
The University Press of Kentucky

Marketing Guide for Authors

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Marketing Guide for Authors

Also at: www.kentuckypress.com/pages/authors.htm

The marketing department is responsible for the promotion and sale of all University Press of Kentucky titles. To promote our books, we use the same efforts as commercial publishers: publicity, social media, direct mail, exhibits, electronic marketing, electronic sales, and advertising. Unlike commercial publishers, we endeavor to keep your book in print as long as we are able to sell it. We become involved in the publishing process soon after you send your final manuscript to your acquisitions editor and continue our efforts long after finished copies of your book have arrived at the warehouse. Our goal is for each book to be successful in the commercial marketplace and in the marketplace of ideas. Your participation in this endeavor is vital, and we will call on you for assistance and guidance. We are your partners in the publishing process, and we encourage your questions, participation, and input.

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Although every book we publish is unique in terms of its readership, we have established innovative marketing channels that we will use to successfully launch your book. By sharing this description of our procedures, we hope that you will be better able to help us identify your book's market and ways to reach it. We hope that you'll help us to promote and market your book in advance of its expected arrival date.

You will also receive a marketing questionnaire that provides us with valuable information and springboards our marketing efforts. Please fill it out as thoroughly as possible. The questions we ask are intended to get you to begin thinking about ways we can promote and sell your book, but also to give us a starting place for our plans. We will be glad to discuss with you any ideas or questions you might have at any time.

Pre-Publication

BOOK ANNOUNCEMENT

We announce each book in multiple ways to reach the widest possible audience, including in our seasonal catalog, on our website, blog, Twitter account, Facebook page, and with internet retailers such as Amazon, B&N.com, and Google, in addition to brick-and-mortar bookstores.

SEASONAL CATALOG

We publish two seasonal catalogs a year in print and digital forms. The Spring edition is issued in December and contains all the books we plan to bring out between February and June. The Fall catalog comes out in May and includes the books we expect to publish from July through January. The seasonal catalog is sent to libraries, booksellers, book reviewers, and individuals worldwide. Our domestic and foreign sales representatives also use the catalog to present your book to booksellers. You can find links to our previous catalogs on our website at www.kentuckypress.com/pages/catalog.htm

PROMOTIONAL COPY

Two of the most important parts of the marketing questionnaire you will complete are the 300-500 word description of your book and the Marketing Points you will provide. Our copywriter uses your description, along with reports from readers and editors, in drafting catalog, brochure, and jacket copy for your book. When preparing your description, please remember that promotional copy is a sales and publicity tool, and most book-buying decisions are made by individuals who are not specialists in your field. Please describe your book as clearly as possible and write in common words for a wide readership.

Promotional copy conforms to strict space constraints, and it is circulated to your editor as well as to the marketing department. After it has been revised based on in-house comments, the copywriter will send it to you for your approval. Once a version is agreed upon by all, it becomes the basis for the catalog and jacket copy and can also be revised for specialized audiences, potential advertisements, and promotions. Copy is produced under a tight deadline, so we appreciate a quick review and turnaround of copy once it is sent to you.

PRE-PUBLICATION PROMOTIONS

The publicity staff develops individual promotional campaigns for each book. These begin well in advance of the book's publication. Approximately four to six months before publication, and once your book is typeset, the publicist copies the page proofs to send out as advance copies to reviewers. The number of advance copies sent out varies depending on the size and nature of the book's audience; for a general interest book, we might prepare "bound galleys" that look similar to paperback books. For a more specialized book, the page proofs function as advance reading copies. These bound galleys or page proofs are sent out months before the book's publication to professional publications such as *Publishers Weekly* and to large media outlets that would benefit from an early copy of the book to prepare a timely review.

At this point promotions managers often send out copies of the page proofs to solicit advance comments that can be used on covers and jackets. In the Marketing Questionnaire we ask you to suggest people who might endorse your book. The more complete the information you provide (e-mail and street addresses, the level of familiarity of the potential reviewer with the project), the more successful we can be in procuring "blurbs" for your book.

