



**THE
SELF PUBLISHER'S
MARKETING
HANDBOOK**

Iain Plunkett

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THE SELF-PUBLISHER'S MARKETING HANDBOOK

The marketing challenge

Congratulations on deciding to publish your own book. With any luck, you'll find the whole thing fun, exciting and, of course, rewarding.

Once you've finished all the writing and design, you'll want to get out there and sell your book. That's where marketing comes in. For many self-publishers, promoting their book can seem like the most daunting part of the whole process. But, the unfortunate truism is that, no matter how good it is, if no one knows about your book, no one's going to buy it.

There is good news. With a little planning and perseverance, you may be surprised just how good your marketing skills are. The basics of marketing can really be broken down to this:

- Identify who you want to talk to
- Figure out what you're going to say
- Decide how you're going to say it
- Go on and make it happen
- Keep going...

Sound easy? Well, it is...almost that simple.

You see marketing is more of a marathon than a sprint. It's the Forth Road Bridge of publishing. When you think you've reached the end, it's time to start at the beginning again. You'll need to select the right marketing tools for what you want to achieve. And, you'll have to decide how much you're willing to invest and what return you want from your investment.

There will be highs – like when those great reviews start to appear – there will be lows – like when the editor from that no account local rag puts the phone down on you again – but it is such an essential part of being your own publisher.

To help you along, we've put together this small handbook. It's hardly the book marketer's bible but it will give you some pointers to get you started.

Good luck.

Iain Plunkett
Partner
PABD

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BREAKING THE MOULD

The thing about the Internet and print on-demand technology is that it doesn't just change the way you print your book. It can change the way you promote it as well.

Traditionally, book sales came through the book trade and other retail outlets. You'd approach a wholesaler who'd sell it into the bookshops. Each would take their cut and you may even get some money yourself. The advent of on-line services like Amazon didn't really change things too radically. They still wanted to use the established book trade mechanisms.

This is changing slowly as the on-line services and bookstores grudgingly become more approachable for self-publishers. In some part, that's due to writers being able to use the Internet to do it for themselves.

Using PABD's free sales tools

Instead of sending people to your local bookshop to buy your book, you send them to your own web site where they can buy it directly. The advantage here is that you have no middlemen demanding a cut.

With PABD, you receive your own Personal Selling Page (PSP) and are placed in the PABD bookstore. All the transactions, printing and distribution are handled for you. All you have to do is tell people where they can buy your book.

This does have one other advantage. You can launch your book as soon as it's ready to be printed as you don't really need to tell people months in advance that your book is going to appear.

You can even put your book on pre-release through PABD prior to launching it to the book trade. That way, you can judge what demand is going to be like and test some small marketing campaigns to see exactly what works.

PLANNING YOUR LAUNCH

Using PABD sales tools solely is one way to promote your book that can be very effective. However, most writers want to use several different ways to sell their book. And, that requires a little planning.

The book trade has developed to work in advance of publication. If you think about it, this is common sense as you need to inform people about your book and make sure that the people who are going to sell your book are able to order it. In fact, some publishers plan up to a year ahead. You don't need to plan that far in advance but a few months is probably a minimum. Here's why:

Getting your book data out there

Supplying bibliographic data to right agencies is the starting point to successful book distribution. However, this takes a little time. Each agency will need time to accept, process and publish your information. The ISBN Agency will cover the book trade and the CIP programme will take care of the library system. You'll need to give your data to CIP at least four months before the launch of your book. However, there are other bibliographic agencies that you should investigate. Bowkers is the key database in North America and it has the worldwide Global Books in Print facility that is used by many thousands of bookshops around the globe.

Dealing with the book trade

Let's say you wish to deal directly with bookstores. You can simply approach your local bookstore and try to persuade the manager to stock your title. Having a number of copies that they can stock immediately will be helpful. However, it may be that you don't have the time to visit every store. In this case, you can send out copies of your Author's Information (AI) sheet and follow this up with a phone call. You can then supply the shops that are interested. This can take a number of weeks but the bookstore will still want to know they are getting a new release.

If you wish to investigate using a book wholesaler, then you have to work months in advance. Most will be preparing their catalogues around four or five months prior to launch. Again, you should send through an AI in the first instance and then follow this up with a phone call. Remember that both bookstores and wholesalers will demand significant discounts on your Selling Price – which can be as much as 60%.

