

AUTHOR PROMOTION AND MARKETING KIT

To all our talented ArcheBooks Authors,

This Electronic Kit is your guide to a successful promotion of your novel, and is designed to assist in building a loyal and ever-growing fan base. Your personal attention and diligence to using these tools and following these instructions carefully will have a direct impact on how far and wide your stories go into the world.

THIS KIT CONTAINS:

- Bookstore Flyer
- Bookstore Posters
- Book Signing Announcement Flyer
- Book Signing Planning Guide
- Bookmark Template
- Postcard Template
- Sample Press Release
- Media Relations Guidelines

ArcheBooks will endeavor to update and expand our promotional tools as we move forward. Congratulations on the publication of your novel, and good luck!

Sincerely,



Robert E. (Bob) Gelinas

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BOOKSTORE FLYER



The Bookstore Flyer is one of your most important tools. It is designed to inform bookstore managers about the release of your book and encourage them to order it and stock it in their retail establishments. Additionally, it is to be used as a mechanism to solicit book signing opportunities.

The Flyer contains:

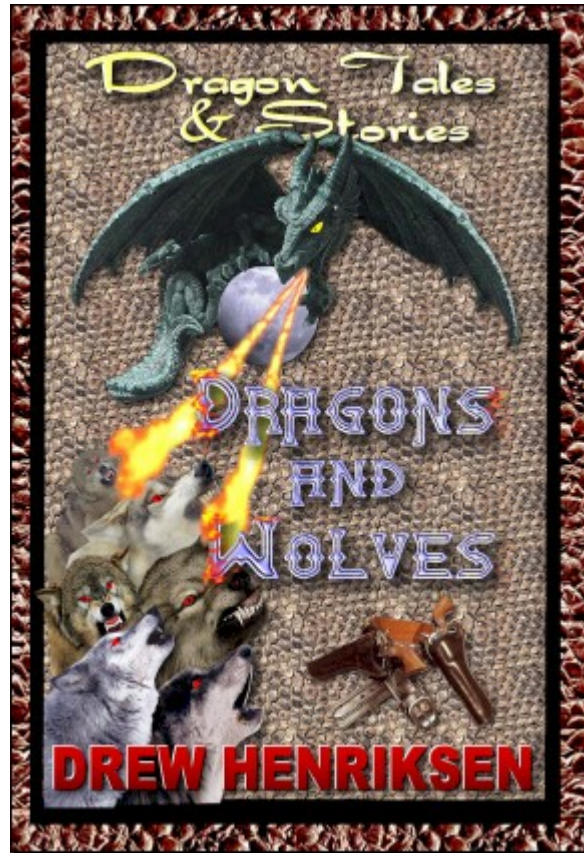
- Large Cover Art of your Book
- Book Description – Teaser
- Author Photo
- Ordering Information
- Pricing Information
- Book Signing Contact Information

How to Use the Bookstore Flyer:

1. If you have a color printer, print copies of the flyer for distribution. If you don't have a color printer, take the PDF file from your Author Promotion Kit to Kinko's or similar retail printing establishment and have them printed.
2. Visit all of the local bookstores in your surrounding areas.
3. Ask to speak to the manager of the store. If the manager is not on duty, find out who is in charge and give them a Flyer to give to the manager, asking the manager to give you a call when they come in.

4. Introduce yourself as a local author, announcing the release of your new book, and give them a Flyer.
5. Encourage them to order your book and stock it in their store, emphasizing the fact that you plan to be promoting your book extensively in the area and would like to tell people where they can find it for purchase, i.e. recommending their store.
6. If the bookstore is popular, enjoys lots of traffic, etc. and you wish to conduct a book signing there, ask the manager if he/she is interested in hosting a book signing. Almost all bookstore managers dearly enjoy hosting “an event” at their store, particularly with a local author that will encourage patrons to buy books, yours or anyone else’s. Understand that you should not saturate signings in one immediate area. Select stores that are geographically dispersed and serve different communities. See the Book Signing Planning Guide for additional details.

BOOKSTORE POSTERS



This dual function tool is designed to be used as a:

1. Tabletop Book Signing Poster (Publisher Supplied)
2. Bookstore Window Display (Author or Bookstore Supplied)

The PDF File in your Kit is a high-resolution (2400 dpi) poster. ArcheBooks Publishing will have one printed for you (approximately 18" x 24") at your local Kinko's. This poster will be foam-backed, with a cardboard easel stand to position it upright on a table during your book signings. This poster will be provided at no cost to the Author by ArcheBooks prior to your first signing. Upon notification of its completion, you simply have to go pick it up.

