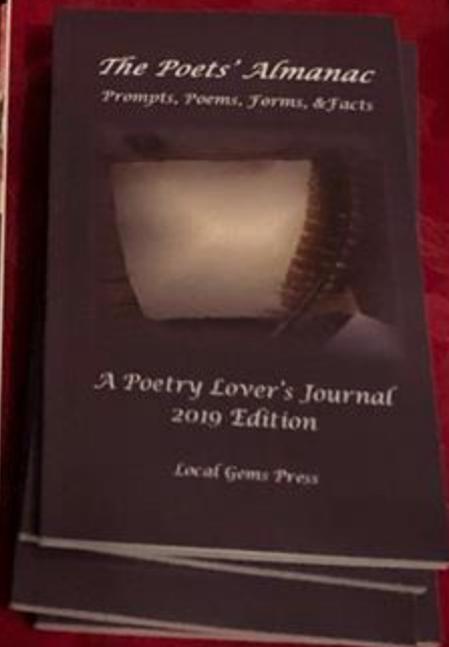
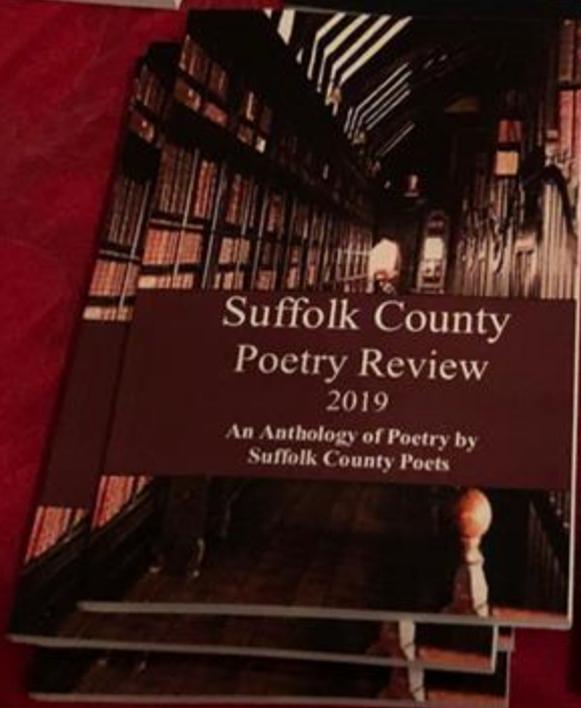
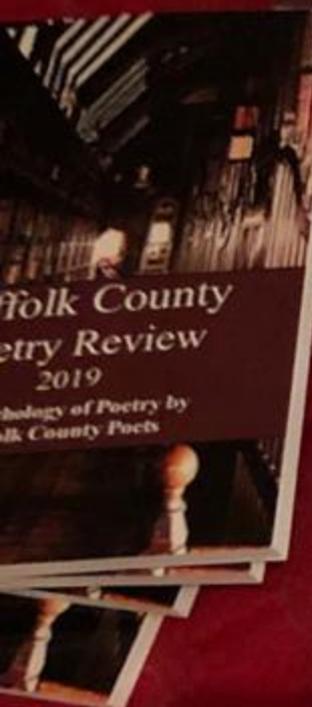
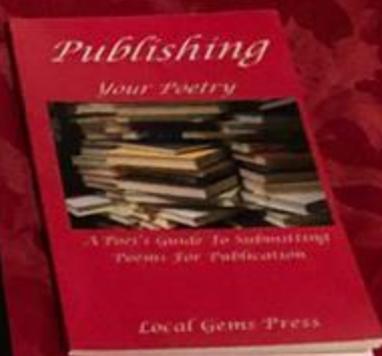
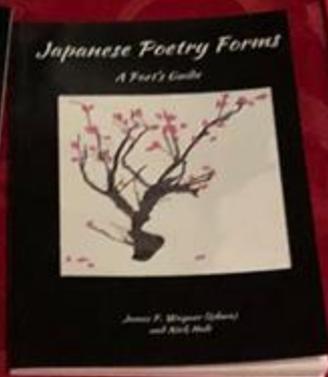
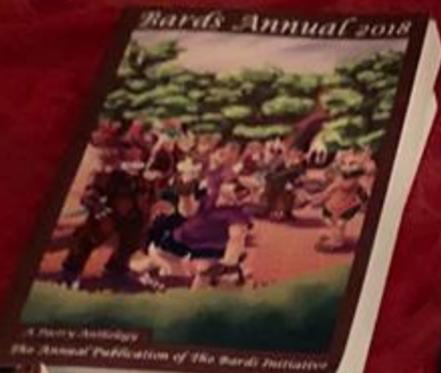