Arranging book reviews

The best result has to be that book reviews start to appear as close to your launch date as possible as this will give a good boost to early sales. But it can take a number of months for reviews to appear. So, you have to plan your review strategy well in advance – especially if some of the titles you are interested in are monthly magazines. You can send out press releases much closer to your launch date but that may still need to be five or six weeks if you are dealing with monthly publications.

Arranging a launch event

It may be that you wish to announce your book with a bang. Organising a launch event is the best way to create some interest. See our section about 'Organising a book signing' for some advice on creating an event.

MAKING AN IMPACT IN THE PRESS

Often the best way to create publicity around your book is to run your own public relations campaign. This could sound a little daunting but it's really only about talking to people and giving them the information they want. Here is a brief guide.

Where to start

You should start by thinking about the content of your book and who it will appeal to. From there, you can work out what your reader is likely to read, listen to and watch. Then, all you need to do is a little desk research. Most libraries will have directories with all the media details you need. Although it is always worth calling up to make sure you have the name of the right person to speak with.

The press release

It is definitely worth sending out a press release. But, not one that is directly about your book. There are lots of books being launched so another new book isn't much of a story. So, you'll need to find a news angle. Was there something special that happened when you were researching your book? Did you make a great sacrifice or overcome any obstacles when writing your book? It could be that your local paper may be interested just because you're the local teacher. Take a little time to think how your release can be different. Then weave information on your book into the release. But, try to keep the release down to a page or so – and always include contact details!

The book review

A good book review can really boost sales, and you can use it on other promotional material or, even, the book itself. However, there are a few things to note when planning your book review campaign. First, getting your book reviewed is not going to be easy – especially in those national publications that seem to be bulging with book reviews. Secondly, even once you've placed a review it may not appear. Thirdly, even if it does appear, it could take a few months before you see the coverage. So is there anything you can do to increase the chances of having your book reviewed? Start by doing some research. Think of all the media outlets that do book reviews and may review your book. If your book is on yachting, are there any sailing titles that might review your book? Remember that you can later use good reviews from smaller titles to encourage bigger ones to look at your book.

Once you know where you want your review to appear, it's time to pick up the phone. Get in touch with the right person and tell them about your book. Maybe send through some information or your AI sheet if you have one. Try to agree that a review will take place. Never send out your book without agreeing the review first. Once you've sent your book, ring up to make sure they have your book and have a discussion on when it will be reviewed and when that review will appear. You don't want to hassle the publication but it is a good idea to try to get them to fix on a publication date.

Once the review has appeared, it may be worth talking to the publication or broadcast outlet to see if you can reproduce the review for other marketing activities.

The appendix at the end of this handbook will give you a list of online review sites that you may like to approach.

The interview

Here's a little insight. There are many small, local titles that are very hungry for content especially if it has a good local aspect. So, why not follow-up your press release or simply call the editor and explain your story. Many writers have been surprised by the quality of the coverage that they have received by getting interviewed in their local press. The same is true of specialist press if your book has a specialist area. This may not be a tactic you should employ with national press but local and, even, national radio can be interested if your story is strong enough.

The submitted article

Ever wanted to be an expert? This could be your chance. Is your book about a specialist topic or a local area? If so, there is probably a title out there waiting for you to write an article for them. The article is unlikely to be about the book directly but rather about a topic that is of interest to the title and related to the content or your book. The best idea is to start with some research again. Once you've identified the title you're interested in, you should approach placing an article in the same way as you would handle a book review – except, of course, as you are going to have to sit down and write the article.

If you feel that writing an article may be too much, why not consider writing a short story or a little poetry. There are many places that will publish your work – especially online – that will give you some exposure and you can agree with the editor to mention your book as part of publishing your short story.

The call to action

Sorry if this seems obvious but other writers have been caught out in the past. Whenever you undertake any of the above activities, ensure that you have your contact and buying details prominently displayed. You want people to know how to get a hold of your book now they are interested. It may be that, for submitted articles, the best way to achieve this is to have a small biography that explains a little about you and the book you've just written.

ORGANISING A BOOK SIGNING

You may think that it's only best selling authors that get their own book signings but you should also be able to organise a book signing of your own. There are just a few things you need to think about.