Copy for the cover or jacket, including the blurbs, will also be sent to you for your input. At this stage we design your book's cover or jacket, a process that includes the input of the editorial, design, and marketing departments. If you have ideas or concerns about the design of your book, please get in touch with your acquisitions editor.

The University Press of Kentucky's books are well represented in major media outlets in the U.S. and throughout the world. Each season our Marketing Director makes personal calls to buyers, major reviewers, and news media, both print and broadcast, in New York and Washington D.C. These meetings introduce these media to forthcoming books

and help us further shape publicity plans. Please understand that our contacts at major review outlets do not appreciate unsolicited calls from authors about whether their books will be reviewed. Contacting a major book review editor or broadcast producer about your book often does more harm than good. Any inquiries of this nature should be directed to the publicist.

Important Dates

You will first receive your book in its finished state from the editorial department. This advance copy is one of the first books off the press, and it does not mean your book is universally available in retail stores or through online booksellers. There are several dates you should be aware of at this stage of the publication process.

Delivery Date

The delivery date, which follows the arrival of your advance copy by approximately two weeks, is important for internal Press procedures. This is the date that our distribution center receives the entire shipment of books from the printer. When your book “delivers,” our warehouse will confirm that the shipment is complete and perform other quality control checks on the books.

Release Date

The release date follows the delivery date by about a week. It is assigned by our distribution center and is a signal to the marketing department that the book is now in inventory and orders are being filled. After your book “releases,” the publicist provides the distribution center with a list of reviewers and media to which a copy of the book should be sent (this is called the “review list”).

Publication Date

The publication date is assigned by your publicist and follows your book's release date by four to six weeks. You will find this date listed in the seasonal catalog and advertisements, as it is your book's official "birthday." We allow this time after the book's release to stock bookstores, fill orders, and allow book review editors time to check their reviews against the finished book. When reviews begin to appear, we want to make sure that your book is in bookstores and available online.

Between the release date and the publication date, you will receive a list of the reviewers to which your book was sent along with a promotional flyer.

Post-Publication Promotions

WEBSITE

On our website we display our books with images and promote them with descriptions, digital materials (when available) like videos and podcasts, quotes from specialists in your field, and review excerpts. The site is linked to other social media sites and announces new titles as well as author events. Our website is updated regularly to contain current information like new review excerpts and other marketing materials as we receive them. We also link to other websites when possible and encourage our authors to link to our site as well.

REVIEWS

We take great care to develop the most appropriate list of media to receive a review copy of your book. When the catalog is printed, about 1500 copies are sent to editors, reporters, and producers along with a checklist of titles so they can request review copies. The review list combines the requests we receive with your suggestions and our own knowledge of who reviews similar titles. We strongly encourage you to give us

suggestions of appropriate review media, including electronic media, on your marketing questionnaire—**this information is extremely valuable to us**. If you have friends or colleagues who are in the media, we will be happy to send them a review copy and encourage them to have the book reviewed in their publication. You will be sent a copy of your book's review list before review copies are mailed. We will coordinate traditional media interviews with you, as well as less traditional media, such as book blogs. We also supply text and images for excerpts and/or reviews. When we receive them, we will send you print or electronic tear sheets of your reviews as soon as possible and recommend you forward reviews to us as you encounter them.

DIRECT MARKETING

We find the Internet is the most effective way to reach our target audiences, and e-mail contacts are often more effective and efficient in reaching specific audiences than mailing addresses. We have a strong email contact program through which we send colorful, inviting announcements (using the web-based program Mail Chimp) about forthcoming books. These email promotions are generally of two types: specific messages promoting your book to readers who have indicated interest in similar titles and promotions designed to encourage the adoption of your book for use in the classroom. For either type of promotion, the email contact list you provide is crucial to the success of our efforts, so please cast a wide net in developing your email list of 1) prospective buyers interested in your book for personal or professional use and/or 2) professors and instructors who would consider reviewing your book for use in their classrooms.

