

WHAT TO DO ONCE YOU ARE PUBLISHED

Guest Speaker: Laura DeLaney

Front list buyer and co-owner of Rediscovered Books

Nonfiction Writing Group. January 7, 2009

Notes by: Lora Dawn McKinley (QC by Laura D.)

Two strands in publishing

* Self publish/small press

* Publishing house

Self publish/small press route

Visit a shop to see if they fit your book type

Find out what that shops does well

ISBN. Make sure your book has one.

It's number code identifies publisher, publishing house, author

Side Bar notes:

Partners West is a regional distributor

Rediscovered Books carries 25-30,000 books in store

Discount 40% or consignment at 30%

Find a professional editor - - never edit your own books

Good to have reviews from experts in the field of your book topic

Price Points—Do not price your book out of the market

Paperback—Trim size \$6-8

Tall, premium \$10

Trade \$12-18

Hard cover –Small \$17-22

Fatter/taller \$24-35

Example: Twilight series \$19-22

Go with a paperback binding for your first publishing

Side Bar notes:

Tues. 1-3pm Laura available to talk to people about their books

Call to schedule in

Will take a person look at your book

Likes to have a review copy or a digital copy of first 2 chapters

Give her 3 weeks to review

She may read it herself - - or give to another

staff member to read ---each has separate reading interests

May be willing to do author events for excellent books

Staff members talk about what they are reading all the time

They try to each write 2 short reviews a week (posted on book shelves)

POD Print on Demand

Usually takes 2 weeks

Considers Publish America--- “the worst publishing company in the country”

Lightning Source---Ingram’s self publishing section

Best sections for non-fiction authors at Rediscovered Bookshop:

Childrens books, history, memoir, green living, regional things like hiking guides, ghost towns.

She is looking for someone to write a book on green gardening with native Idaho plants

Not essential to have a Library of Congress number

Large press

Advantage is you have a publicist with connections, working to get your book out there
The publisher has contacts with radio and television, and huge networks for finding a good place for your book. They have a reputation and trust among buyers for bringing a certain quality of book to the table

Example: Showed a 1 foot stack of Random House catalogs - - from just the winter season. She works with 7 publishing houses. Publishing house often have different imprints they publish under

She is willing to tell you what she knows about a publishing house

Her personal expertise and interest: Children’s books and picture books

Candlewick Press—high quality reputation for children’s books

Osprey—Excellent publishing house for history genre

Make sure book spine contains title author, publisher!

Conclusion:

Believe in yourself enough to write a timely book, get it well edited, present yourself and your book well as you approach book store owners.

Brief introduction to John Shepard (936-4375). Treasure Valley Digital Printing

Local printer “we want to work with you”

Digital printing “consistent look”

@ \$5 a book

Yes, they print covers, full color
Yes, they print on the spine