook where I wanted very bright, heavy paper. The printer had another client who had just finished a big job and there was more than enough of a paper left over for my covers. I rethought the color scheme of the book to match the new paper and got it for free.

It's also good to remember that 5-10% of a press run is overage. That's the amount of extra sheets that get printed because it takes a certain amount of time for the press to get up to speed and slow to a stop. That's why you may receive some more books than you order, or occasionally fewer if enough overage was not allowed and not enough sheets are usable.

Some people use the overage of covers for promotional materials, and may even ask to have more printed. The reverse side of the extra covers can be printed with information about the book and then included in media mailings.

I have posted an article from issue 44 on the web site that discusses paper in depth. It looks at three important kinds of paper: recycled (which recycled papers really help the environment and which are just hype), alkaline (it not only lasts longer, it may be cheaper, too), and handmade (save a tree – use cattails). You can find it at http://www.laughingbear.com/44_paper.html.



Online Operator: Business, Legal, and Tax Guide to the Internet

By Bernard Kamoroff, CPA
Bell Springs Press, PO Box 1240,
Willits, CA 95490; 238 pp, 7" x 9",
trade paperback, \$18.95

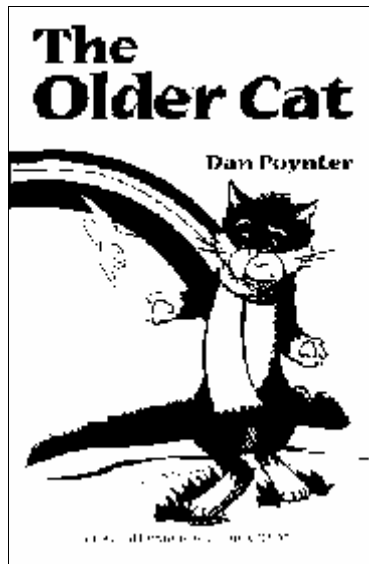
For over 25 years, Bernard Kamoroff's *Small Time Operator* has been a valuable guide for hundreds of thousands of people starting small businesses. He has an uncanny ability to take complicated financial and legal issues and present them in a comfortable, non-threatening style without diluting the information.

Online Operator starts from the very beginning with a description of the internet and web sites, then on to how to start your internet business with issues entrepreneurs new to the internet ask most, like how to find a web host, how to take credit cards and handle online orders, financing, and legal questions.

You'll find information about issues like tax laws and federal regulations, online copyrights and patents, trademarks and domain names, international laws, exporting and overseas sales. You'll also find timely advice on hot issues like privacy, security, and liability.

I contributed the chapter on what to do when your site goes down, which is reprinted from this newsletter.

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The Older Cat

By Dan Poynter
Para Publishing, PO Box 8206,
Santa Barbara, CA 93118-8206;
144 pp, 5 1/2" x 8 1/2", trade paper-
back, \$14.95; <http://www.oldercat.com>

We have an older cat. Leona is 10 years old, and in the past year her eating habits have changed, she's had some infections, she's developed some odd behavior, and other than taking her to the vet and asking, it's hard to find information about what's going on with her. Until now.

Dan Poynter's new book fills that void by providing everything you need to know when your cat starts getting older and slowing down. And he should know, his cat lived to be 20 years old!

There are tons of books on raising kittens and taking care of particular breeds, but when you really need a book is when things start going wrong and when you are most concerned about making your cat's final years comfortable and healthy.

This book is a great example of everything Dan has taught over the years about self-publishing. He identified a niche that is not addressed by anyone else, and wrote a truly useful book to fill it. Bravo!

Announcements

- **Texas Writers Roundup** (Texas Coalition of Authors, <http://www.texasauthors.org>) is an annual book fair that will be held in Wimberley, Texas on October 13, 2001. The Coalition is made up of 160 authors for the purpose of sharing information about writerly events in Texas where they can meet and sell books. The Texas Writers Roundup will also feature panel discussions, readings, and special events for young readers.

- **The 8th Annual Travel Writers Conference at Troutbeck** (<http://www.vintagehudsonvalley.com>) will be held November 29 to December 2, 2001. This conference gives writers the opportunity to meet and learn from some of the top travel magazine editors in the country. The editor/writer ratio at the conference is 1 to 3.

- **International Titles** (Loris Essary, Harry Smith, directors; 931 E 56th St., Austin, TX 78751-1724; 512-451-2221; leint@swbell.net) is preparing for their exhibit at the Frankfurt Book Fair, October 10-15, 2001. The Frankfurt Book Fair is the largest and most important event in the publishing world. More than 8,500 publishers and distributors worldwide meet on those days to buy and sell rights and arrange distribution contracts for the coming season. International Titles can help you make the most of the fair by displaying your book, negotiating foreign rights sales, and including your books in their catalogue. All books are displayed face out and each is given a full page in the catalogue with an illustration of its cover. The deadline to be register is September 1.

- **Reheated Coffee** (Kitty Litter Press, c/o Cari Taplin, ed., P.O. Box 3189, Nederland, CO 80466-3189; <http://www.kittylitterpress.com>; \$2.00), is a new chapbook of poetry and fiction by Lindsay Wilson.

- **The National Book Foundation** (<http://www.nationalbook.org>) has announced that Angela Davis-Gardner has replaced Benilde Little as a Fiction judge for this year's National Book Awards. Fiction submissions should be sent to Angela Davis-Gardner, 3017 Mayview Rd., Raleigh, NC 27607.

- **Mastering the Book Market** (Brian Jud, Book Marketing Works, P.O. Box 715, Avon, CT 06001-0715; 866-788-5334; <http://www.publishingseminars.com>) is a seminar that will be presented by Publishers Weekly, Publishers Marketing Association, and Book Marketing Works at the Airport Hilton in Philadelphia September 15-16, 2001. Featured experts include John Kremer, Dan Poynter, and Jan Nathan.

- **Poets House** (72 Spring St., 2nd Fl. New York, NY 10012; <http://www.poetshouse.org>) is an organization that provides a meeting place; a forum for discussion, research, writing and inspiration; and a library of over 40,000 volumes of poetry. They hold an annual poetry festival and work with community librarians to promote poetry. Find out more about their good work on their web site.

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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