

BIBLIOPHILE

News for and about publishing for our publishers.

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Thanks to all of you who attended the Book Expo in Chicago at the beginning of June. We had 35 successful book signings and enjoyed meeting so many of our publishers in person. I hope all of you who took the time, and spent the money, to attend felt it was worthwhile. I'd be interested in hearing comments from you, as well as suggestions for Biblio's presence at BEA in the future.

Every year, Biblio has expanded its presence at the BEA. When we started in 2001, we didn't even have our own booth. The Biblio director at the time, Dina Fullerton, divided her time between the NBN Pavilion and Ingram, meeting with prospective publishers. In 2002, we had one 10x10 space with a rented booth, and in 2003 we expanded our space to 10x20. This year, however, we had 300 square feet with a beautiful exhibit that we own and were able to do author signings for the first time. Those statistics about us at BEA show just how far Biblio has come in just 3 short years. I've always said that our goal is to find publishers whom we can help to grow and vice versa. And, of course, as we grow the marketing and sales opportunities we're able to offer our publishers grow as well. I hope that you all view those changes as I have.

I thought this year's PMA University (Publisher's Marketing Association) was one of the best ever. For those of you who attended, I'm sure you found it to be as educational and entertaining as I did. For those of you who didn't, I highly recommend that you put it on your schedule and in your budget for next year when it's in New York. Not only are the seminars well worth the money, but it's an invaluable opportunity to network with other independent publishers and industry professionals. I've met some fabulous people at PMA U and I always learn something new. <http://www.pma->

online.org/events_awards.cfm (For more information about joining PMA, please see the link at the end of this newsletter.)

Things are still moving more slowly than usual at our warehouse following the WMS conversion, but they're certainly picking up. Our crews have been working extra shifts to get the orders out and the returns processed in a timely fashion. There is a light at the end of this long tunnel and we're almost there, I promise. Once again, I must say thank you for all your support and patience during this challenging transition. We're expecting great rewards and you should see that very soon.

I'm off next week to the American Library Association show in Orlando, FL to see if it would be worthwhile for a Biblio exhibit in the future. Perhaps I will see some of you there!

FALL REGIONAL SHOWS

Now that summer is here and BEA is over, it's time to start thinking about the fall regional bookseller association shows. If you're not active in your regional bookseller association, I recommend getting involved. If you're unsure about it, you might plan to just attend their fall regional show, walk the floor, and see if it's worthwhile for you to join as a publisher member. I find that these shows are an excellent place to network with other publishers and industry professionals, as well as the local booksellers who are more likely to attend than the expensive carnival that is BEA.

Here are the dates and locations of the shows for 2004:

MSIBA (Mid-South) Sept 9-12; New Orleans, LA; <http://www.msiba.org/>

SEBA (Southeast) Sept 10-12; Atlanta, GA; <http://www.sebaweb.org/>

MPBA (Mountains & Plains) Sept 17-19; Denver, CO; <http://www.mountainsplains.org/>

PNBA (Pacific Northwest) Sept 22-24; Portland, OR; <http://www.pnba.org/>

NCIBA (Northern California) Oct 1-3; Oakland, CA; <http://www.nciba.com/>

UMBA (Upper Midwest) Oct 1-3; St. Paul, MN; <http://www.abookaday.com/>

GLBA (Great Lakes) Oct 8-10; Dearborn, MI; <http://www.books-glba.org/>

NEBA (New England) Oct 9-10; Boston, MA; <http://www.newenglandbooks.org/>

NAIBA (New Atlantic) Oct 24-25; Atlantic City; <http://www.naiba.com/index.cfm>

Biblio will be represented at each show, however, we will not have the room to hold author signings, nor will we have the ability to get badges for these shows. This is because the arrangements are not made by us directly, and we are only allotted the number of badges we need for our staff. I recommend contacting the association directly to inquire about how you might attend their show, and if there are any signing opportunities.

