

Gulf Coast Writers Association –
Speech – November 20, 2010
Ft. Myers, Florida
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Today we are going to discuss the options available for authors in the current publishing arena, eBooks, print-on-demand, marketing your book and networking.

Barringer Publishing was started as a direct result of what was occurring to authors and their books. Barringer Publishing is an independent publisher; we are an alternative to mainstream (or traditional) publishing and self publishing. Years ago Molly, my wife was fortunate to have her book published. We were very excited about her being a published author, but the excitement soon began to subside. Having virtually no control, the book became something less than what she had envisioned. The book is about her theory regarding relationships that she has used in her practice for over 25 years. The editing was not done to her satisfaction and the publisher chose to add unprofessional diagrams that made a very bad impression and did not reflect the theory of the book. She was later told by bookstore managers that the cover wasn't really what they like to present. For a first time author in the self help category, her book should not have been hardcover and should not have listed for \$26 – And, she made barely \$1 per book.

Barringer Publishing re-edited, re-packaged, re-drew, added photographs and put the book out in soft cover listed at \$14.95 – and she can now make \$8 per book. Just a real life example of how the publishing world can operate.

The good news isin today's book publishing world authors have more power than ever before –

There is a choice –

Here are the three basic ways to get published.

1. Traditional or mainstream publishing
2. Independent and Cooperative publishing
3. Vanity/Self-Publishing

Now, lets discuss each of these and their pros and cons.

Traditional and Mainstream – The pros are – Publisher absorbs all costs, and performs all publishing duties. To obtain a contract with one of these big publishers, HarperCollins, Random House, Simon Shuster, Penguin, etc. you will have to find an agent, give up all creative and production rights, be held to a deadline, and still do your own pr and marketing.

At this point lets digress just a bit, and discuss the role of the literary agent and how difficult that role is today –

The literary agent will select only from 2-5% of all the books submitted to them – So out of every 100 books they receive, they only accept 3 or 4 to present to the publishers. And they obviously only present those that will have a chance to be picked up by the publishers. For debut fiction specifically, publishers are being more selective, agents are being more selective, and retailers are taking fewer titles.

Publishers do not have the patience they once had, when they could work through multiple modest successes as they wait for an author to break out. These days publishers rarely if ever take a chance on a debut novel, hoping by the second third or fourth book the author will be making money.

However this does not mean that the books selected by the agents and then hopefully selected by the publishers are the best books, they are simply more marketable. Thousands of books that deserve to be published are not -

So, back to the Cons of the mainstream publishers, zero control over any publishing decisions – and the royalties can easily be less than a dollar.

An alternative to the Mainstreamers, are independent cooperative publishers.

Some of these publishers offer a fee based structure –

The pros to this type of publishing are –

Production costs are shared – The publishing and production decisions are shared – The author can earn royalties between \$7-\$9 per book. – Deadlines are more flexible, - The author will participate in the creative and production decisions –

The book will remain the author's book, and these publishers tend to offer excellent service advising the authors on inside pages and in constant contact. With the independent and cooperative publishing models, they do not accept every book submitted to them – but your chances are much greater of getting published.

The third option available today is vanity or self-publishing –

There are really two ways to get published this way –

The author can start their own company and publish under their own imprint –or there are many online self-publishing companies that will put your book in print. Vanity publisher are not selective, they print everything submitted. Sometimes there is little service provided by these companies. The author pays all costs and is responsible for performing all publishing duties. In most cases they need to acquire distribution, a very difficult task for a self-published author.

From samples we have seen of self-published books, the editing process. Cover, inside design and production quality is below industry standards, and therefore they are typically not viable to bookstores and libraries. Self-publishing is an option if you are only interested in local placement.

There is a great deal of misinformation and mislabeling circulating today –

What constitutes a self-publisher? If I pay fees is that self-publishing?

Why should I pay anything?

Here are a couple simple answers –

If you were self publishing you would be handling all of the publishing duties yourself and making the production and editing decisions yourself. If you pay for a service, any service, you are not self-publishing, you are paying for that service. At Barringer, the author pays for editing services, design services, coordinating and publishing services and fees, etc. – This is not self-publishing – this is called cooperative publishing and is a rapidly growing alternative.

So, there really are opportunities to be published that did not exist years ago.

And there are many options available to distribute and market your book –

One way of distributing and marketing your book today is the electronic book, the e book. It is a fascinating, relatively new way to purchase books. And it seems to be changing daily, and will continue to do so, for quite some time.

How many downloads are there – and at what point if any will it top out – Who is downloading, what are the demographics? There are still many questions that are being asked.

Most experts believe they will top at 25% of all books sold within the next decade. There are other experts that believe e books will top printed books, but the loss of hardcover income remains to be seen.

eBooks will create more readers, so we don't know how many print books will be sold. With kindle, iPad, nook and the other readers, and more to come, digital reading devices are here to stay and in a big way. There are a number of problems that need to be worked out, and pricing is at the top of the list.