Create a buzz

There is one precondition to be met if you want to have a book signing: there already has to be interest in your book. Shops want to know there's a demand and that, if they hold a signing, people will come along and buy the book. At the end of the day, all they want are the sales. So, you'll have to create the buzz. That could be anything but you could concentrate on the press. A good interview or review should be enough to gain the interest of a shop.

Decide where

This may sound a little odd. You are probably thinking the most likely place would be your local bookstore. It might be time to think again. Perhaps the content of your book is more appropriate for specialist bookshops. One writer decided that his book was perfect beach reading so organised his signings in airport bookstores. Maybe you don't want a bookstore at all but another type of store or a more unique location is right for you.

If, at first, you don't succeed...

Sadly, perseverance is the key to this game. It may be that on your first enquiry you are told that the store isn't interested. You just have to keep going. Seek out other options. Maintain contact with the store and keep asking. If your book is gaining profile then they are likely to change their mind.

Don't underestimate demand

If a store agrees to a signing, remember to bring enough books on the day. It's better to go home with unsold copies than run out half way through your signing.

Promotion, promotion, promotion

The venue of your signing is likely to advertise the event. However, anything you can do yourself will always be of benefit. Would the local press put it in their listings section? Is there anywhere around the area where you could place a few posters? And, remember to ask the venue if you can put some posters up on the day. How about getting them to place a book of your bookmarks on their counter? That way, you can extend the impact of your signing past the day of the event itself.

SUCCESS WITH GIVEAWAYS

You don't get nothing for nothing

Or, sometimes you do. A tool that a growing number of writers that publish independently are exploiting successfully is the giveaway. It could appear galling to just hand over the work you've slaved over for nothing but it can reap impressive rewards.

Creating advocates

You want people to talk about your book. Personal recommendation is perhaps the strongest promotional element you can have. But how do you create it when no-one has ever heard of your book? You could think about giving copies of your book to selected readers. It could be friends or friends of friends. You could ask your friends if they know people who are insatiable readers. If the reader likes your book, you know they'll tell their friends. And so it begins. Anything you can do to create advocates for your book is well worth the effort.

The leave-behind

One self-published writer said that she used to leave her book on the seats of buses or trains knowing that the next passenger was likely to pick it up. You might not want to go that far but is there anywhere that you might leave your book behind where it might be read. Is there a local coffee shop or pub where people could read it while waiting for friends or just passing time? What about your doctor or dentist? This is one where the more inventive the better.

The competition

Could your book be the prize in a small competition? It's likely your local paper would be interested, and you'll get a sizable piece of free publicity as well. But, the competition doesn't have to be in the press. Are you a member of a club that would be interested?

This list is far from exhaustive and any other giveaway opportunities that you can think of would probably provide a good deal of benefit for you. However, there is one element to consider. A giveaway programme involves making an investment and so has to be seen as one of the more expensive marketing activities you can undertake. You have to decide if you will see the return that will justify your upfront investment.

DIRECT AND TO THE POINT

Very few people can afford to advertise. Direct marketing can provide a more cost-effective means to achieve the same results. It can give you a large audience and can be quite targeted. You can announce your book to a large amount of people at once.

How do I get my mailing list?

There are many mailing list companies out there, you just have to find them. A little time spent on the Internet will give you a list of companies that can help you. Many of them will have lists of book lovers or people who have the same special interest as your book. The more targeted, the better. And, the good news is that the cost of these lists will not break the bank.

What type of mailer?

You may think that a mailer involves a whole lot of paper but it doesn't need to. There are many companies that will perform email mailings. In many cases, if you supply the content, the mailing company will do the rest.

This makes your mailer very cost-effective compared with the paper, labels and stamps you'd need for a traditional mailing. However, people are happier with mailers through the post rather than via email. Yet, your paper-based mailer will be unsolicited while the recipient of your email has to opt into the mailing.

Warning: There are any number of companies on the web suggestion that they can supply you with millions and millions of fully opt-in email addresses for what seems like pennies. Remember that something that looks too good to be true usually is. Take these claims with a pinch of salt and proceed with caution. You don't want to be spamming people.

Tip: The key to success in mailing is to test. Don't send out a big mailing. Send a small one first and measure the response you get. If you are getting the level of response you want then send out a larger mailer. Most mailing houses will let you send out a test mailing for very little money.

