



LAUGHING BEAR NEWSLETTER 93

December 1996; edited by Tom Person; Copyright © 1996 by Laughing Bear Press; ISSN 1056-0327; Estab. 1976
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<http://members.aol.com/laughingbr/lbp.htm>; \$12/12 issues, \$14/Can., £12/UK & Eire, \$22/other

The Surviving Small Press: Writers Marketing

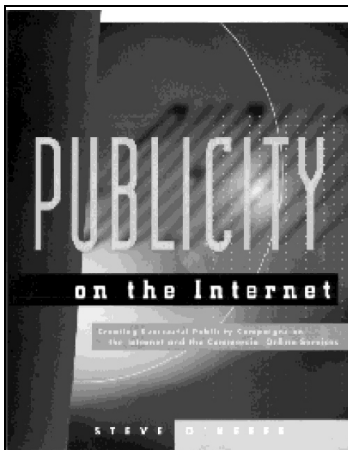
Several of the books reviewed in this issue come from big name publishers. The review copies, however, came from the writers.

I've mentioned before the importance of authors getting involved in promotion of their books. These examples once again drive home the point that writers are responsible for their own success. The publisher certainly has an interest in seeing that the book sells, but a publisher that puts out dozens or even hundreds of titles a year can't be expected to give equal promotional resources to every book.

If a writer, small press or big, wants their book to succeed, they have to utilize their own enthusiasm, creativity, and contacts. The more books they sell, the more they make in royalties and the more likely they will be to find a publisher for their next book.

One writer here made postcards from extra book covers, printed a pitch on the back offering a review copy. Another had a press release. A couple others contacted me directly through e-mail offering copies. One had even hired their own publicist.

(Continued on page 3.)



Publicity on the Internet

by Steve O'Keefe
John Wiley & Sons, Inc., New York; 416 pp, 7½ x 9, perfect, \$24.95; available in bookstores

Imagine a newspaper with a circulation of 20 million and each subscriber can place a free full page ad. That's the kind of environment you're operating in publicizing on the internet.

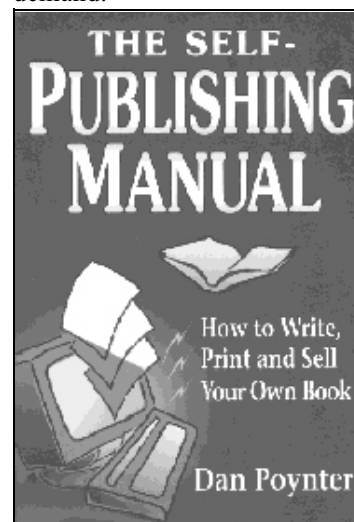
Steve O'Keefe is a professional internet publicist who has helped numerous companies create successful web sites and direct e-mailings without violating "netiquette" and getting flamed.

The book contains all the guidance, resources, and planning aids you need to launch your own publicity campaign, and it's supported by a web site with updated resources at <http://www.wiley.com/compbooks>.

The Self-Publishing Manual

by Dan Poynter, 9th edition
Para Publishing, P.O. Box 8206, Santa Barbara, CA 93118-8206; 464 pp, 5½ x 8½, perfect, \$19.95 + \$4 p&h

Still the best step by step guide to self-publishing, this 9th edition includes information on the internet and web, CD-ROM, and fax-on-demand.



Poynter takes you through the entire publishing process, from writing to distribution, with schedules and checklists to keep you on track.

This is the best guide of its kind and has remained so consistently since 1979.

An electronic version of this book and other resources are available online at <http://www.parapublishing.com/books/para/890>.

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Honey, I Want to Start My Own Business

by Azriela Jaffe

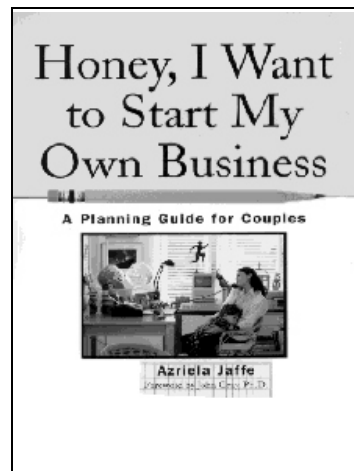
HarperBusiness, 332 pp, 6½ x 9½, cloth, \$23.00, available in bookstores

There are numerous ways a home-based small press business can intrude on home life: long hours, short tempers, cartons of books everywhere, vacations spent at book fairs instead of the family taking time off to relax and enjoy each other.

Jaffe provides a guide for couples to discuss their individual needs and expectations before taking on the obligations of a business.

She does this in great detail, working through touchy subjects like family finances. The idea is to have as complete an understanding as possible of how each partner sees the new venture.

This book forces partners to examine their assumptions regarding the home-based business. And to ensure they've done all they can to succeed and be happy in both.