The Bookstore Window Display is used at your discretion, or that of the Bookstore Manager. Simply take the PDF File in your Kit to a local printer, and have it enlarged to whatever size you desire.

You may email this file to bookstores for them to process on their own. The file can be printed out on an 8.5" by 11.0" sheet with a simple ink-jet printer, or as mentioned, enlarged professionally to any size desired.

BOOK SIGNING FLYER



This PDF File is to use in the bookstores to announce an upcoming Book Signing Event. After the event is scheduled, merely fill in the appropriate blanks and deliver it to the bookstore manager to prominently display.

It can be printed on an 8.5” x 11.0” sheet of paper with an ink-jet printer, or the PDF file can be taken to your local Kinko’s for color printing and/or enlarging.

You will find a small investment in a photo-quality ink-jet printer to be invaluable. We can recommend the HP Photosmart line, or Epson products. The key is to get a “photo-quality” printer. That means one capable of printing from 1200 to 2400 dpi or greater. Several models are available for around \$200 or less.

THE BOOK SIGNING PLANNING GUIDE

A successful Book Signing is purely a function of good planning and execution of your plan. Bookstore managers are eager to sponsor any event that will generate interest in their store and bring people in the door. Author signings are some of the most desirable events to happen at a bookstore. Short of a nationally recognized author, local authors generate the greatest interest from a promotional standpoint. The community often identifies with one of “Their Own” and this helps in creating interest.

If you have spoken with a bookstore manager when delivering your flyer, and they have expressed interest in scheduling you for a signing, the most important decision you have to make is the **DATE** of the event.

SCHEDULING GUIDELINES:

Lead-Time: Never schedule book signings with less than two-weeks from the date. Three to five weeks is preferable. From the date the event is scheduled, the bookstore manager needs to place an order for your books in plenty of time to allow them to arrive prior to the event, and hopefully sell some before you arrive.

In all cases, if possible, you want to schedule your signing on a **SATURDAY**, the busiest retail day at the bookstore. The event itself should be scheduled for a minimum of one hour, preferably 90 minutes to two hours. You can coordinate with the manager the best time, with maximum store traffic, for your signing. Don't be shy about asking when is the busiest time is, and then ask specifically for that time for your signing.

On some occasions bookstore managers may prefer to schedule multiple authors at the same time. This is normal and can actually increase exposure of your book to others who may have come to see the other author(s). Be receptive to this suggestion if asked by the store.

Order Books: Ensure that the bookstore manager has the correct ISBN for your book. This is critical! There are many books out there with similar, and in some cases identical, titles. You don't want to show up for the event, only then to discover they don't have your book in stock.

Ask who their book distributor is, i.e. from whom they buy their inventory. Most of the bookstores will get their books from **Ingram Books** or **Baker & Taylor**. If so, they merely need the ISBN number to order them normally. If they don't get them from Ingram Books or Baker & Taylor, they can get them directly from ArcheBooks, via our Publisher's Direct program. Ordering instructions are on the www.archebooks.com website, on the **Booksellers** page.

Quantity Considerations: Initially, when your book is first released, it will be readily available via our Publisher Direct Program. These books 100% returnable.

The number of books ordered is influenced by the size of the store, their normal retail traffic, and the size of the community. A major city might sell 50 copies at your signing; a small town might only sell 5. If you are signing at a typical mall bookstore, a large Barnes & Noble, Borders Books, B. Dalton Bookseller, etc. we recommend you ask the bookstore to order at least ten copies, and preferably 15 – 20 or more.

Authors are not limited in managing their own personal stock at their discretion. While you are not required to do so, in some instances, a bookseller may order too few for the turnout at the signing, or not be able to get them in time for whatever reason, and you, the author, having a ready supply can be a lifesaver.

Event Promotion: Inform the bookstore manager about your Posters and Announcement Flyer. Provide him/her with a copy of the PDF files for printing, or provide them with printed versions, at their discretion. Important: make sure you follow up with the manager if you are relying on them to print the poster or flyer.

It is also common for bookstores to do a Press Release or perhaps even a small community Notice/Advertisement about the upcoming Book Signing. Don't forget, you are giving them an occasion to garner attention from the community and get more traffic into their store. If they don't mention this, suggest it!

Let the local paper know about the event as well. In many communities such events will merit a reporter and/or a photographer to get a picture of you signing autographs and a mention in the Lifestyles or Arts section of the paper.

Set-Up: The bookstores themselves will typically dictate where your signing table will be stationed. However, if you have any input into that, try to get the table near the entrance/exit, i.e. a high traffic area. The bookstore should provide all the necessities you need, but never take that for granted. It would be wise to have certain items available just in case.