Creating your mailing

The best idea is to keep your mailing simple. Give your reader a brief and compelling overview of the book. You can include a small biography of yourself and don't forget to include a call to action with information on how to buy your book. If your mailer is paper-based then you should include your front cover image. Some email mailing houses will allow you to this with an email as well – but you will be charged for this.

The door drop

This is a different approach to direct mail. It involves you simply posting a mailer about your book through the letterbox of people around you. This is probably best if your book is about the local area. It is a cost-effective – if time-consuming – way to tell people about your book. Again, it is better to do a small test to ensure you are getting the results you want.

Measuring success

With any form of direct marketing, measurement is vital. If you are getting no response and no sales then you should stop what you're doing and rethink. In addition, you need to be sure you're getting back the money you put in. On average, a well-targeted mailer should receive somewhere between 5 and 10% response. Although it can be that upwards of 30% of the respondents then buy the product. You have to work out if the sales you are making justify the activity. So start small and build up.

GET YOURSELF KNOWN

One way to promote your book is to promote yourself. If you have written a book on a specialist subject, there may be any number of opportunities for you to comment on that area and start to position yourself as an expert. Even if you have written a novel perhaps there are opportunities to talk about what it's like to publish independently. Once people are interested in what you have to say, they'll be interested in reading your book.

Getting into the press

The obvious place to start is the media. If you can get yourself interviewed in your local paper or submit an article into the magazine that covers your subject area, you can begin the process. If you prove to have interesting things to say and you are approachable and friendly pretty soon journalists will be calling you to get your opinion. All the time, remember to mention your book.

Talking at conferences

There are conferences and seminars on almost everything these days. It could be that you are already attending and/or speaking there already as part of your job. If not, find a conference that suits your subject and suggest yourself as a speaker. You'll definitely have a chance to promote your book during your talk and sell it after you're finished.

Your own newsletter

One tool that some writers have used to promote themselves and their books is their own newsletter – usually as an email newsletter. You can use the newsletter to talk about your subject area and other things surrounding it. As long as you have the content and the time to put together a newsletter, it has a number of advantages. You help position yourself as an authority and you build a database of people who you know would be interested in your book. You're also free to put a shameless ad. for your book in every newsletter!

There's lots of good email newsletter software available on the Internet. Then all you have to do is link the software to your own website and get people to sign up. You could even carry out a small promotion campaign on your newsletter so that people know how to find it.

Start your own Blog

An extension of the newsletter idea is the Web Log. It's an on-line diary that has gone from strength to strength on the Internet. Today, there is a blog for almost anything and there is a huge a huge army of blog readers. You could set up your own writer's blog that talks about the struggles you have in finding time to write your book. Or, create a blog that discusses your own area of interest. If you have something interesting or irreverent to say, you'll be surprised at how quickly you gain an audience. The more people that visit your blog, the more potential book purchasers you have. The only thing is you'll have to refresh the content on your blog very regularly – daily if possible.

There are a number of blog providers on the Internet. The software is easy to use so you should be up and running in no time. You can promote your own blog but most search engines monitor blogs, which means that people can find out about it quite easily.

Good places to start are www.blogger.com and www.typepad.com. If you have access to your own server then you might want to take a look at www.wordpress.org and www.movabletype.com.

Start your own podcast

Podcasting is blogging on steroids. It means making an audio file available to your audience. This can be anything from you reading chapters of your book to general self-publishing banter. Type in 'how to podcast' in Google to get more information.

BUILDING A WEB PROFILE

Search engine marketing can be a great way to build online sales by attracting highly targeted visitors to your web site. However, there is quite a bit involved in search engine marketing. Luckily, there are many places on the web where you can get expert help. Below is just a short guide to the areas you should consider.

Keywords and search terms

The first step in search engine marketing is to learn about the search terms that your target audience is using when they search the web. Once you know these keywords, you can begin to place them in your site or book selling page so that information on your book will appear whenever someone searches.

Search engine optimisation

Once you are aware of the search terms that are being used, you need to embed them within your web site. There are three areas to address: the title tag which sits at the top of your web site page; the web site description and keywords which are hidden from the viewer but you can set up so the search engine can see them and the wording on your web site pages. Search engines check web sites regularly and are looking for instances that match what people are searching for. The more references that more you are likely to be noticed. If someone else has developed and is hosting your web site, they'll be able to help you to optimise it. Otherwise, if you created your own site, take a look at how you set up meta-tags.