BIBLIO STAFF

As a rapidly growing company, Biblio's staff continues to expand, so we thought it might be useful to give you a brief update on whom to contact for what and what each person is primarily responsible for with Biblio.

Lanham, MD Offices

Theresa Thomas: Theresa is the administrative assistant for Biblio. She handles all general inquiries, and is the best person to ask when you're not sure whom to ask. tthomas@bibliodistribution.com.

David Breier: David is our marketing coordinator and a sales rep for Biblio. She is in charge of our catalog production and sales materials, as well as managing our sales to Ingram and Baker & Taylor, and acting as an 'account manager' for our existing publishers. If you have any marketing or wholesaler questions, David is the woman to contact. dbreier@bibliodistribution.com

Eliza Dyar: Eliza is the new in-house sales rep for Biblio—handling sales of our books to B&N and Borders. She is learning quickly, and can be contacted with questions about these two accounts. edyar@bibliodistribution.com

Blue Ridge Summit, PA Offices (Warehouse)

Betty Hetrick: Betty is the primary accounting contact for our publishers. If you have questions about your checks or any statements received, she would be the one to speak to about it first. Other people in the department that you may end up speaking to include Candi Rahn, Christina Gladhill, and Tom Hunt. crahn@nbnbooks.com

Karen Mattscheck: Karen Mattscheck runs our inventory management department which is responsible for setting up new titles and making changes in our databases, online reporting, and managing the flow of inventory. You would contact her, or your inventory liaison as assigned, for stock transfers, notification of new shipments, online report questions, database issues, and anything else having to do with your inventory. This department is currently making major staff changes, so for now, Karen is the best first contact. We will update you about the department and the new liaisons once they're settled. kmattscheck@nbnbooks.com

You may also notify inventory management of database changes and new shipments via our online form: <http://www.bibliodistribution.com/publishers/passwordprotect/datacorrections.shtml>

(Username: bibliopublisher ; Password: bigsales)

This is the same form you use to request changes to the online retailers.

"BEYOND THE BOOKSTORE"

Brian Jud, President of Book Marketing Works, LLC, a marketing consultancy firm for independent publishers, has a new book out called *Beyond the Bookstore: How To Sell More Books Profitably to Non-Bookstore Markets*. He has generously given us permission to reprint portions of his book in *Bibliophile* to help spread the word about the benefits of non-bookstore sales.

Strategy # 21: Promote Perpetually

The vast number of quick-fix products and services available today have led people to expect immediate results in almost all areas of their lives. But, there is no quick fix when it comes to selling books. People take their time making decisions about what they will buy. They must reach a certain comfort level before they will part with their money.

As potential customers hear about your book more frequently, they will recognize (and buy) it in an airport store, book club, mail-order catalog or supermarket. This process takes time to happen, but your efforts will succeed if you tell enough people frequently that your book is available and how it will help them. In the jargon of advertising people, this means you need *reach* (the number of people exposed to your message) and *frequency* (the number of times they are exposed to your message).

The obvious choice would be to reach all of the people all of the time. And with enough money, you could do that. However, few publishers have unlimited funds to spend on promotion. Given a limited budget you have the choice between two options: reaching more people less frequently or reaching less people more frequently.

The principle of segmentation comes to your aid again. By grouping people according to their need for your content you can reach this smaller group more frequently, with a message that is important to them, without spending a fortune.

A strategy of frequent communication reminds potential buyers that your book is available and the information in it will improve their lives in some way. It also gives you these benefits:

- 1) You generate free exposure through media appearances.** Most shows do not charge you to be a guest, nor are you paid for your performance. But this free exposure can reap the equivalent of tens (if not hundreds) of thousands of dollars in publicity by informing people about your book. Potential customers in all markets can hear your message. Your media appearances will reach them, advancing your credibility, perhaps just as they are contemplating a large purchase of your books.
- 2) You sell more books.** The more people you tell about the benefits of reading your books, the more likely it is that a significant number of them will buy them. Move consumers through the mental buying process rapidly through frequent repetition of your message and they will reach the conclusion to make the purchase.
- 3) You tell people where to buy your book.** This may be directly through your toll-free number, your website, from local bookstores, at one of your library events or after one of your personal presentations.
- 4) You create and maintain relationships.** Promotion enables you to network and make contacts. You will meet corporate buyers and media people who change jobs within the industry. Over the years, your reputation will move with them. A book that was not right for their circumstances in the past may be perfect in their current position.
- 5) You multiply your marketing effectiveness.** Increased exposure creates synergism among all your marketing efforts. As people see and hear your name more frequently, they begin to attribute increased credibility to your message.
- 6) You create a promotional frame of mind.** As the results of your efforts begin to accrue, you will feel a sense of momentum, a belief that your big break will occur soon. You never know where or when it will appear, but you know that if you persist, something will happen to jump-start your sales.
- 7) You receive an implied endorsement.** Media appearances and articles in print create an implied endorsement by the medium itself and by the show's host or newspaper's editors. Loyal followers may buy your book simply because their idol mentioned it. This is certainly the case when Oprah Winfrey mentions a title on her show.

8) You create additional opportunities. You never know who will see or hear your message. There could be a publisher looking for the rights to a book just like yours, a meeting planner seeking a keynote speaker, the regional buyer for a chain of airport stores, or the person who arranges guests for a national talk show.

9) You grow professionally. Most media appearances begin with a question by the host to establish your credentials. As your qualifications are repeated over and over again, you will rapidly become the expert to whom people will come for advice.

10) You stimulate word of mouth advertising. The more the public hears about your title, the more they will talk about it. People are more willing to buy if they get a referral from a trusted friend.

11) You reap personal benefits. As you objectively critique your communications, you can improve them next time. Subsequently, you will grow personally and professionally.

(Reprinted from *Beyond the Bookstore* by Brian Jud, Reed Press 1-59429-005-9; See Brian's website at <http://www.bookmarketingworks.com/>)

ONLINE REPORTS

--Reports supplied to Biblio client publishers on-line show a wide range of information for the publishers' daily use. Information provided includes information on sales, inventory, receipts and low stock.

--Reports are in two formats - Microsoft Excel for any calculations the publisher might need to do with the numbers, and Monarch, which is the information formatted in a easy to use report. Monarch can potentially be used on MACs using a couple of short cuts. If you have a MAC and are interested, please contact Karen Mattscheck at kmattscheck@nbnbooks.com.

RECEIVING REPORT (INVRCV)

The receiving report lists any of your titles for which we have received inventory during the current month. Monthly receiving reports are also kept on line for a minimum of 13 months in the monthly section of the reports.

The report is an excellent source for you to check to see if a shipment you have arranged has arrived in the warehouse. Our procedure is to receive any title we get into inventory within 24 hours of receipt. The information is then posted to the reports that night and you see the receipt the next day.

Factors which can delay receipt of your title include:

- (1) Failure to use the green labels on each carton if you are sending in product any way but truck. These shipments get mixed in with other titles and do not get to the receiving area for processing in a timely manner.
- (2) No packing list included. We will not receive a shipment without outside verification of the quantity sent. We contact you for a packing slip if one is not received.
- (3) Product mixed between cartons, rather than combined in the same carton, will mean receiving must unpack and sort out each carton, again delaying receipt.

- (4) Product without a US price or scannable EAN bar code. This information must be added to your title before it is shippable to the accounts.

How to read the report:

-**ISBN** is the isbn without dashes

-**Title** is the title of the books.

-The format of the book is shown in **FMT**. Common format abbreviations include BTP for paper, BTC for cloth, PPK for prepack, BC for book & CD, CAL for calendar and OOO for miscellaneous (not already defined in our codes).

-**Unit Pr** is the current list price for the title.

-The current status of the title is shown in the field titled **St**. Common statuses are AV (active in print), NF (not yet published), RP (out of print, in the 6 months returns period), OP (out of print, no returns accepted), DS (indefinitely out of stock) and CX (cancelled, never published).