- A small folding table and a comfortable folding chair (Staples, Office Depot, etc.)
- An attractive table cloth
- Your tabletop Poster
- Several writing pens (that you've tested!)
- Your Bookmarks to give away
- Extra copies of your book(s) (optional)

The Event: the Book Signing is meant to be an opportunity for people to meet you, talk to you, give you feedback about your book (assuming they've read it), and most importantly—as far as the bookstore manager who's hosting you is concerned—to sell books! Realize that your demeanor should be polite, diplomatic and upbeat, and always endeavor to keep your conversation focused on all the great reasons the person you're talking to should purchase a copy of your book and enjoy it. That's your job at those events, not merely to bask in the attention of adoring fans. That happens too, but job #1 is to promote your work!

Some bookstore managers, depending on the type of store, may ask you about providing refreshments. This isn't something you have to do. They'll do it. But if offered, gladly accept. The more hospitable and "party-like" the atmosphere, the more positive an impression you make on the public. And above all, HAVE FUN! Book signings are one of the most enjoyable things an author ever gets to do, other than writing itself.

Follow Up: After the event, don't just abandon the bookstore manager. Offer to help them take down signs, and tidy up. If they have extra copies of your book left over, encourage them to prominently display it in their store. Continue to emphasize how you plan to send them more business to buy your book.

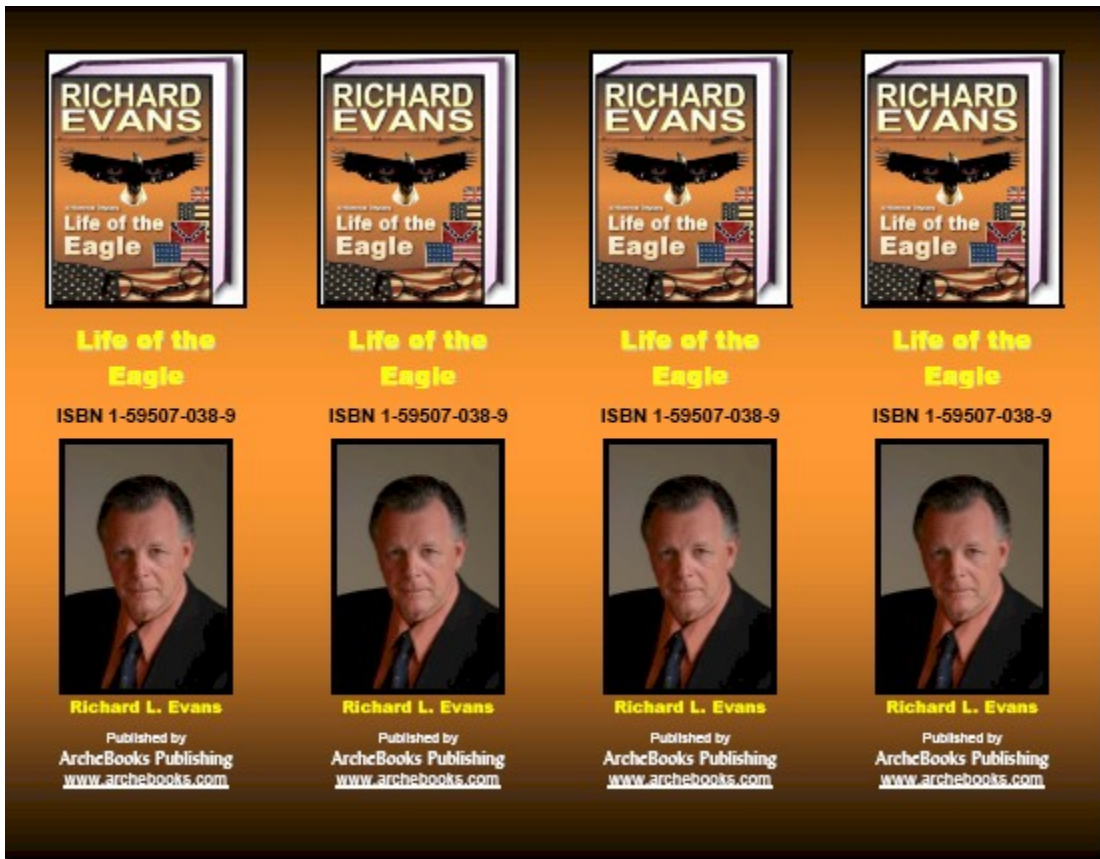
Be sure to write the manager a Thank You note or Email after the event. If you have a new title coming out soon, mention it, and your desire to come back again.

