



# Publisher Says Yes, Now What?



Sylvan Dell Publishing





# Production

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- Small Publisher
  - 1 to 2 years / 5,000-10,000 / quick on decisions
- Manuscript review & acceptance – 1 to 4 months
- Editorial work
- Illustrator
  - 6 to 18 months for illustrations
  - Sketches and Cover Art (Critical)
  - Final Artwork
- Art Scanning, Layout & Design
- CD sent to Hong Kong



# Production

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- Printing in China – 3 to 4 months
  - Ozalids and Wet Proofs
- Advance Review Process
  - F&Gs
  - Advance Review Copies (120)
  - Top Tier: Booklist, PW, Kirkus, SLJ, Horn, Foreword, SB&F, Booklink
- Ocean freight ( 23 Days ! )
- Bulk Shipment to Warehouse
- Load the Wholesalers
- Copyright, Marc Records, Lexile Coding



# Distribution

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- Wholesalers
  - Ingram, Baker & Taylor
    - Average shipments 40-400
  - Brodart, Follett, BWI
- Distributors
  - NBN:Biblio, IPG, PGW, Consortium, Midpoint
  - Bulk Shipments Inventoried
- Display Marketers
- Rebinders



# Distributors & Rep Force

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NE:	New England Book Sales
Mid-Atlantic:	Kohler & Kohler
SE:	McClung & Assoc
Mid-West:	McGarr & Assoc
West:	Nancy Suib & Assoc
Alaska:	Todd Communications
Canada:	CODASAT
France:	Mariposa
SE Asia:	Dragon Access



# Publisher Marketing

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- Load the databases – about 10
- Feed Search-Inside-the-Book and Google Books
- Load our Independent Sales Reps
- Service National Accounts: Amazon, B&N, Borders, Regional Distributors, Catalogs
- Mail Catalogs, Flyers, Posters & Postcards
- Mail Review copies
  - 800-1000 promotional copies during 1<sup>st</sup> Year
- Email customer databases



# Publisher Marketing

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- Arrange Display Advertising in Magazines
- Media Press Releases
- Submit Books for Awards
  - 200 just for children
- State Reading Lists
- Phone Follow-ups!!
- We provide books to our authors
  - 15/25 Free/Promotion
  - 40 Consigned



# Publisher Marketing

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- Trades Shows slice two ways
  - By Type
    - Library Association ALA
    - School Library Association AASL
    - Reading Association / Educators IRA / NAEYC
    - Science Teachers Association NSTA
    - Bookstore Associations ABA, SIBA, Booksense
    - Gift shows
  - By Area
    - Local, State, Regional, National
- We arrange to exhibit / display
- [26 shows this fall](#)
- We arrange author signings



# Ultimate Customer

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- Parents & Children & Teachers
  - Media
    - Reviews and local author articles
    - Press Releases
    - Radio interviews
    - Author tours
  - Book Festivals
  - Author events in schools, libraries and stores
  - Child and Parent Friendly Website
  - Store salesman, Librarians, Teachers and Educators become our advocates selling our books because they believe in them



# Author Marketing

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- The Buzz
- 20-30 Events (signings, storytimes, presentations)
  - B&N, Borders
  - Independent Bookstores
  - School Visits
  - Library Readings
  - Zoo, Aquariums, Museums events
- Offer to take the left overs (ask your publisher)
- Be Creative
- Within 100 miles and a Major Metropolitan Area



# What Else You Can Do

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- Join your state organizations
  - ASL, IRA, SCBWI, Center For The Book
- Become an “expert” on the subject(s)
  - set-up speaking engagements, look one year out
  - Powerpoint show, props, crafts & games
- Talk to the Media, Stores, Libraries & Schools
- Submit a great Bio and a great high quality photo
- Help with annotations: 150, 100, 75, 50, 25, 10 word
- Distribute Posters and Postcards
- Know your state awards, reading lists and key local reviewers
- Get your self a website, blog and promote yourself



# Other Thoughts

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- It is your manuscript - It is not your book
- Lawyers & Agents
  - Don't be long or nit-picky
- Relationship: Author, Illustrator, Publisher, Editor
  - Find out who in the office does what and ask question at the appropriate level. Go to admin for admin.
  - To addee versus cc addee
- Join PMA if you are self-publishing
- Use Google (& Alerts) and learn your market
- Take Initiative in your promotion. Don't give up



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Questions?