-**PD** is a flag for imprints that we own.

-**Rcpt Dt** is the date the receipt was processed in the warehouse. The receipt will show in the reports on the next calendar day.

-**Acct Dt** is the accounting period we are in. The date shown is the last day of the current month.

-**Whs** shows the warehouse where your title was received. In your case, this will always be NBN.

-**Type** of receipt is shown as T. This is a system setting of R.

-Each receipt has a receiving number for tracking. This is shown under the column **Rcv Nbr**.

-**Qty Rec** is the quantity of books received that day.

-**Comments** is an open field where we put notes. We will make a note if we see some visible damage with the shipment, if the quantity received is greater or less than shown on the packing list, or if dust jackets are received.

If you have any questions about any of your online reports, please contact Karen Mattscheck in Inventory Management at kmattscheck@nbnbooks.com.

PIRATED USED BOOK SALES

Recently a PMA (Publisher's Marketing Association) member contacted them and told them that a pirated copy of his book was being sold on the Amazon.com site as a used book. His is a high-priced text book (\$200/retail) and he knows just about everyone that purchases his book, so when he saw one appear as "used" on the Amazon.com site, he purchased it himself. What was delivered to him was a book that contained his copyright and verso page, but was smaller in size, printed on different paper stock and definitely not a product that he manufactured.

Two of the Biblio publishers have had similar problems with a company called Sagebrush Corporation (<http://www.sagebrushcorp.com/company/>). They appear to be printing copies in hardcover, putting their own ISBN number on them, registering them with Books in Print and selling them at a higher price to bookstores, schools and libraries. While we suspect this is a result of a misunderstanding, you might want to check their site to see if your book is listed. If it is, you should contact them and ask them to remove it.

At this time, PMA is investigating, and they will let us know what they discover. In the meantime, if you encounter a similar situation, please share it with us at Biblio.

NIELSEN BOOKSCAN

Nielsen BookScan operates the world's first continuous retail sales monitoring service for books, with purchase information representing sales through a majority of the major retailers each week. In a typical week, sales of over 300,000 different titles are collected, coded and analysed, producing complete market information for retailers, publishers and the media. To learn more about it: <http://www.bookscan.com/about.html>

While access to Bookscan is prohibitively expensive for most small presses, the good news is that PMA has negotiated a \$799 annual subscription fee to Bookscan's market data for its members. This is still quite expensive, however, if you are serious about your publishing company and would like more data about your book sales, Bookscan can provide information to you that Biblio cannot. So, it's certainly something to consider, although NOT if it means cutting into your promotion budget.

PMA Members: <http://www.pma-online.org/benefits/BookScan.cfm>

LATEST BISG STATISTICS

Marianne Bohr, our marketing vice-president and a member of PMA's Board, came back from the most recent meeting at which the following was reported from the latest BISG (Book Industry Study Group) meeting:

- According to Bowker, there are 80,000 US publishers.
- There are 17 books published every hour of every day of the year (annual = 148,920).
- Americans read an average of 17 minutes a day (including books, magazines and newspapers).
- The supply of books is well beyond demand and continues to grow; demand for new books is being seriously eroded by the used book market and no-one in the industry seems to know what to do about it.
- The availability of used books has led to tremendous price sensitivity.
- A large number of publishers are concentrating on mining their backlist rather than aggressively going after new projects.
- Remaindering has come to a standstill as most publishers find it safer to pulp their overstocks.
- The industry is very worried about libraries as their funding continues to dry up.

