

BIBLIOPHILE

News for and about publishing for our publishers.

Published Bi-Monthly by Biblio Distribution

Volume 2, Issue 3 Apr/May 2003

It's official—*Bibliophile* will now be published bi-monthly until further notice. We're just too busy here at Biblio selling books that we can't get the newsletter out as often as I'd like. The next one will be June/July and I'll aim for getting it out to you by the end of July.

I'm delighted to announce that Biblio has a new employee! Davida Breier started on June 9 as a Marketing Coordinator for Biblio. Her book experience includes working at an independent bookstore in Baltimore, and she wrote, published and marketed her own book. For Biblio, Davida will be taking over catalog production, coordinating trade shows and advertising, answering day-to-day publisher questions, implementing many of the marketing programs I've wanted to offer and, basically, doing much of what I do now so that I can focus on sales. She can be reached at 301-459-3366 x5513 or dbreier@bibliodistribution.com. Please join me in welcoming Davida the first time you communicate with her.

BOOK EXPO AMERICA

Thanks to all of you who showed up at Book Expo in LA. It was wonderful to meet so many of our current publishers and "put a face to an e-mail address" as one publisher put it. Karen Mattscheck, Marianne Bohr and I were swamped in the Biblio booth—speaking with the many independent publishers who attended. Unfortunately, as I suspected, there were few buyers at the show. Year after year, the number of buyers walking the floor continues to dwindle. It's unfortunate, but it's not much of an issue for us given that we've never relied on trade shows for sales. I did get a chance to see some of the field reps in person—something I rarely get to do—and they were very enthusiastic about Biblio and especially the high quality of the books they've been seeing from us and the rise in the level of publicity the Biblio publishers have been receiving.

In addition, I met with Judith Rosen from *Publishers Weekly* and had a great discussion with her about Biblio overall as well as some of our specific titles. She was duly impressed, as well, with the quality and range of books being produced by the Biblio publishers. Judith's ongoing coverage of Biblio has been quite wonderful and, after my conversation with her, I expect it will continue.

I know many of you had successful signings in the autographing area, with PMA, or in your own booth. Since I had so many requests, my hope for BEA next year (Chicago, June 2-4) is to have a Biblio booth where you can schedule author signings and events. I encourage anyone who has never attended a Book Expo to plan ahead and put it on your schedule for next year. Or, if Chicago is inconvenient, please note that it will be in New York in 2005 and Washington, DC in 2006.

REGIONAL FALL TRADE SHOWS

As long as I'm talking about trade shows, now is the time to be thinking about exhibiting at your nearest regional booksellers association trade show this fall. Most of the publishers I've spoken with about book shows have found it enlightening to attend, at least once, one of these small shows. It's a great chance to network with your regional bookstore buyers as well as your fellow publishers. Local media often attends, as well.

The regional shows include those held by these bookseller associations: **SEBA** (Southeast), **NEBA** (New England), **NAIBA** (New Atlantic Independent), **MSIBA** (Mid-South Independent), **GLBA** (Great Lakes), **MPBA** (Mountains & Plains), **NCIBA** (Northern California), **SCBA** (Southern California), **PNBA** (Pacific Northwest). They usually take place on weekends in September and October. I will include more information on these shows in my next newsletter. In the meantime, you can visit the association websites to find out dates, costs and reservation details.

NOTES FROM THE FIELD—WHO ARE THE BIBLIO SALES REPS?

I'd like to give you more information on how the Biblio sales force is organized.

Most book sales forces are made up of two kinds of reps—commission and in-house. In-house reps are salaried employees of the distributor (or publishing company) and, usually, as a company grows it will begin to hire more in-house sales reps. In-house reps sell only the books carried by their employer (the distributor or publishing house). These reps also get paid a commission on sales—in addition to their salaries. Biblio has two in-house reps—Les Petriw in Canada and me (selling to Borders, B&N, Ingram and Baker & Taylor). It's common for a distributor to have their in-house reps handling the largest, national accounts regardless of location. These national accounts make up approximately 85% of our business.

Commission reps are independent reps—usually belonging to a rep group that covers a specific territory or region of the country. These reps are paid a commission by their clients (the distributor or publisher) based solely on book sales. The commission varies but it's usually 10% of their sales (this is not 10% of the retail price like our publishers are paid—it's 10% of the distributor's sales at discounted net prices to a particular account that's assigned to that particular rep group). These reps also make a small commission from Ingram sales to their territories—since oftentimes the rep does the work of presenting the title to the store but the store prefers to order all of their inventory from Ingram only. Biblio has six commission rep groups covering six territories: West, Southwest, Southeast, Mid-Atlantic, New England, Midwest. These reps sell Biblio titles to the regional chains (ex. Books-A-Million), regional wholesalers (ex. Koen) and the larger Independent bookstores (ex. The Tattered Cover and Politics & Prose).