The eBook stores cannot compete for the same book with the brick and mortar stores. They do need to co-exist so the pricing has to be worked out eventually –

Interesting – Last week president Bush's book was launched – It sold 250,000 copies in the first week. 20% were e-sales – Very big number – Now the question is – would those e books sales have happened anyway but via printed copies or did they add 20% to the bottom line number of sales – The list is \$35 – the online price is \$20 and the download is \$9.99 – So would the bookseller make more from in-store sales, online or electronic?

The effect of eBooks right now is hard to pinpoint – With the economic downturn people will look for cheaper alternatives – Is it the trend, do people just love the convenience.

EBook sales at Kindle outsold hard covers at the stores. What was the bottom line? – did they give eBooks away, for free?

Here are some interesting facts about book trends –

Total eBook revenue is up 5% from a year ago and 3% from two years ago.

8% of consumers today use an eBook device –

62% of those e-readers will read at least 11 books per year

59% of printed book readers will read at least 11 books this year

53% of e-readers are reading more than they did with printed books.

12% of those without readers said they are likely to purchase one within six months 59% have no plans of buying one.

Currently the top selling books in eBook formats are the big blockbuster books.

The technology keeps improving it seems daily.

One of the wonderful things about digital is that the book will never go out of print. And there are companies, like Barringer that can publish an out-of-print book and bring good work back to life in print or as an eBook.

As Skip Prichard, CEO of Ingram says – “This is the most exciting time to be involved in the book business. Not only are books receiving more media attention, the new technologies offer an unprecedented opportunity to engage readers.”

Amazon is up 11%, including eBook sales-

Barnes and Noble is up 24% - due largely to kindle

Amazon is the number one bookseller in North America and overseas

Barnes and Noble sales within stores dropped 5% and Borders it seems is on its last legs.

So, how does all of this information affect you? What can you do to sell your book?

Publishers do not typically offer any type of marketing, unless of course you are Dan Brown. You can market yourself or hire a marketing/public relations company – Not being a professional, and setting out to market your book is difficult, but there are many things an author can do to help market and sell their book. The author, whether they do it themselves or have hired professionals need to create an integrated marketing platform. No one can guarantee that building this platform will guarantee sales, but they can promise that without the platform you won't sell, of any significant numbers, that is

What is a platform?

There are many aspects of a marketing plan, and not all are for everyone. But here are a few basic things to follow –

- *Create a web site for your book
- *Create a blog, and blog 3-4 x per week and it doesn't have to be long, just a couple of paragraphs each time
- *Publish your blogs and essays on sites such as ezinearticles –
- *Get business cards, posters and bookmarks, at the very minimum.
- *Do Social networking, Facebook, twitter, LinkedIn, etc.
- *Get Media exposure, television, radio, print (press releases)
- *Create videos for your web site, YouTube, and upload your media appearances to your site
- *Join online book clubs and info sharing sites, including Goodreads
- *Speaking engagements and book signings –
- *Media kit, with bio, etc.

And in addition – Here are some important things to remember -

- *Have sample pages avail on the web sites
- *Send review copies to journals and magazines that review books in your genre
- *E-blasts and newsletters
- *Giveaway copies of book for promotional pr
- *Encourage everyone you know to write reviews on Amazon
- *And there are corporate partnerships to be made –

This is your platform. Many booksellers require a platform before they will allow your book to be placed on the shelves. They want to know if you are going to promote your book, because if you do you have at least a chance of selling books.

So, when does the marketing of the book start?

Since the cover is the first impression a prospective book purchaser will see, it must relate the right message to the audience. The title must be right, colors, imagery, and overall design and message must also be right. The cover should pique the reader's interest enough so that they will turn the book over and read the back.

It is an advantage to create a title that will be compatible to Google searches and read well online the sized of a postage stamp. The appearance of the book, and information regarding the content on the back cover is a very important part of the entire process. The cover will attract their attention and the back cover closes the deal.

Marketing is a broad term, because it covers so much territory and so many concepts. Your plan should be an integrated, creative and cost efficient marketing plan that will provide you with maximum exposure to the media, and to your market.

There are many traditional and non traditional opportunities available now for authors to reach their market – An author must think about their market at all times – and first try to hit that core market and then expand out. Who will your readers be, and what demographic categories do they fit into?

At Barringer Publishing we offer an opportunity to authors who want to be published – We are dedicated to publishing books that will make a difference in people’s lives. Our goal is to provide our authors with outstanding service, a superior product and innovative and integrated marketing strategies, from consulting during the writing process to editing, book design, printing, public relations, marketing and internet strategies, press kits, web sites, and utilizing traditional and non traditional media outlets. We are convinced that what creates success is a cohesive publishing and marketing program, branding you and positioning your book smartly and strategically to reach your target market with a consistent, winning platform. There are so many books that have an important voice and should be heard.

Hans Christian Andersen had a very unique way of “marketing” his stories. Each time he felt like telling another tale, he would alert his 17th century Danish town by flying his kite high enough for the townspeople, including the children to see. When the kite rose, word spread quickly and the crowd gathered.

We are still launching our kites today, but they are in the form of the Internet, television and radio, and wherever our audiences are found.

If you are interested in discussing future publishing plans in private please contact me either via email js@barringerpublishing.com or phone, 239 514-7364.

Thank you.

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