



THE
BOOK
GUILD
PUBLISHING

THE INDEPENDENT PUBLISHER

MARKETING AND PROMOTION GUIDE



Hello...

Welcome to this marketing and promotion guide, produced by the marketing team at The Book Guild for our authors. This brief guide has been put together to help you understand the retail and media marketing that we shall be carrying out on your behalf.

The Book Guild publish around 110 titles per year. To ensure maximum potential and exposure for each book, we have a dedicated and highly qualified marketing and publicity team, supported by a proactive UK sales force and international agents.

The marketing and publicity team give individual attention to the promotion of each book, developing a specifically tailored media campaign for every title; the aim is to raise the profile of the book in the media and to make the book available in bookshops, libraries and online.

This guide is intended as a background only, and we hope you find it of interest. If you have any queries, however, or wish to discuss your book marketing in depth, then don't hesitate to contact us.

The Marketing Team

Good to know...

When you return your publishing contract to us, we'll ask you to complete our Author Promotion Form. This starts us on the process of creating the best media marketing campaign for your book, and helps both the marketing and production teams to get a preliminary understanding of both you and your book. If you have any contacts or other useful information that was not previously included in your Author Promotion Form, but which may aid us in generating media coverage for your book, please let us know as soon as possible.

The period of proactive work on your media campaign will hinge around when your book has been printed (usually around 4-5 weeks before publication), to around 3 weeks after the official publication date, during which time we'll receive most media responses. Obviously we shall continue to follow up media leads and react to any further interest, but do bear in mind that the focus of our activity will be concentrated on that period – after the publication date the media is far harder to interest in a new book. We can advise on the best approach if you wish to make direct contact with booksellers and the media, but please do talk to us first – they can be temperamental organisations and individuals to deal with, and are not always receptive to direct contact with authors.

If you have personal contacts with 'known' names or 'experts' in the field in which your book is written, it may be worth trying to obtain advance quotes or endorsements. These requests are always best coming from the author directly, but we can help you with the logistics of getting your personal letter out with a copy of your book or manuscript and the press release.



Marketing timeline...

To help you understand what will be happening – and when – from a marketing perspective, we have included a guide marketing timeline.

7 MONTHS PRIOR TO PUBLICATION



- An Advance Information (AI) sheet with your book's details is prepared and sent out to our key contacts.
- The bibliographic details are sent to Amazon, Nielsen BookData, agents and distributors.
- We liaise with the production team on the book cover.
- We set the title up with the sales representation team, so they can start to sell the book to retailers.

3 MONTHS PRIOR TO PUBLICATION



- Your book will appear with its final cover on Amazon (subject to when it is approved).
- Your book will be entered into the next available biannual Book Guild catalogue when we put it together.
- An outline of the proposed media campaign will be sent to you. You will be invited to meet with the marketing & publicity team (or arrange a phone call) to discuss the marketing campaign.

To see example Advanced Information sheets and Press Releases, [turn to pages 7 and 14](#)

ONE MONTH PRIOR TO PUBLICATION



- Once the books are in from the printer, an intensive period of media activity will begin to promote your book to the press and retailers.

ON PUBLICATION



- Your book will be promoted on our social media platforms.
- Your book will be listed on the Book Guild website.
- We shall follow up and continue to seek reviews and coverage of your book and feed back to you as and when updates occur.



Publication date

The publication or release date of the book is set seven months in advance and disseminated through computerised systems that are used in publishing.

The book is usually available before the official publication date, but the dates we set are dictated by the book trade and the retail buyers.



Trade marketing and sales...

This section lays out the key objectives we have when marketing your book to the trade – trade marketing encompasses all retailers and book trade marketing to increase book sales.

Catalogue

We produce a biannual ‘New Titles’ catalogue, which is sent to hundreds of contacts in the UK and overseas, including wholesalers, bookshops, libraries and the press. Your book will be featured as a title in one of our catalogues,



and will continue to be listed in the catalogue for as long as it is current. We also make these catalogues available at the London Book Fair in April each year, and at any other events that we are attending.

[2016 Catalogue](#)

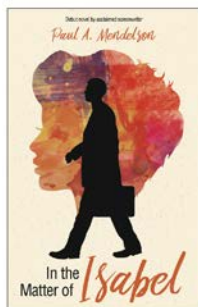
Advance trade information

We produce Advance Information (AI) sheets for each new title around seven months prior to the book’s publication. AIs carry information about a book and its author that is specifically tailored in accordance with bookseller’s requirements, as well as the cover image of the book. AIs are the primary way that booksellers, libraries, wholesalers, distributors and online retailers find out about new titles and they are used as standard across the book publishing industry.



ADVANCE INFORMATION

The latest novel from The Book Guild



In the Matter of Isabel

Paul A. Mendelson

- The debut novel from Paul A. Mendelson, better known as a screen-writer, playwright and award-winning programme creator
- Based on Paul's former legal experiences during his time spent working in the City
 - Paul is seeking endorsements from people in the industry – as a BAFTA nominee and various award shortlistee, he has receiving wide and glowing press coverage for his other projects.

Nick, a wannabe corporate whiz-kid from Hackney, is transfixed when the exotic Isabel Velazco walks into his Edgware Road law office. She desperately needs his help to get her son Sebastian back. Three years ago, following a divorce from Sebastian's father, Isabel took her son back to Argentina – with his dad's consent. But when Sebastian visited his dad for Christmas, he never returned. Now, five long months later, she has raised the money to try and get him back. Cocky Nick believes he holds all the cards as he takes on Isabel's case. But who exactly is playing whom? Is the 'helpless' Isabel all that she seems?