When hiring rep groups, we interviewed many from each territory. The field was quickly narrowed to those groups who were willing to take on the work involved with selling books from a distributor. Many reps prefer to not work with distributors because the publishers are usually smaller, independent presses with irregular publishing schedules that require significant communication. However, a good distributor will act as the filter between its sales force and its publishers as well as a coach to the publishers on the importance of being reliable (in terms of publicity, pubbing on time, and not making bibliographic changes). And, with the right management, handling a distributor can be a wealth of opportunity for a rep group.

Once Biblio hired commission rep groups in late 2001, we also had to alter our sales material production as well as our schedule. Commission groups, because they're dealing with so many different publisher/distributor clients and book buying accounts, have to adhere to some industry standards. These standards include having a printed catalog and selling seasonally (Spring/Summer, Fall and Winter—although not all publishers have a Winter season), so we started producing a printed catalog on a seasonal schedule. The reps receive the Biblio catalogs at the same time they're receiving catalogs from their other clients, so when they go out on the road to sell the upcoming season, they're also selling Biblio titles to the same accounts.

As the Director of Sales & Marketing for Biblio, I'm responsible for communication with all the sales rep groups that work for us as well as making sure they have the tools they need to sell our books and following up with them to make sure they're doing all they can for Biblio. As mentioned above, I'm also responsible for sales to our four largest accounts—where the majority of our sales occur. So, when sharing information about your publicity or promotion, we ask that the news come through us so that I'm sure to see it and pass it along to my buyers and so we can give it to our reps in an organized fashion. I've found that the easier we make it for them the harder they'll work for us.

More on sales in the next issue...

AWARD NOMINATIONS—FOREWORD AND PMA

Congrats to these Biblio publishers with books nominated for the *ForeWord Magazine* 2002 Book of the Year Award:

Anger Busting 101

By Newton Hightower
Bayou Publishing; 1886298041; \$14.95 Paper

If I Gave You God's Phone Number

By Mare Cromwell
Pamoon Press; 0971703205; \$23.95 Cloth

Boy On A Pony

By George Abagnalo
Moreland Press; 0970667701; \$25.95 Cloth

Lovers Legends

By Andrew Calimach
Haiduk Press; 0971468605; \$25.00 Cloth

Brainwriting

By Irene Levitt
Serena Publishing; 0965672328; \$19.95 Paper

Red Meat Cures Cancer

By Starbuck O'Dwyer
Midnight Books; 0972162453; \$22.95 Cloth

Dancing Gourmet

By Linda Hymes
LinderGraff Books; 0971978204; \$26.00 Cloth

Spirituality of Success

By Vincent Roazzi
Namaste Publ; 0970698879; \$16.95 Paper

Healing the Fisher King

By Shelly Durrell
Art Tao Press; 0971076804; \$38.95 Cloth

Year of Russian Feasts

By Catherine Jones
Jellyroll Press; 0971601305; \$16.95 Paper

Congrats to these Biblio publishers with books nominated for a **2003 PMA Benjamin Franklin Award**:

Mystery/Suspense

Anacacho by Louise Gaylord
Little Moose Press 0972088708

Cover Design-3+ Color (6x9 or smaller)

Journey to the Impossible by Scott Jeffrey
Creative Crayon Publishing 0971481504

Gay/Lesbian

Lovers' Legends by Andrew Calimach
Haiduk Press 0971468605

Bill Fisher Award for Best First FICTION

(initial title from a new publisher)
Gadji by Louise Domaratius
Quality Words In Print 0971316007

Psychology/Self-Help

Anger Busting 101 by Newton Hightower
Bayou Publishing 1886298041

Best New Voice Nonfiction

(first book by a new author)
A Year of Russian Feasts by Catherine Jones
Jellyroll Press 0971601305

ONLINE REPORTS: TITLE LIST

The title list is a great snapshot of activity on all your titles. It shows critical information for an item in a one line format so you can scan your information quickly. Current inventory and YTD sales information are summarized in this report.

-**SAC** is our publisher code.

-**Owner** shows the division you belong to within our company (should be "BIB" for Biblio).

-**ISBN** is the isbn without the dashes.

-**Title** is the title of your book. Our database holds 30 characters, so you will see a truncated title. We also exclude "The" and "A" to make it easier to search for the title.

-**Fmt** is the format of the book. Common abbreviations include BTP for trade paperback; BTC for trade cloth; AAA for cassette; ACD for audio disk.

-**Sta** is the current status in our database for the title shown. AV means the book is in print (this does not reflect that the title has inventory, but that it has been published and is active); NF is not yet published; RP is out of print but we're still accepting returns; OP is out of print, no returns accepted; CX is cancelled; DS is out of stock indefinitely (the publisher has indicated they don't know when the book will be reprinted).

-**PD** is an internal flag indicating books printed by our in-house publishers.

-**Current Qty Avl** is the total quantity of books that are available for sale.

-**Current Qty Cmtd** is the quantity of books in the process of being shipped from the warehouse for orders. Inventory will stay in the committed column until the goods have been invoiced to the customer. The committed quantity is always a changing number as orders are shipped and new orders are taken. At times you will see the committed quantity remain at a constant level for a period of over a week. This is due to an account who has placed an order but has requested a delay in shipping, or an order placed by an account who has certain criteria selected for shipment. The smaller customers require orders be held for a minimum quantity of books and/or a maximum number of days to keep freight costs down.