When necessary, we are happy to create a paper flyer for your book that provides ordering information (see page 15), or to provide you with a design you can use to have

your own promotional materials made (i.e. business cards, postcards, bookmarks, etc). We also develop subject catalogs to distribute electronically, at scholarly meetings, and other events. In addition, we publish a monthly e-newsletter; we'll add you to the recipient list.

INTERNET MARKETING AND SOCIAL MEDIA

We are constantly exploring new ways to reach and expand our audience via the Internet. Our Internet marketing efforts include our website, blog, Facebook, Twitter, and YouTube. To support the information that we provide to online vendors, we recommend authors create personal pages and add their photo, bio, and any other possible materials of interest (such as links to trailers, webpages, blogs, etc.), or when appropriate, to create a website specific to your book (Please see <http://www.greenapron.com/book> as a wonderful example).

The distinction between print and online media has rapidly disappeared. If your schedule permits, we encourage you to establish a blog, Facebook page, and Twitter account—and update them regularly with news, links, and original content related to your book and your ongoing research in the field. We'll then link to you on our own publicity blog, friend you, and follow you. That way, we can share and further disseminate your content to our followers and vice versa. The Press is currently followed and befriended online by thousands of scholars, media, researchers, and readers from around the globe, and is linked to frequently by other bloggers, online publications, and media aggregators. At minimum, we encourage you to join Facebook and Twitter—and to follow us there.

Follow our blog: www.kentuckypress.wordpress.com

Follow us on Twitter: www.Twitter.com/kentuckypress

Friend us on Facebook: www.Facebook.com/kentuckypress

EXHIBITS AND ADVERTISING

We attend a number of meetings of scholarly associations each year where we exhibit appropriate titles. We also send books through Scholar's Choice and other exhibit services to additional conferences. Although our promotional budget only infrequently allows for the placement of ads in conference programs and other print publications, we have a cost-efficient alternative to conventional advertising: targeted, direct-to-consumer email promotions. Email promotions offer two key advantages over advertisements and direct mail flyers. First, in a classic example of "push" vs. "pull" marketing, email recipients have opted in and want to receive information from us (pull marketing), while consumers may not attend to advertisements, even those placed strategically, and direct mail recipients receive mailers because they are on a purchased list (push marketing). Second, ads and mailing lists are far more costly than email promotions. However, in order for email promotions to be successful, we need your help in building lists of contacts who will be interested in your book, as discussed in the section of this guide on Direct Marketing.

In addition to scholarly meetings, we regularly attend and meet with booksellers and other publishers at regional, national, and international trade shows. Any questions or suggestions regarding conferences where your book will be promoted or advertising should be directed to our Advertising, Direct Mail, and Exhibits Manager.

EVENTS

Our publicist may set up speaking engagements, book signings, and media interviews upon publication of your book and we are happy to help set up events at your local bookstores. We can also help provide book sales and order forms for events in other settings you may find to promote your book such as lectures, library talks, community

group meetings, and book fairs. We encourage you to provide us with details on venues that might be appropriate for book events both in your local community and in cities you will be visiting. You may also be contacted regarding setting up special events and book promotions; in the past these have included concerts and University Symposiums.

AWARDS

Please let us know on your marketing questionnaire what awards you feel are appropriate for your book. Deadlines vary greatly for these, and we require significant advance notice to submit your book, so the earlier we can get that information, the better we'll be able to handle your award submissions.