NEW EDITIONS ON AMAZON

As many of you have noticed, when a new edition of a book is listed on Amazon it often will not surface as the primary result of a search. Jan Nathan, PMA's Executive Director, recently corresponded with Amazon about this issue and this is the response she got from Amazon:

"Unfortunately, when a new edition of a book is listed in our catalog it often will not surface as the primary result when searching for some time. The primary edition is calculated based on a combination of sales and click-through. A brand new edition will not have enough of either to compete with an older edition -- even one that is out of print. This does correct naturally over time though. I can understand the situation you referenced and how the new publisher/author might find this to be sub-optimal—however, we have found that this is what works best for customer experience. Another way to think about this is the exact book with the exact ISBN earns its place in search results -- and

as a book is republished either with new publisher, new author, new ISBN -- it has to work its own way up the ranks. Please let me know if you have any more questions. This is definitely a tough issue to explain." -Lyn Blake, Amazon.com

AAP CONFERENCE FOR SMALL PRESSES

On September 10, 2004, the AAP (Association of American Publishers) will host a forward-looking event for smaller and independent publishers in New York City, themed "2005 & Beyond." Topics to be covered include *The State of Book Publishing*, *Building a Successful Book Publishing House*, *New Internet Opportunities*, *Mining the Library Market*, and *Getting Media Coverage*.

This event is available to AAP members for just \$199 (\$299 for non-members). Any company sending more than 3 employees will receive a 15% discount. You can register online at www.publishers.org or contact Anne Garinger at agaringer@publishers.org.

RISING STAR AWARD

There was a new award launched at this year's Ben Franklin Awards in Chicago. PMA has joined with *Publisher's Weekly* to present the PMA/PW Rising Star Award to the most promising small publisher from among those who submitted books to the Ben Franklin program. The prize included a cash award and a full-page write-up in *PW*. The 2004 winner was Thomas George Books—a publisher of one children's book—next year, it could be you!

To be eligible, submit one or more of your books to PMA's Ben Franklin Awards Program. See PMA's website for more information. (<http://www.pma-online.org/benfrank.cfm>)

PW CALLS FOR INFORMATION

- Call for Information: **Galleys to Grab at the Regional Trade Shows**
Issue: August 16, 2004
Deadline: July 9, 2004

For more information about how to submit for this feature:

<http://www.publishersweekly.com/index.asp?layout=contentinfodetail&articleID=CA327347&display=widcard>

- Call for Information: **Adult and Children's Movie/TV tie-ins** for Sept-Dec 2004
Issue: August 23, 2004
Deadline: Friday, July 9, 2004

For more information about how to submit for this feature:

<http://www.publishersweekly.com/index.asp?layout=contentinfodetail&articleID=CA321208&display=widcard>

- Call for Information: **Travel Books and Trends**
Issue: August 16, 2004
Deadline: June 28, 2004

For more information about how to submit for this feature:

<http://www.publishersweekly.com/index.asp?layout=contentinfodetail&articleID=CA321207&display=wildcard>

- Call for Information: **New Voices in Fiction**

Issue: August 9, 2004

Deadline: June 25, 2004

NEEDED: Info on first novels (hardcover or original trade paper) to be published between September 1, 2004 and February 28, 2005. Let us know why your author would be a perfect candidate for these interviews, and include author bio, marketing plans, first print, description and author's name/phone. Also send galleys and book jackets. Please also include info on first story collections for a possible sidebar. In addition: for our August 16 Regional Trade Show guide, please let us know of first novels that have a strong regional slant (setting, author hometown, etc.). Mark packages "First Fiction" and send to: Daisy Maryles, Publishers Weekly, 360 Park Ave. South, New York, NY 10010.

OR, if you just want to submit your new book to PW for review (as all publishers should!), here's the link to instructions on how to submit properly:

<http://publishersweekly.reviewsnews.com/index.asp?layout=submissions&publication=publishersweekly>

INFORMATION THAT BEARS REPEATING

To Correct Online Retailer/Database Errors AND to Add Reviews:

<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.

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: Back issues of "Bibliophile" are now available on our website at: <http://www.bibliodistribution.com/publishers/bibliophile.shtml>

biblio
DISTRIBUTION

If there is anything you would like to read about in an upcoming issue of *Bibliophile*, please e-mail your idea to me at jlinck@bibliodistribution.com. Thank you! -Jen