-**Current Qty BKO** indicates the orders we have which cannot be filled because we do not have inventory.

-**Ready Date** is the date we anticipate your title will be back in stock in the warehouse. The date is based on information provided to us by you. This date prints on any information going to accounts when they order a title and it is backordered. It is also used by customer service when customers call to get anticipated inventory dates.

-**YTD Units** are total units shipped for the current calendar year less any returns processed.

-**YTD Sales** are the dollars invoiced for shipments for the current calendar year less any credits issued for returns.

If you have any questions about your online reports, please contact **Karen Mattscheck**, Inventory Manager, at kmattscheck@nbnbooks.com or 717-794-3800 x3513.

IMPORTING INTO THE U.S.

We are continuing to receive notification of the tightening of customs for imports into the United States.

C-TPAT (Customs and Trade Partnerships Against Terrorism) is the new cargo security program. for U.S. Customs. We are being told that companies can put themselves at risk if they do not sign onto C-TPAT for they will be treated as potential "high risk" entities. If your shipper is considered a potential high risk, it will cause delay in obtaining release of your containers.

Please remember that your shipment is at risk if ANY part of the shipment is a problem. Our logistics partner, Gateway Logistics, is working only with overseas shippers/brokers/freight forwarders who have been certified by US Customs.

If you have any questions, please contact Karen Mattscheck at kmattscheck@nbnbooks.com.

For more information about C-TPAT, please visit:

<http://www.customs.gov/xp/cgov/import/commercial_enforcement/ctpat/>

UPDATING BIBLIO ON YOUR PUBLICITY EFFORTS

Thank you for continuing to keep us updated on your promotion and publicity efforts for your book(s). We are passing along all of the publicity updates we get in our weekly mailing to reps and key buyers.

Here are some hints to make your update more effective:

- 1) Keep in mind who your audience is--reps and buyers dealing with 100s of titles each day. It's always better to be brief and to the point.
- 2) Make sure your update is no longer than 2 pages. You can remove old information as you add new information. You don't want an award or review buried beneath 5 pages of signings your author did last year.
- 3) Be specific. If it's a review--tell us where and when and give us a brief, 15-25 word or less excerpt. If it's a book signing--tell us what store, what city and the date. The only exception is radio.

4) Radio information is great, but we really just need to know what markets are being covered on what dates. We don't need call letters or exact times. This should help to keep your update short and effective.

5) Don't favor one account over another. The only time you should mention an account by name is for a signing. Otherwise, please do not mention Amazon, B&N, Borders, or others.

6) Only include facts. A publicity update should not tell us how the publisher or author feels about the book--the only editorial comments should be from reviewers or endorsers.

7) Indicate new material. You may use an asterik or bold, but we need to know what "hits" you've received since the last update. You do not need to send an update to us at all if there's nothing new.

8) Send your update no more than once a week. We do our mailing on Fridays, so plan to send your update in every Thursday by 4pm.

Thank you for taking these suggestions into consideration before sending in your update to us. Please be sure to send your updates via e-mail to Theresa Thomas at tthomas@bibliodistribution.com or faxed to 301-429-5745.

"LIFE AS A CREATIVE PROCESS"

One of our publishers, Serge Prengel of Mission Creative Energy, edits an online magazine about personal and spiritual growth. You can see it at www.lifesharpa.com. He would be interested in receiving article proposals consistent with the magazine's mission statement (see www.lifesharpa.com/about.htm). The site has a general contact form, which authors can use to submit queries.

INFORMATION THAT BEARS REPEATING

To Correct Online Retailer/Database Errors:

<http://www.bibliodistribution.com/publishers/passwordprotect/datacorrections.shtml>
(Username: bibliopublisher ; Password: bigsales)

Publicity Updates: If you have an update about your publicity and you want the sales reps and our buyers to know about it, please put it into our preferred publicity update format. The format can be found on our website at: <http://www.bibliodistribution.com/publishers/marketing.shtml>

A Plea From the Biblio Staff: Please identify yourself in your e-mails to us. We have quite a few publishers now and we need you to include your name, publishing company, title and ISBN when you contact us. Not including that information will delay response to your request.

Address Change: We are now located at **4501 Forbes Blvd.**, Lanham, MD 20706. Our fax numbers are 301-429-5745 and 301-429-5746. Our phone numbers are the same.

Here are a couple of ideas for getting all-important industry information and for networking opportunities:

Subscribe to *Publishers Weekly*: www.publishersweekly.com

JOIN PMA: <https://pma-online.org/membappl.cfm>

SUBSCRIBE TO THE *SPAN NEWSLETTER*: email Lurina@SPANnet.org and type in "SUBSCRIBE."

Attention Publishers: If there is anything you would like to read about in an upcoming issue of *Bibliophile*, please e-mail your idea to me at info@bibliodistribution.com. I will do my best to include it.
Thank you! -Jen

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DISTRIBUTION