Sales

The University Press of Kentucky has nationwide sales representatives for all regions of the United States and for the major foreign sales territories as well as our in-house Sales Director who coordinates sales efforts. They begin to present books to bookstores, wholesalers, libraries, and Internet retailers four to six months prior to publication date. National chains such as Barnes & Noble buy centrally for their individual stores. Our sales director calls on these central buying offices several times each season and keeps in constant contact with them. We encourage the national accounts to restock, provide them with accurate information, and apprise them of upcoming major publicity. Because these national accounts buy and distribute centrally, we cannot control inventory, title information errors, and shelving decisions in individual stores. When errors come to our attention, we address them through our central contacts. We work closely with category editors, but final decisions about placement, illustrations, and features are made by these companies, not by us.

If you notice that your title is unavailable at a particular outlet, please contact the

Sales Director. Books may appear to be out of stock at a particular store for a variety of reasons, but the most common are:

- The store has publishers on a cycle for reordering and has not reordered yet;
- The Press may not be shipping books to a store because of overdue unpaid invoices;
- The book is shelved in some category where you do not expect to find it or is in a storage area waiting to be shelved;
- The book is in transit from our warehouse and has not yet been received into the bookstore's inventory system (this may take up to a month).

The Press works closely with online booksellers (including Amazon.com and BN.com) to sell your books on the Web. We appreciate your help in making sure your book's listings are accurate and complete. If you discover an error (the wrong price, title, or ISBN, for example) on a bookseller's website, please let us know. We will notify the bookseller and ask that the listing be corrected. As we do not directly control these databases, we cannot make the corrections ourselves, and we have no control over how quickly they are made by the bookseller. We also have very little control over whether these sites list your book as available or not. They typically take their information on availability from wholesalers, rather than from the Press. Thus, if a wholesaler has sold out of a book, or has not yet received it, or has not yet processed it, an online bookseller may list the book as "out of stock-special orders only," or "not yet published." We urge you to let the Sales Director know of such errors, even though our ability to have the listing corrected promptly is limited.

Be careful not to read too much into the various sales rankings produced by Internet booksellers. We, and other publishers, tend to field many inquiries about what it means for a book to jump, say, from #10,000 to #300 in these rankings. While such a jump is

always good news, it is not always significant in the total number of books sold; we also use a number of other indicators to judge a book's sales trajectory. We simply suggest that you not put too much emphasis, either positive or negative, into Internet rankings alone.

Bulk sales to companies or organizations are known as "special sales" because they are individually negotiated sales to special interest groups outside the normal outlets of distribution. Some titles are appropriate for this kind of treatment, although most are not. If you know about such possibilities for your book, please tell us about these at an early stage in the publishing process.

E-BOOKS

The University Press of Kentucky's list of e-books is growing quickly, both for our frontlist and backlist. All new books for which we have the rights to publish electronically will be available in e-book format at approximately the same time they become available in print. We will soon be selling e-books through our own website as well as through library and commercial vendors such as EBSCO, Ebrary, B&N Nook, Kobo, and Amazon Kindle to name just a few. Unless there are permissions issues with its content, we will publish your book digitally as well as in print. We also participate in online search and discover programs such as Google Book Search and Amazon's 'Search Inside the Book' to make it easy and efficient for scholars and interested readers to locate your book.

If you have any additional questions regarding our E-Books Program or digital publishing, please look first at our **Digital FAQ** on our website at:

<http://kentuckypress.com/pages/digitalfaq.htm>

If you have any additional questions, feel free to contact our Marketing Manager.

What you can do to help the promotion and sales of your book

THE MARKETING QUESTIONNAIRE

Perhaps the single most important thing you can do to help in the promotion of your book is to fill out the Marketing Questionnaire thoroughly and promptly. Many great additions to our books' promotional programs have come from the Marketing Questionnaire, and we especially require your help in listing review and marketing contacts.

TITLE FLYERS

Please make use of the title flyer we will provide for your book. These are useful for passing out to colleagues, friends, and family, handing out at conferences, or including in your own personal mailings. We are also happy to provide designs/files for any additional promotional material you might like to buy for yourself, including but not limited to business cards, postcards, or letterhead.

