

Larry Carpenter

## Publicity and Paid Advertising Seminar

### Notes

#### PUBLICITY

*Publicity* is the act of making the *public* aware of the *publication* of your book (all three words came from the same Latin root word, which means to make known to the people).

The two primary objectives of publicity are the two “views” (and it has nothing to do with a bunch of ladies sitting around talking on television). They are:

**Reviews-** An independent writer reads your book and writes a review (either good or bad) about your book for publication in a magazine or newspaper.

**Interviews-** A magazine, newspaper, radio or television person asks you a series of questions and publishes or broadcasts that in the form of an article or story.

You can do your publicity in one of two ways- hire a professional or do it yourself.

**Publicist-** Professional publicists will create your press release and other material to go in to a press kit. Nowadays, this is done in an email called an electronic press kit (EPK). It includes the press release, book trailer, author video, and electronic galley copy of your book. This EPK is sent to hundreds of reviewers, bloggers, influencers, producers and editors. The objective is to get a review or article.

There are two types of reviews. Trade Reviews are run in trade magazines. The best ones are *Publishers Weekly*, *Christian Retailing* and *CBA Market*. The books are reviewed and the reviews are run at least one month before the book publication date. NOTE: MATERIALS HAVE TO BE SENT OUT FOR TRADE REVIEWS AT LEAST 4 MONTHS PRIOR TO PUBLICATION DATE.

The second type of review is the consumer review. Since this is read by consumers wanting to read the book, these run after the book’s publication date.

In order to get reviews, you have to have galley copies of the book. These are copies with a banner that says “Advance Reading Copy – Not for Resale”. Trade reviewers will not review a book if it appears to be the actual book. Some reviewers still require hard copy galleys. Your publicist will generally need 10-20 hard copies. We can get those printed via print on demand for less than \$5 per book.

In order to be able to send out your galley broadly, publicists use a new service called Netgalley. Over 200,000 reviewers are members of Netgalley. We send your book in and it is converted to an electronic format. They provide a “widget” that you and the publicist can attach to an unlimited number of emails. The recipient clicks on the widget and a review copy of your book comes up. Netgalley also has a digital

catalog of all of their new books. Reviewers and bloggers can surf through the catalog and select books they want to review. We generally get about 25 to 50 unsolicited requests to review a book.

The cost for Netgalley is \$500. This pays to get the widget of the book galley and to get the book set up in the digital catalog.

### **How to Do Your Publicity**

There are three ways to do your publicity:

**Traditional Publicity-** A publicist is not cheap. The average campaign is three months long. The cost is \$1500 per month (We get a discount for our clients. It's normally \$2,000). For this price, the publicist does all the work. They prepare the press releases, EPK's, mail the press kits and galleys, follow up, book reviews and interviews, coach you on how to deal with the media, and, generally, twist arms on your behalf. We will line you up for a free consulting session with one to three publicists. You can meet with them and then decide if you want to go that route and which publicist you wish to work with.

**Alternative Publicity-** If a book covers the right topic (i.e. controversial subject, popular topic for radio and television hosts, etc.) you might consider using an alternative publicist. They deal with only broadcast media (radio and television). They book you on radio and television shows that you pre approve. The big draw with alternative publicity is that it is "pay for performance". You only pay if they get you on an interview. If they don't get you any publicity, you don't pay. Prices (with our negotiated discount) range from \$80 for a tier 1 market (up to 30,000 listeners) to \$3,000 for a tier 4 interview (i.e. Sean Hannity, Bill O'Reilly, Oprah, etc.)

**Suggested Resource:** Jerry McGlothlin at [www.specialguests.com](http://www.specialguests.com).

**Do It Yourself Publicity-** In order to prevent you from making mistakes and to increase your effectiveness, we have publicists lined up who will counsel you on what to do. They range from three to six hours of consulting (\$300-\$600).

### **PAID ADVERTISING**

Most of our clients can't afford to pay for advertising. But for those who can, it can be very effective in selling books. Here are the paid advertising opportunities we recommend:

1. Ads in organization and association publications
2. Ads on websites and publications for Book Clubs. If you have a Christian book, we highly recommend the Book Club Network. They have a monthly emagazine with a circulation of over 200,000 people in over 50,000 book clubs. The type of activities you can do are run a full page ad, write an article of 750 to 1500 words, get a list of bloggers in your genre, get a possible review in their magazine, participate in a chat room and be nominated for "Book of the Month".

**Suggested Resource:** Fred St. Laurent, [www.bookfunmagazine.com](http://www.bookfunmagazine.com)

3. Ads in Bookstore Catalogs. Most are too expensive, but if it's a Christian book, we do recommend the Parable and Munce member store catalogs. The cost is \$1,000 to \$3,000,

depending on the catalog. Christmas and Spring/Easter are the biggest. The circulation is 400,000 to 750,000 households who have shopped in that store in the last year. The number of stores distributing the catalogs ranges from 50 to about 300. Not only do you get a very targeted consumer ad, but, if the book is in the catalog, the member stores are obligated to buy your book and put it in their store. So, it's a great way to "buy shelf space".

**Suggested Resource:** Parable (54 stores) and Munce (266 stores) catalogs. I send out emails when it is time to sign up for these marketing opportunities.

**Suggested Resource:** For general and Christian books, I recommend an ad in BookPage, [www.bookpage.com](http://www.bookpage.com). This is magazine that general bookstores subscribe to to give away in their stores.

4. Display your product and do an author signing at trade shows. There are three major trade shows a year at which we set up a booth and display our clients' products. The biggest is the Book Expo America (BEA). Held in May, it is the large general bookstore show. The biggest Christian show is the International Christian Retailer Show (ICRS). It is held in June or July at different cities. The Munce Consumer Product Expo (CPE) is held twice a year in January and September. All of the Munce member stores come in for a show. It's a must if you have a book in one of their monthly catalogs. The cost to display books varies from \$150 for CPE to \$350 for ICRS to \$400 for BEA. We send out a letter letting you know when to sign up.
5. Group Ads in Major Trade Publications. Twice a year, we run group ads in the major trade magazines, Publishers Weekly and Christian Retailing. Ads are very expensive. But we buy a one or two page spread and our clients can be one of six books per page shown in the ad. The ad looks like the ads the large publishers like Random House and Thomas Nelson would run at the start of each major season. The cost to participate is generally around \$350 per ad.
6. Send a mailing or email blast out to the target audience for your book. There are numerous companies from whom you can purchase mailing lists. One of the best ones we have found is Tri-Media. You can order a mailing list of 3,000 targeted readers or influencers for about \$300. You can purchase the lists of email addresses or physical mailing addresses.