THE ART OF THE BOOK LAUNCH

A Poet's Guide To Marketing

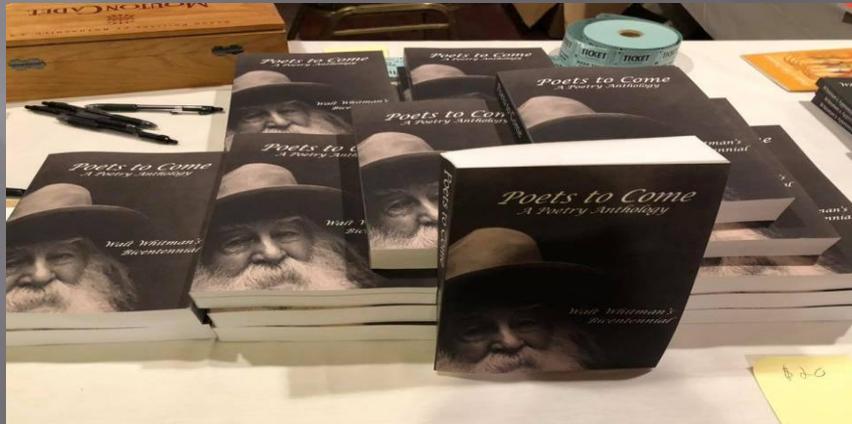


So You Have a Poetry Book?

- ▣ Congrats! Having a completed and published a book (whether small press, self published or big publisher) is an accomplishment.
- ▣ Time to plan a book launch!!

A Few Facts about Poetry Books

- ▣ Contemporary Poetry Best Sellers Numbers: 500-800 copies
- ▣ Average Contemporary Poetry Book Sales: 100 >
- ▣ 98% of Published Poetry Collections will never find their way into a traditional book store.



Regular Distribution Has Built In Problems For Poets

Bookstore chains rely on a local distributor.

Distributors want large amounts of copies up front. (1000 on average)

Books have a shelf-life of around 6 months after which they are sent back to distributors. (Up to 70%)

Traditional marketing leaves poetry publishers using the old model to lose up to 70% of revenue spent on copies before royalties are even distributed.

- ▣ The average distribution minimum is higher than the average contemporary poetry best-seller sells.
- ▣ Publishers would be forced to invest \$3000-\$5000 per title up front.

Most Poets Need to Become Marketers

- ▣ Book signings
- ▣ Consignment deals
- ▣ Book tours
- ▣ Book Launches

The Biggest Mistake Poets Make...

- ▣ Trying to sell their book to only other poets!
- ▣ Publishing a poetry book is not rare to poets.
- ▣ Publishing a poetry book is rare and exciting to family, friends, co-workers, etc.

The Book Launch!



The Book Launch

- ▣ The Author's Big Day
- ▣ Gathering of family, friends, co-workers, poetry fans and more.
- ▣ It should be it's own event — separate from regular monthly readings. Advertised well in advance.
- ▣ Book launches are rare in the regular world — how many does the average person get invited to?

Book Launch, Book Tour? Both?

- ▣ A book launch is typically the first event where your book is for sale
- ▣ It should be a big affair, stand alone, and special
- ▣ Smaller events can follow the book launch, but certainly can't replace it.



Book Launch Questions

FOOD OR NO FOOD?

- ▣ Other talent?
 - Invite other readers?
 - Invite musicians?
- ▣ Location:
 - VFW Hall,
 - Mini-Theater,
 - Restaurant?