ONLINE RETAILERS

Some online retailers offer authors the opportunity to talk about their books. For example, you can claim your author listing on Amazon.com, GoodReads.com, or apply

for 'Meet the Authors' on B&N.com. Search your favorite online retailer for author information. Potential customers will learn more about you and your book.

LISTSERVS & ONLINE FORUMS

Join online listservs (e.g., H-Net), newsgroups, or forums in your field to become part of the discussion/community. When your book is published, post information about your book on the listservs. A posting should contain a brief description of the book and a link to the book's page on our website. It is always best to check the etiquette of such forums to be sure they allow for book announcements—some do not. For example, authors, but not publishers, can submit notices about their book publication to H-Net.

UNIVERSITY GROUPS

Contact your university news bureau and your alumni associations to encourage them to include information about your new book on their websites and in their publications. They often respond favorably when approached directly by the alumnus. Please be sure to include all relevant information about these groups on your Marketing Questionnaire, as we will be sending them information as well.

LOCAL ORGANIZATIONS

Contact any local or regional organizations such as museums, civic organizations, history societies, speakers' bureaus, or clubs and let them know you are available for speaking engagements as an authority on your subject. Combine it with an opportunity to sell/sign your book at the event. Have the organization follow-up with local media to generate interest in the event/book.

WRITE

Write op-ed pieces or features relating to your book's subject matter for your school paper, local paper, the *Chronicle of Higher Education*, *Inside Higher Education*, other online newsletters, blogs that deal with your book's subject matter, or consider an essay in an appropriate magazine or journal. The University Press of Kentucky would be happy to post any op-ed or feature pieces you would like to write, or to re-post and link to anything related you may write for your own blog.

Where appropriate, contact your local newspaper, TV station, or radio station and let them know you are available for interviews. Suggest that you write an article for them as an authority on your subject.

SOCIAL MEDIA

A great (and free!) way to share your book with your friends, family, and colleagues and requires little technological know-how or maintenance. The University Press of Kentucky has a blog, Facebook page, Twitter account, and YouTube channel; linking to us can increase traffic to your book page on our site. Some other sites include Shelfari, Goodreads, and Library Thing. Many publications and bookstores have accounts on these sites and you may be able to reach reviewers or store buyers if you join as an author. We can provide you more information and guidance if you need help joining any of these sites.

We also recommend creating a book trailer or podcast for use online. These needn't be as complex as movie trailers, and we can use them in many ways (in our digital catalog, for which we'll need it some six months before your book's publication, on Amazon.com, our website, your website or blog, YouTube.com, and other sites). For an

excellent example, see the book trailer Douglas A. Boyd created for his book *Crawfish Bottom: Recovering a Lost Kentucky Community* at www.crawfishbottom.com.

Of course a website for your book would be wonderful, but not everyone has the ability to create and maintain a site, or hire a webmaster to do so. Blogs can be very beneficial to your book's success, but this is only true if you are already part of an online community or have access to one. Additionally, blogs require regular updates. Readers must come to your blog and, while we will gladly add your blog to your book's webpage and include it in any electronic announcements we make, you would still need to connect to other online readers (whether academics, general readers, media writers, etc.). If you would like to write more on the subject of your book but are hesitant to create a personal blog, The University Press of Kentucky is happy to publish any material you wish to write, or see the above section regarding features for other blogs, online newsletters, and other publications.

Frequently Asked Questions

1. How can I buy copies of my own book?

Authors and contributors qualify for a 40% discount. Hopkins Fulfillment Service processes all orders for books published by the University Press of Kentucky. To place orders, contact HFS at [800-537-5487](tel:800-537-5487). HFS requires prepayment from all individuals, including authors, and they accept all major credit cards. Authors and contributors need to identify themselves as authors in order to receive the discount.