THE "BOOK TOUR"

It is recommended that you try and schedule as many book signings as you can. Don't schedule more than one on the same day, or with a direct competitor bookstore across the street. If you live in a large metropolitan area, or are convenient to one, see if you can schedule a signing at a different store, in a different part of town on every Saturday for two or three months in a row. Yes, that's 8 to 12 of them. Again, it comes down to thoughtful planning. As noted, a few bookstores may say no. So just figure out the logistics of where it makes best sense for you to travel and promote.

There's also no prohibition in scheduling book signings in other towns and cities. If you have occasion to travel for this purpose, or any other purpose (vacation, business trip, etc.), if it's convenient to stay over on a Saturday, find some bookstores and schedule them!

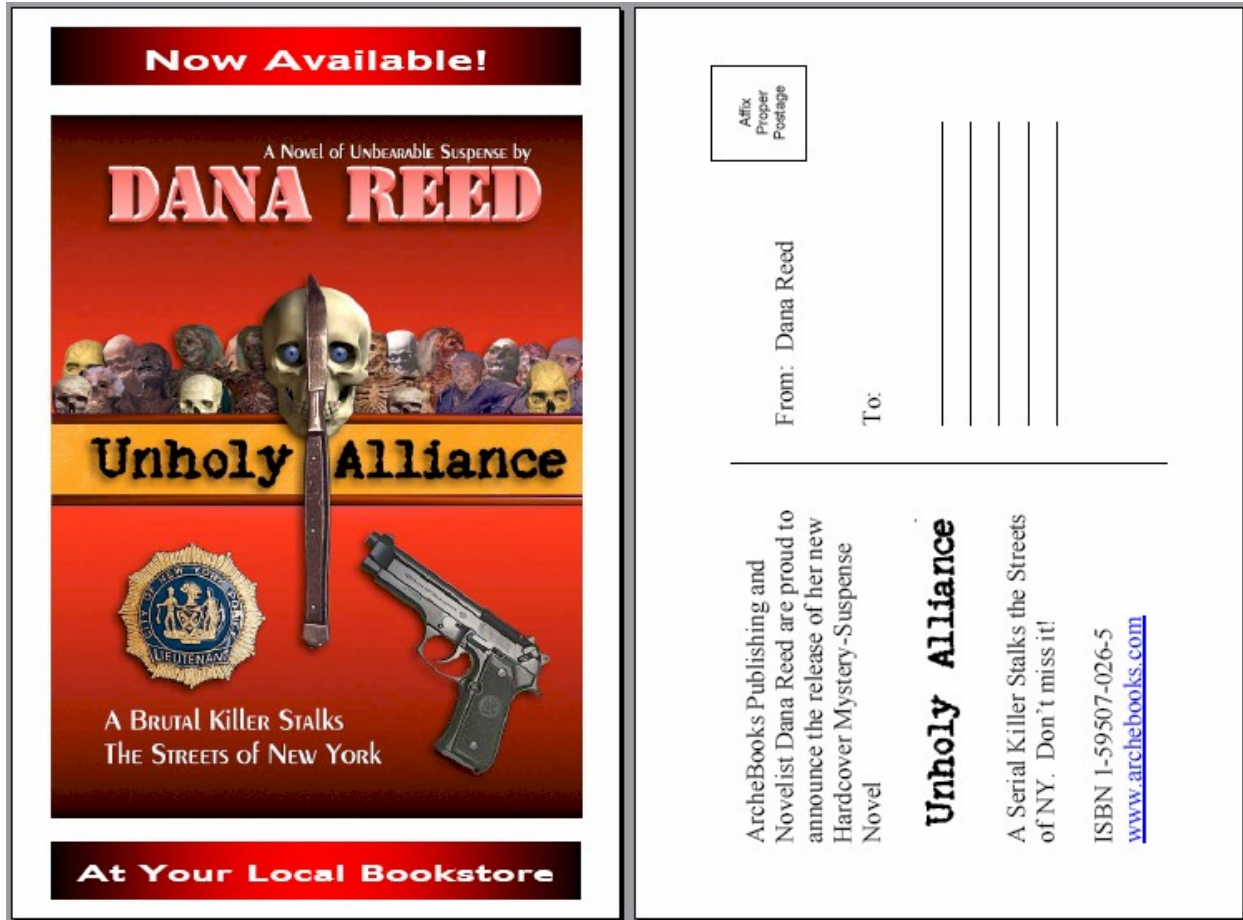
THE BOOKMARK TEMPLATE



This PDF File contains a set of four bookmarks. Again, this may be printed on a personal ink-jet printer, or taken to a local printer for printing. For best results it is recommended to have a printer print, cut, and then laminate each bookmark.