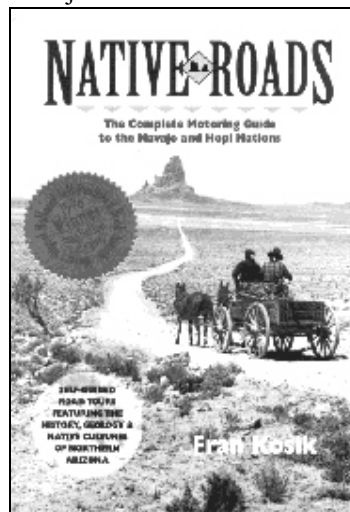


Native Roads The Complete Motoring Guide to the Navajo and Hopi Nations

by Fran Kosik

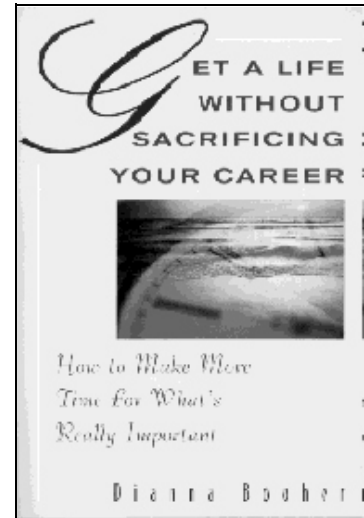
Creative Solutions Publishing, 530 E. Bennett Dr., Flagstaff, AZ 86001; 292 pp, 6 x 9, perfect, \$19.95 + \$3 p&h

Kosik lives on the Navajo Nation and has travelled these "native roads" for more than 20 years. She's also involved in a grassroots effort to save endangered historic sites on the Navajo Nation.



She's used that experience to outline 15 scenic drives, complete with 21 maps and over 100 historic photographs, to help visitors enjoy and appreciate the natural beauty, geography, history, and native cultures found in northern Arizona.

The book covers the Grand Canyon and Monument Valley, as well as back roads through the nations. It tells you where to find food, gas and lodging, lists all the sites, festivals and tours, and also gives a sensitive insight into the people who live there, their history and art.



Get a Life Without Sacrificing Your Career: How to Make More Time for What's Important

by Dianna Booher

McGraw-Hill, 320 pp, 5½ x 8½, perfect, \$12.95, available in bookstores

It's hard enough finding time for a job and life when you've got one career. Most small publishers have a full time job, run the business on the side, and then try to have a life.

Get a Life... is about not just organizing time, but eliminating activities and identifying habits that work against you.

The book is broken into two to four page chapters that can be read and used one at a time, like "Work According to Your Natural Rhythm—Hide the Clock" and "Don't Confuse Activity with Results and Meaning".

Each chapter is followed by a list of questions to help identify your work habits and apply the advice to your own work and home life.

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Writers Marketing

(continued)

They all worked up a pitch and then used their resources and contacted reviewers themselves, offering to send a copy of the book and making themselves available for interviews or to provide any other materials necessary to get their books reviewed.

Their publishers did the macro promoting: advertising, getting the larger media reviews, submitting titles to book clubs, and providing distribution. The authors were able to take their books to a grassroots level, contacting reviewers with small, but more focused audiences. The end result being more and better publicity for the book, more sales for the publisher, and more royalties for the author.

As a reviewer, I was impressed and won over by the authors' enthusiasm. It's all too common for a writer to send off a manuscript and then leave the publisher to do the rest. That's the way publishing would work in a perfect world, but it's a naive approach in this one.

In the last years of Laughing Bear's publishing books, I made it a policy to give the writer half the books to sell. We were more partners in their self-publishing than they being the Author and I being the Publisher.

The writers always did a better job of selling their books than I did. With the added incentive of getting to keep the money from copies they sold, they had the satisfaction of directly reaping the rewards of their work. I got the benefits of their publicity, and it made for a profitable experience for both of us.

Announcements

• Small Press Week

(Center for Independent Publishing, 20 West 44th St., New York, NY 10036; 212-764-7021) will be held March 24-30, 1997 nationwide. The Small Press Center and PMA are co-sponsoring this event which will include direct mailings of promotional materials and radio spots. The idea is to get small publishers to join with libraries and booksellers to both celebrate and sell small press books. The Center is also sponsoring the Small Press Book Fair in New York Sept. 20-21, 1997. Contact the Center for more information on both events.

• **Palm Springs Writers Conference** (646 Morongo Rd., Palm Springs, CA 92264; 619-864-9760; pswriters@aol.com) will be held April 10-13, 1997 at the Marquis Hotel. Faculty includes Ray Bradbury and Olivia Goldsmith.

• **Author-Publisher Network** (name changed from Author-Publisher Enterprise) in England has a web site under construction at <http://ourworld.compuserve.com/homepages/trhl/publish>.

• **Permeable Press** (2336 Market St. #14, San Francisco, CA 94114-1521; <http://www.armory.com/~jay/permeable.html>) has named Doug Henderson and Chris DeVito 1st and 2nd prize winners (and Sarah Flygare, Thomas E. Kennedy and Holly Wade Matter, honorable mentions) in its ShockWaves Fiction Prize contest. They and others will appear in the *ShockWaves Fiction Anthology: Stories from the Edge of the Millennium*. Stories range from UFOs and Elvis to body images and sexuality.

• **CLMP** (Monte Postlethwait, program dir.; Council of Literary Magazines and Presses; 154 Christopher St., Ste. 3C, New York, NY 10014-2839; 212-741-9110) has applications and guidelines available for the 1997 Gregory Kolovakos Seed Grant Awards. These are grants of \$2,000 each for 3 outstanding literary presses which have been publishing for 2 or fewer years. Write or call for more information. Deadline April 1.

• Mid-America Publisher's Association

(Doug Bandos, exec. administrator; P.O. Box 376, Ada, MI 49301; 888-308-MAPA; MidAmPA@aol.com) is sponsoring two one-day workshops by Dan Poynter. The Cincinnati workshop has been moved from March 29 to March 1. The other workshop is in Milwaukee, April 26.

• **Poynter's Secret List of Book Promotion Contacts** (Para Publishing, Fax-On Demand 805-968-8947) is a free 8 page list of resources, information and mailing lists for book promotion. Call on your fax machine's handset and follow the voice prompts to order Document 112.

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