

Get your book marketing
on the express train to
success!



How to Crack a Bestseller List

Turning authors into Success Stories

ame About AME



Author Marketing Experts, Inc. (AME) is a full-service marketing and PR firm specializing in customized campaigns and Internet Marketing.

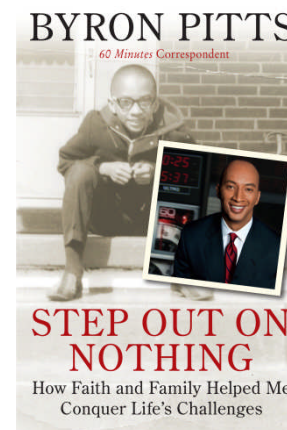
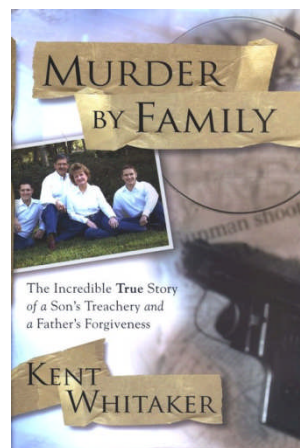
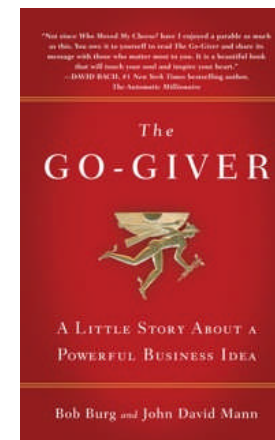
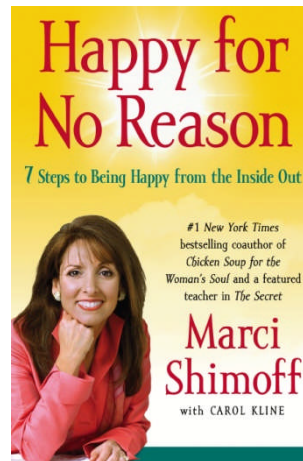
AME was the first book publicity firm to successfully implement the use of blogs, ezines, web sites, social networking platforms, social bookmarking, and book video to promote authors.

AME has developed and implemented countless marketing and publicity strategies and has worked numerous bestselling titles including: The Answer, Green Goes with Everything, The Go Giver, Happy for No Reason, The Laws of Thinking, and Chicken Soup for the American Idol Soul. Numerous high-profile clients have sought their expertise as well: John Assaraf (contributor to The Secret), Sloan Barnett, renowned psychic and ghost buster, Jane Doherty, Barney Rosenzweig creator of Cagney & Lacey, Jac Flanders (of the original Fantastic Four) and Tammi Menendez, wife of Erik Menendez and the first eBay auction of a Princess Diana gown (lot "9" from Christie's New York). AME's clients have been featured on The View, CBS The Early Show, The Today Show, Entertainment Tonight, CNN, CNN Showbiz Tonight, National Public Radio, Something You Should Know, The Heloise Show and in Publishers Weekly, People Magazine, Reader's Digest, The Los Angeles Times, USA Today, The Wall Street Journal, Essence Magazine, More Magazine, The Bridal Guide, Entertainment Weekly, MSNBC... and many others.

AME has offices in San Diego, Chicago, Seattle, and New York.

ame

About AME





The Real Secrets Behind the Lists...



The Lists

THE WALL STREET JOURNAL.

Los Angeles Times

The New York Times
ON THE WEB





Bestseller Seasons

- Are there better seasons to hit a list?
- Fall is a big time for publishers
- December is a huge release time because of the Holiday season

The logo for AME Reporting features the letters 'a', 'M', and 'e' in a stylized font. The 'M' is significantly larger and is positioned over the 'a' and 'e'. A vertical purple line descends from the bottom of the 'M' to a small diamond shape. The entire logo is set against a light purple oval background.

AME Reporting

- Reporting can take a while
- Markets that don't get reported on: technical, scholarly, law-related
- Christian titles
- These books make up 2/3rds of the market



Secrets of the Lists...

- The New York Times list is not based on sales but 37 reporting stores across the country.
- USA Today pulls all titles onto a single list, the NY Times separates these.



Publishing is all about Perception

- The pre-release
 - Advanced print runs
 - Pre-sales into bookstores
 - Marketing plans



The Bestseller Metric





The Publishing Marketplace

How to Compete with the Major New York Publishers



The Key is not knowing their
strengths,
but identifying their
weaknesses.



Weakness #1

- New York Publishers don't think outside the mainstream
 - Publishers only publish for a bookstore shelf.
 - They don't think outside the mainstream markets.
 - If your book isn't a mainstream book, this is good news!



Weakness #2

- New York Publishers don't do consumer research, they rely on bookstores for their research
 - If you have access to consumer data, you could be light years ahead of the publishing market.
 - Gain access to consumer data, tap into your consumer.

- New York Publishers don't publish to niche markets. They only focus on large numbers and large markets.
 - If you have a niche title, great!
 - The more niche you can focus your title, the better.



Weakness #4

- New York Publishers don't sell direct to consumers from their websites.
 - If you can sell direct to consumers, great!
 - Generate traffic to your website and start selling, bypassing BN and Amazon.



Weakness #5

- New York Publishers only promote authors to the Top 30 Media Markets
 - If can promote yourself in a smaller market as well as your own market, you'll have a better chance at success!



Identifying your Book's Key Marketing Message

- Subject matter
- Value and benefit to the reader
- Your qualifications
- Superiority or uniqueness compared to other, similar titles



Differentiating you from the Competition

There are other books out there similar to yours, how is your book different?

- Your expertise and/or visibility in this market
- The manner in which the subject matter is presented
- An affordable price point
- Great cover design
- Access to the book i.e. distribution



The Seasons of Publishing

- Three Seasons of publishing: Jan – June, Summer months, and the Fall
- Fall is biggest publishing season because of December/holiday season
- See: publishersmarketplace.com



Publishing Seasons & Marketing Trends:

Tips for finding the best season for your book

- News items
- Trends
- Publishers Lunch & Publishers Lunch Weekly (deals)

www.publishersmarketplace.com

- Google Alerts (google.com/alerts)



Bookstore Research...





Marketing Secrets of a Bookstore

- Know your market
- Who is sharing your shelf space
- Every book tells a story
- What 5 things does each book in your market have in common
- What genre/subgenre does your book fall into and how competitive is this shelf space?



Turning Your Bookstore into a Laboratory

- Browse the aisles, make observations, read similar books in the same broad genre as your own.
- Pay attention to names of authors you don't recognize:
 - Notice how they are packaged and priced.
 - Take note of cover design, jacket copy



Who Will Read Your Book?

- Identify groups, clubs, organizations, and associations. Check their websites and newsletters for information on membership and enrollment numbers.
- Check TV/radio and print outlets for their circulation and viewership numbers.
- Competing books, do your homework! Research their sales figures by checking Amazon.com or Ingram's sales tracking number: (615) 213-6803