2. Where should I direct people who want to buy my book?

You can direct buyers to our website or any retail bookseller, whether online or brick-and-mortar. Not all local bookstores will carry your book, but customers asking about it can encourage stores to keep it stocked. If you have a webpage or blog, please be sure to add links to your book's page on the Press's website, Amazon.com, BarnesandNoble.com, and IndieBound.org, a website for independent bookstores.

3. I have a list of colleagues and others who have expressed interest in my book.**Will the press send them ordering information?**

Absolutely! You will find space to provide a list with your marketing questionnaire, or feel free to send it in as an attachment. If you do not have a mailing list, please begin collecting names and email addresses of people who may have an interest in your book to provide to the marketing department. Some bookstores insist that authors invited for signings provide a personal mailing list. Your list would be used by the store only to promote your event.

4. I am attending a professional conference. Will the Press be selling my book there?

Plans to exhibit your book at academic and trade conferences are drawn up to address the market for your book, in light of our regular attendance at certain conferences, our experience selling at a range of academic and trade meetings, and with an effort to accommodate your suggestions in the Marketing Questionnaire. If after completing the questionnaire, you learn of additional important meetings that you did not initially include in the questionnaire, please notify the exhibits manager as soon as possible. Conference planners begin scheduling months in advance of the conference, and space reservation deadlines come early. The earlier you alert the exhibits manager, the

greater the chance your book can be sent to the meeting. While we will make every effort to accommodate such requests, we have very little wiggle room after budgets are set. So, there will be occasions when, due to time constraints or budget limitations, it is not possible or practical to get your book to a meeting. In such cases, we encourage you to take along copies of your book's flyer and perhaps a copy of the book.

5. I've been asked to do an event/speaking engagement for a few days that is several hours away. Who will pay my expenses?

Unfortunately, The University Press of Kentucky cannot contribute to travel expenses for book signings/author events. Other arrangements may be discussed between the author and the sponsoring organization. Some established lecture series and/or book fairs may offer a travel stipend if asked.

6. What if an event is a "disappointment"?

Even given the best intentions and efforts of host, author, and publisher, attendance and/or sales at book signings are often unpredictable. Disappointing turnouts happen to almost everyone. If you speak to a packed room and sign books for an hour afterwards, congratulations! Don't forget to thank your host and perhaps offer to sign additional copies for sale in the coming days and weeks. If turnout is disappointing and sales are poor, be gracious and polite, and sign some books. There remains a strong possibility the bookseller will (1) have follow-up requests for copies from individuals who couldn't attend the event and (2) hand-sell those special copies to people asking for a title in that category. Booksellers remember authors (the gracious ones fondly!), and a little charm may win a fan. Subsequent hand-selling and restocking may drive the sales everyone

had hoped for at the event. It is also not unusual to sell more books because of pre-event placement and post-event signed stock that at an event itself.

7. I'm curious about how my book is doing. When do I get updates on sales figures?

Your contract will stipulate a royalty-reporting period for your book. Ordinarily the period is one year. Book sales figures can go up suddenly, but they can also go down because customers may return books up to one year from the date of purchase. This potential for returns makes most sales figures little more than snapshots and can be the source of much confusion about the actual number of copies sold. A large order this month might be undercut by three small returns toward the end of the next month. For this reason, it can be frustrating to follow sales figures very frequently. While we don't discourage inquiries about current sales figures, we feel that the annual royalty statement is a useful, uniform reporting vehicle that, while it may not provide a sense of play-by-play, levels out the ups and downs of inventory movement.

There are hundreds of thousands of books published every year and university press titles sometimes have particular niches. We hope this basic description of marketing activities gives you an idea of what we do to reach the audiences for the books we publish. By no means do we limit ourselves to the areas discussed, and we welcome your suggestions for promoting your book because we believe that the publishing process is not complete until the book is in the hands of the interested reader. Your cooperation is critical in this process. Thank you in advance for your help and suggestions, and we encourage you to direct any questions to our department.

We look forward to working with you on the successful publication of your book!