It is important to note, that whether bookmarks are laminated or not, a heavy card stock of 100 #s or more should be used for printing. Without lamination, the bookmarks themselves can be auto-graphed on the back side.

POSTCARD TEMPLATE



This PDF File contains two pages: a front and back of the postcard. It is sized for a 4 x 6 card. You can obtain photo paper at your local office supply store in this size, and print your own cards with a color ink-jet printer, or take them to your local printer for processing.

Be sure the printer understands that this project requires 2-sided printing. You also want to use a heavy card stock, suitable for postcards. And don't forget that postcard postage doesn't require a normal first-class stamp. It's much cheaper. Check with your post office for current rates.

We suggest that you begin immediately, if you haven't done so already, in compiling a mailing list of everyone you know. Do this in a program capable of printing mailing labels for you. Both Microsoft Outlook and Microsoft Word will do this. It beats hand-writing them all out!

SAMPLE PRESS RELEASE

This a sample is designed to walk you through creating your own release. You can also go to Yahoo, Google or any of the search engines and review instructions on how to write your press release.

Use letterhead or request Header from ArcheBooks

FOR IMMEDIATE RELEASE

Insert your Name and phone number

Further Information Contact:

Insert your email address

Create your own Title or request one from ArcheBooks

The Bold Black text below in the body of the Press Release should be maintained in your press release. The balance can be written by you or we can help supply. Red indicates where you insert info.

Your City, State and Date— ArcheBooks Publishing, a full-service eBook and Hardcover First Edition publishing house announces the publication of the latest **Genre** by author **Your Name**.

Body of press Release: Insert one or two paragraphs that touch on the main topic, theme, and compelling elements of the story.

About ArcheBooks Publishing—the archetype of 21st century publishing—is an innovator in premium hardcover original fiction, offering the best in Mystery-Suspense, Science-Fiction, Fantasy, Horror, Romance, Historicals, Contemporary, Humor, True Crime, and YA. ArcheBooks Publishing continues its founders' revolutionary approach towards business development, and their belief in the continuous evolving role the Internet plays in future business models.

Contact: **Your Contact Name, Phone, and email address.**

Publisher Contact: Ralph Wolf, Ph: (702) 253-1338, Fax: (561) 868-2127, Ralph.Wolf@archebooks.com

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MEDIA RELATIONS GUIDE

In addition to all of the promotional tools discussed in this guide, it will be very helpful for you to be involved in local community groups, and attend writing or genre related events such as book conventions, conferences, etc. This section will also discuss interfacing with Radio and Television media contacts.

CONVENTIONS AND CONFERENCES:

With respect to book conventions, e.g. Romance Writers (Romance), DragonCon (Sci-Fi/Fantasy) www.dragoncon.org, BoucherCon (Mystery) www.boucherconworld.org, etc. all of these events have websites. We at ArcheBooks will endeavor to alert you to these as we hear of them, but look for such events on your own as well. Your objective is to find out how to participate as a published author. Typically this will involve participating on panel discussions and autograph sessions. Register for these activities. Usually, published authors can get into these events on a complimentary basis for their participation. Be prepared to email, mail, or FAX your Flyer, Poster, Bio, and other information they may request to document your attendance in their programs and pre-event advertising.

RADIO INTERVIEWS:

Radio interviews must be clean and concise. Remember the audience is only going to listen if the interview is on point and relevant to the stated subject. Promote your book and yourself. Be polite, gracious, energetic and repetitive. You can't mention the name of the book too much. Work on your responses, before hand, to what you assume would be the typical questions. Try and enjoy the moment. A few days before it airs you can again contact the local bookstores and alert them of the interview. Make sure you promote the availability of your book by mentioning key booksellers in your area as well as the Internet.

TELEVISION APPEARANCES:

If you get the opportunity to be interviewed for television, make sure that you ask these key questions:

- 1) Is this a live interview or recorded for showing at a later time? This question is critical if you suffer from stage fright.
- 2) How much time do we have? In most cases you are given less than 60 seconds of total air time. Make sure you respond to the question asked and don't wander in your response.
- 3) When will it air? This is the most critical question. If you have a few days before it airs you can again contact the local bookstores and alert them of the interview.

Always make sure you promote the availability of your book by mentioning key booksellers in your area as well as the Internet. Assume the questions that will be asked would be the same as

you would have been asked in a Radio interview. Don't let the camera intimidate you. Be yourself. That is what will sell you and your book.

OTHER:

Depending on the genre you write in, there are many organizations, special interest clubs, book clubs, writers groups, etc. that you can join or ask to visit as a guest to promote your book. Most people are well-aware of how hard it is to get published. People who have done so are news! Take advantage of it.