

Buy the Book Publishing [Publishing Co. Name and logo if appropriate]

Tip Sheets 101 [Book title]

How to Create Your Book's Resume [subtitle]

By Biblio Distribution [author name]

Note: If you are comfortable with your word processing program, you can insert a small image of your cover.

Have you ever wondered why certain books end up on store shelves and other books languish in warehouses? Learn how to create a tip sheet that will impress buyers and media professionals.

Discover how to avoid mistakes that cause buyers to laugh out loud (and not in a good way).

Clarity, content, and brevity are all hallmarks of a successful tip sheet.

ISBN 10: 0123456789

ISBN 13: 978-0123456789

Price: \$14.95

Format: Paper

Trim: 6"x9"

Page count: 220

Illustrations: 20 B&W Photos

Carton Qty: 44

Author Resides: Lanham, MD (near DC)

Competition:

- 1001 Ways to Market Your Books: For Authors and Publishers, 6th Ed. John Kremer, Open Horizons, 2001, ISBN: 091241149X
- The Complete Guide to Self-Publishing, Tom & Marilyn Ross, Writer's Digest Books, 2002, ISBN: 1582970912

[Note: Try and list books published in the last 5 years - they will have a sales history buyers can look up. Never, ever, ever list "no competition" or a major bestseller (i.e. John Grisham). Listing either of those can cause a buyer to laugh at your tip sheet and dismiss your book. "No competition" translates to "I don't know my audience" or "I am too lazy to do the research."]

Endorsements:

[List either recognized experts or a person who will carry weight with buyers and readers. This likely excludes your grade school teacher or mother.]

Sales Materials:

[Are you creating any promotional materials that could support your book? These could include: sales kits, media kits, postcards, color covers, galleys, posters]

Marketing:

[Note: only list items you are 90% certain about]

- Co-op available *[this means that if a store offers you a promotional display you are prepared to pay to support the opportunity]*
- Advertising: *Publishers Weekly, Poets and Writers, PMA Independent, Shelf-Awareness*
- Author Tour: NYC, Philadelphia, Baltimore, Atlanta, Miami, Dallas, Las Vegas, Los Angeles, San Francisco, Portland, Chicago, Toronto, Boston
- Interview slated for CSPAN Book TV
- Reviews confirmed in *Publishers Weekly, New York Times, Library Journal*

Sales Handles:

- Author has written tip sheets for bestselling books (Better Margins, Better Fonts, 2002, ISBN: 1234567890)
- The only other book devoted to tip sheets went out of print in 1999
- 175,000 tip sheets are created annually

Audience:

- Novice and experienced publishers
- Book shepherds
- PR people who consult with publishers
- Book marketing consultants

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