Search engine submission

After you've gone through the search engine optimisation process, it's time to get your site listed in the various search engines and directories. This can be very time consuming but most search engines try to make the process as simple as possible. There are many services out there that advertise their ability to get you registered but they should be treated with caution as they can charge a lot of money for little results. Many of the search engines offer premium paid-for services to help you achieve your submission goals, and they may prove a wiser investment for your money.

Link popularity

Link popularity is a major factor when it comes to ranking well in search engines and drawing traffic to your site. The more sites that link – and the quality of those sites – to your site, the more popular your site will appear to search engines. You should encourage linking as much as possible. Simply ask for reciprocal links with complementary sites. However, setting up a big page of links to any old site won't work, it has to be more targeted.

Pay per click advertising

Pay per click advertising provides you with the opportunity to buy your way to a better position on search results pages. You only pay when someone clicks on your ad. and you can set daily budgets so that you don't overspend. This can be a good way to try advertising to see how effective it is without breaking your budget.

Co-operative advertising networks

Another advertising option is to join a network where its members swap advertising banners that are placed on their sites. These networks tend to be free to use. It means that you have to let advertising on your web site but you'll get exposure on other sites. Beware of the traffic claims made by some of these sites but it has to be an attractive option when you are working within limited funds.

Google PageRank

Google's PageRank is one of the factors Google uses to determine its search results. Essentially, Google counts the links from other sites to yours – it's like other sites voting for you. The better the links, the more votes, the higher your ranking. Again, there are a number of resources on the web that will clearly explain PageRank and help you make the most of it.

Google Print

Google Print aims to put book content where you can find it most easily – right in your Google search results. Anyone can search from the Google Print home page and if their search includes your name, the name of your book or even the content of your book, it will come up in the search results. Potential customers are able to see the actual page of your book that has the search term and you can have a 'Buy this Book' link to an online selling page or bookstore such as Amazon.

IT'S NOT WHAT YOU KEEP..

Sometimes, copyright can be about what you decide to give.

Until very recently, copyright was very black and white. Your book was your intellectual property. As a writer publishing independently, you always own the copyright. The copyright law says that it's your property and no-one can use it in any way.

However, there are many cases where there is a great deal of benefit to be had from sharing the content you create. For instance, a business writer may like others to quote from their work as a means of establishing their credentials as an expert. Previously, you would probably have had to hire lawyers to sort out how this type of sharing could happen.

Now a non-profit organisation, Creative Commons, has introduced new copyright licenses that allow you to set the level of sharing of your content you will allow. PABD now supports the use of Creative Commons licenses.

This may not, at first, appear like a promotional activity but it certainly can be. The first sector where the Creative Commons license really took off was the music industry. Small bands realised that if they allowed their music to be shared – but they were properly credited – then their own potential market grew every time their music was used. The same is true of books.

Every time that content from your book appears elsewhere you are creating interest in both yourself and the book. In addition, there are web search benefits of using these licenses. The search engines actively look for Creative Commons entries and catalogue them so your book will become easier to locate.

Of course, this type of content sharing will not be right for every book – you may want to protect that film deal! – but it is worth considering as a low cost and innovative way to increase the exposure of your book.

JOIN THE INDUSTRY

Sitting in a sweltering summer office as I write this, my mind turns to two things: our lack of air conditioning and the Village people. I have a line from their anthem 'YMCA' stuck in my head.

"No man does it just by himself"

Yet, that's exactly what most self-publishing writers try to do. You've probably read some books and done hours of research but once you've decided to take the plunge you may think that you're on your own. But, you're not.

There are a bunch of experts out there that can help you. Especially when it comes to promotion. These guys are within the growing number of trade organisations that are springing up to help the self and independent publishing communities. Now – as you'd expect – membership will cost money but there can be significant benefits.

Why join?

Some of the features that trade bodies can deliver include:

- Practical help from experts and peers
- Cooperative advertising and marketing
- Assistance with book distribution
- Up to date information on industry trends
- Impressive discounts on many of the functions you need
- Closer relationships with book sellers and libraries

Who are these guys?