- (The following two slides are pictures from book launches)







Picking a Location

- ▣ There are plenty of places to host a book launch. (Other than bookstores)
- ▣ Event Halls
- ▣ Club Houses
- ▣ Hotel Conference Rooms
- ▣ Restaurants
- ▣ Cafes
- ▣ Theaters



How Many in Attendance?

- ▣ Yourself
- ▣ Family and Friends
- ▣ Fans
- ▣ Other performers at the event and any fans they might bring.

The Show

- ▣ Just you reading from your book?
- ▣ Other poets?
- ▣ An Open-Mic?

- ▣ In Concert, Musicians add opening acts. You can do the same for your book launch to help boost attendance.

Food? Snacks?

- ❑ Some events lend themselves better to food than others
- ❑ Location dependent, some allow, some don't, some insist you buy through them.
- ❑ If you are charging admission, price of food could be rolled in.



Advertising Methods

- ▣ A good show should be appreciated by a good crowd.
- ▣ Flyers
- ▣ Email List
- ▣ Business Cards
- ▣ Post Cards
- ▣ Bulk Rate Mail
- ▣ Ads



Distribution Media

- ▣ Business Cards or Postcards or Flyers
 - Handed out at events or mailed
 - The post office offers bulk rate mail, and distribution along particular mail routes.
 - Mail invitations to your address book same as you would a wedding.

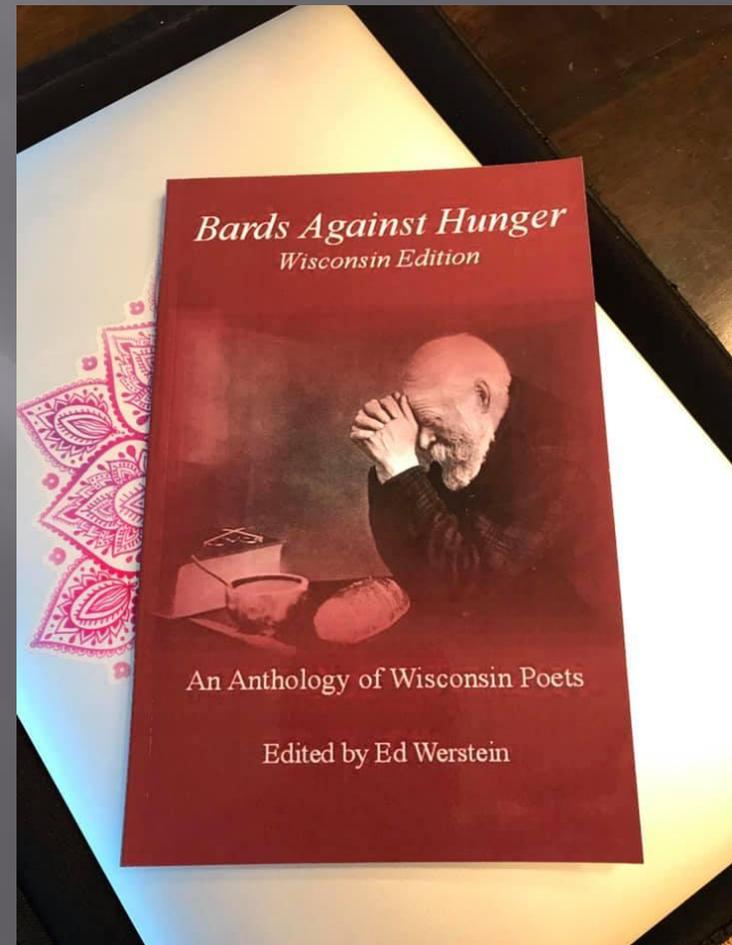
- ▣ Email list
 - Do you have an email list? Send out e-invitations

Ads

- ▣ Google Adwords
- ▣ Facebook or Social Media ads
 - You can focus these type of ads in to
 - ▣ Area
 - ▣ Interest
 - ▣ Age group

What is the theme of your book?

- ❑ Does your book have a theme?
- ❑ If you identify the theme, you can develop partnerships with orgs for advertisement purposes.



Past Present and Future Merch

- ▣ The main focus is your book, but have you written other books?
- ▣ Do you have an audio book version?
- ▣ Bookmarks, postcards with poems?
- ▣ Use creative merch to create bundles to sell.