Small Publishers Association Of North America (SPAN)
1618 W. Colorado Ave.
Colorado Springs, CO 80904

Tel: 00 1 719-475-1726
Fax: 00 1 719-4712182
Web: www.spannet.org

PMA, The Independent Book Publishers Association
627 Aviation Way
Manhattan Beach, CA 90256

Tel: 00 1 310 372 2732
Fax: 00 1 310 374 3342
Web: www.pma-online.org

Small Publishers, Artists and Writers Network (SPAWN)

PMB 123

323 E. Matilija St., Suite 110

Ojai, CA 93023

Tel: 00 1 818 886 4281

Fax: 00 1 818 886 3320

Web: www.spawn.org

Independent Publishers Guild (IPG)

PO Box 93

Royston

SG8 5GH

UK

Tel: 00 44 (0) 1763 247014

Fax: 00 44 (0) 1763 246293

Web: www.ipg.uk.com

APPENDIX 1

Getting your book reviewed on the Web

Today, there are a large number of writer and reader web sites that review every genre of writing. Below you'll find a list of sites where you can submit your book. This is by no means an exhaustive list.

Paid for

The sites below offer book review services that they charge for. You'll have to decide if the exposure you can receive is worth the investment you have to make.

www.bookwire.com

Part of Bowkers, this is one of the growing sites set up to allow self published writers to get reviewed from a respected source. The drawback is you have to pay for it – around \$270 – but the benefit is you gain access to the Bowker network. As the main source of bibliographic data in the US and a rapidly growing force in the UK, it is worth considering.

www.forewordreviews.com

Another paid for service - \$290 – this is part of the well respected Foreword magazine. Again you get reviewed by a well thought of source – and they syndicate your review onto other services – like Bowkers. The question is always whether a paid for service will give an independent review. No worries on that account here. They don't mind taking your money and then slating the book. Look at previous reviews to get some idea of what you can expect.

www.kirkusdiscoveries.com

The last of the well known paid for services and the most expensive – with the least real exposure it seems – at \$350, it derives its authority from the reputation Kirkus has for book reviews.

www.bookreviewclub.com Everything from free reviews to relatively cheap paid for reviews. The \$50 package seems the best value but remember this is only for coverage on their site and a review you can use yourself so check the amount of traffic they're getting before you commit.

General

The sites below review most genres of fiction and non-fiction.

www.authorlink.com

Great site for writers that are serious about promoting their book in the US. Widely used by bookstores, libraries and agents. PABD has negotiated a discount on membership. Definitely worth a look.

www.spoiledink.com

Based in the UK and Norway, another excellent writers' site giving great promotional opportunities. Reviews are handled in London. PABD has agreed a Spoiled Ink offer for our writers. Highly recommended.

www.author-reviews.com

A good free resource which allows you to get your book reviewed and, even, post your own book reviews.

www.authorsden.com

A US site that accepts a wide range of books for review.

www.booksblog.blogspot.com

A small blog site that seems to have a very open review policy.

www.bookreporter.com

Another US based review site.

www.bookloons.com

US site that also has a section for children's books.

www.geekvenue.net/bookvenue

US site with a fair range of books.

www.complete-review.com

More of a large literary resource but has a review section.

www.bookpleasures.com

US site with quite an inclusive approach.

www.readersclub.org

Get in touch with a large community of readers.

www.curledup.com

Great site. Anything called 'Curled up with a good book' can't be all bad.

www.salon.com/books/index.htm

Book review section of the major internet magazine.

www.readysteadybook.com

A UK based review site. Follow the 'information for publishers' link

www.midwestbookreview.com

US based book site. Gets a very good reputation.

www.bookslut.com

The title appeals! As you'd expect there is a leaning to female literature on this site.

www.foxedquarterly.com

Ok, this is more of a print magazine but it's lovely and we thoroughly recommend getting it.

www.bookstandard.com

Syndicates its reviews from Kirkus (see above)

www.goodreports.com

A Canadian book review site

www.jacketmagazine.com

Get your book reviewed and your book cover – now that's novel.

www.bookreviews.com

Small US book review site. Unless you're very keen on getting your book reviewed everywhere or you live next door, it may not be for you.

www.bookreviewcafe.com

A nice, comprehensive US site

www.bookreviewer.com

Again, another small US site

tregolwyn.tripod.com

A UK based site dedicated to helping independently published books get reviewed. They will accept books up to two years after publication. Recommended

www.scribesworld.com

Useful resource that also includes reviews

www.crescentblues.com

Interesting site. You can submit your own book for review or they also pay for book review submissions. Check out their submission guidelines.

www.compulsivereader.com

A comprehensive US reader site

cometo/bookreviews

Another useful review resource

www.myshelf.com

A US/UK site that offers book promotion and book review opportunities

Sci-fi/fantasy

Some sci-fi sites. A short list that's likely to grow.

www.infinityplus.co.uk

A UK and US site that covers a wide range of sci fi and fantasy. The editor requests that you approach him by email in the first instance.

www.sfsite.com

A pretty good site covering all things sci-fi.

www.spectromonline.com

So there's a genre called sci-fi romance. Would you believe it? Here's the site to prove it. Pretty good it is too.

Romance

There is a large number of romance writing sites around. Below are just a few but many of the others are very small and local in nature.

www.romrevtoday.comwww.romrevtoday.com

Reviewing all things romantic.

www.theromancereadersconnection.com

A good way in to the romance readers community.

www.aromancereview.com

A US based romance site.

www.romanceandfriends.com

An excellently put together professional site. If you're a romance writer, you should try to get featured here.

www.roadtoromance.dhs.org

A perfectly decent romance site.

www.escapetoromance.com

They say they don't review self published books but I think they could be persuaded. A US site, their best feature is the fact that they rank each review by how 'steamy' it is.

Computing/technical

www.slashdot.org

This extremely popular technology site has its own review section. People can submit their own reviews for

the site. And, the books don't necessarily have to be about a technical subject – they will accept novels with a technological spin.

www.wired.com

Anyone in the high tech community knows about Wired. They do review books so it's worth a try.

www.ercb.com

My god this is dry but I don't know what I was expecting.

Cookery

www.cookbookswelove.com

A very nicely created site for cookery lovers.

Education & children's books

www.educationoasis.com Mostly about teaching and the craft of teaching but also includes books that could feature on the curriculum.

Spiritual

www.spiritualbookstore.com

All things spiritual and new age.

Erotic

www.nerve.com

The best of 'literary smut' on the web. Who could ask for more?

Travel

www.bootsnall.com

Quite a neat little travel site that includes writing and book reviews.

Australian

www.aussiereviews.com

A review of books from Australian authors.

If you have found another book review site that you think other writers can benefit from, please mail us at info@pabd.com.

APPENDIX 2

Getting yourself noticed

There are a great many sources of book information and for the aspiring publisher they offer great promotional opportunities. A simple rule would be that if it's there you should try to get into it. Most publishers will send out an Author Information sheet to all the different databases and directories in advance of publication. Below you'll find a list of data sources in the UK that you can approach. We searched high and low but could not find similar services in North America. If you know of associations or books we should add here please let us know.

The Directory of Book Publishers, Distributors and Wholesalers
(Published by The Bookseller Assoc.)
154 Buckingham Palace Road
London SW1W 9TZ

Writers' & Artists Yearbook
A&C Black
35 Bedford Row
London WC1R 4JH

The Writer's Handbook
Macmillan
24 Eccleston Place
London SW1W 9NF

The Bowker Library & Book Trade Almanac
Bowker Saur
Maypole House
Maypole Road
East Grinstead
West Sussex RH19 IHU

Directory of Publishing in Scotland
Scottish Publishers Association
Scottish Book Centre
Fountainbridge Library
137 Dundee Street
Edinburgh
EH11 1BG

The Author
Journal of the Society of Authors
84 Drayton Gardens
London SW10 9SB

Books
43 Museum Street
London WC1A 1LY

Books for Keeps
(Children's book review magazine)
6 Brightfield Road
Lee
London SE12 8QF

Books in Scotland
Ramsay Head Press
15 Gloucester Place
Edinburgh EH3 6EE

Books Ireland
11 Newgrove Avenue
Sandymount
Dublin 4
Ireland

The Bookseller
12 Dyott Street
London WC1A 1DF

European Bookseller
15 Macawbar Street
London N1 7TB

LA Record
Journal of the Library Association
7 Ridgmount Street
London WC1E 7AE

Books in Wales
Welsh Book Council
Castell Brychan
Aberystwyth
SY23 2JB

Logos
Beechwood Drive
Marlow
Buckinghamshire
SL7 2DH

Poetry and Little Press Information
Stan Trevor
Briagha

Badninish
Dornoch
Sutherland IV25 3JB

Publishing News
43 Museum Street
London WC1Y 1LY