Paul Mendelson is a British writer known for his work on television and radio. His comedy series include the long-running, BAFTA-nominated BBC series *May to December* as well as *So Haunt Me* and *My Hero*. He wrote *Losing It*, a film for ITV starring Martin Clunes, which was nominated for the Televisual Best Writing Award and has been broadcast worldwide.

Paul wrote the Radio 4 plays *I am I said*, *Fireworks at the Villa Lucia* and *A Meeting In Seville*. He has adapted the latter into a screenplay, which is currently in development. Recent radio dramas have included six adaptations of Joyce Porter's crime novels about the appalling Chief Inspector Wilfred Dover and the highly-acclaimed CS Forester dramatisations, *CS Forester's London Noir*. Paul created the cult series *Neighbors From Hell*, broadcast in the US. He has written two new US pilots and three movies with LA screenwriter Alan Moscovitz and is also developing comedy and drama projects elsewhere.

28th June 2017
9781911320876 \$8.99 (Paperback)
216x138mm, 200pp
BIC: FA Contemporary Fiction
Orca Book Services. Tel: 01235 465521 Email: tradeorders@orcabookservices.co.uk

Example AI sheet

Nielsen BookData

Each book is registered with Nielsen BookData, to which we subscribe. They operate the central database used by all bookshops, internet booksellers, and wholesalers as the source of information on books available in the UK. As well as full data on your book, we supply them with a full cover image, ensuring that your book jacket and information are available across the UK book trade. From this source, many other websites (including Waterstones, WH Smith, Book Depository and many more)



draw information about books to feature and sell in their webshops. However, we cannot guarantee which online retailers will list your book for sale; this decision lies wholly with them.

Trade publications

We provide information on new titles to the UK's bookselling trade publication, *The Bookseller*, for relevant title categories. All titles are submitted for the twice-yearly *Bookseller Buyer's Guide*, a catalogue of forthcoming books organised by genre. *The Bookseller* and *The Bookseller's Buyer's Guide* are read across the book trade by retailers, librarians, publisher and agents to learn about forthcoming titles and upon which to base buying decisions.



A Book Guild Title in *The Bookseller Buyer's Guide*

Sales force

We work with a highly experienced sales force that presents new titles to retail book buyers, wholesalers and library suppliers across the UK. These sales reps are supplied with AIs and other, more detailed, information about new titles, as well as information on authors and book extracts. The sales reps use the AI sheets and sample copies to present new titles to trade buyers well in advance of publication. We are in regular contact with the sales force to share information (such as media coverage), receive feedback on how books are being received by retailers, and to discuss bookshop promotions and events. We attend regular sales meetings with the sales force to present forthcoming titles in detail to them.

Bookshops

The book retail trade in the UK has changed considerably over the past ten years. Chains such as Waterstones now provide most of the high street

opportunities for book sales, along with smaller chains such as Blackwell's, John Smiths and many brilliant independent bookshops. Our sales representatives visit the buyers of individual shop branches and at head office level, both to present new titles and check stock levels of older (backlist) titles that are selling well or that are newsworthy in some way.



With 200,000 new books published in the UK each year, the market is fiercely competitive, and with limited shelf space, bookshops stock only a tiny minority of new books, tending to concentrate on those by authors with a high profile, a proven track record, local connections or specialist relevance. Nowadays, bookshop stock in the chains is controlled by a central buying department with local authors' books often bought on an individual title basis by the local store manager, where appropriate.

We liaise both with the sales force and directly with individual bookshops to supply local author stock, display materials and to organise events, where possible. All bookshops order on a sale or return basis, which means that they can return, for a full refund, any books that they do not sell to customers. Such returns come back to us up to six months after publication, and it is usually impossible to let authors know how a book is selling with any accuracy before this time. Thus, you will receive a royalty statement at the intervals laid out in your contract post-publication, when the sales figures can be accurately calculated.

Internet booksellers

Amazon

Amazon is now one of the biggest retailers of books and the key to any book's success – so it is important that The Book Guild maintains a good relationship with them. We are part of the Amazon Advantage scheme,



which means that all Book Guild titles are listed on the UK Amazon website and that Amazon orders are processed swiftly. Being part of Amazon Advantage also means that if Amazon runs out of stock following publication, they will endeavour to bring the book back into stock within 48 hours. We work only with Amazon.co.uk, and, as with all third-party retailers, it is their choice on whether to stock a title.

- *Author activity on Amazon* – One of the great benefits of Amazon is that there are many things an author can do (that a publisher cannot) to improve your own book's Amazon page. One of these is to join Amazon Author Central, where you can upload information, biographical detail and photos, and create a blog to speak directly to readers. Creating a compelling author page takes just a few minutes and will help readers learn more about you and your book. This can be accessed at: www.authorcentral.amazon.co.uk

On publication it is a really good idea to harness your contacts and encourage them to post reader reviews on the Amazon page!

Other online retailers

Many other online retailers (Waterstones, Tesco.com etc.) will choose to list our titles. They make this decision independently and pull title information directly from Nielsen BookData. Book Guild titles can also be bought directly from www.bookguild.co.uk.

Launches, book signings and events

Book launches can be a good way to mark publication, especially if you have friends, family and contacts you would like to celebrate with who may also like to buy your book, or get a signed copy at the launch. Some authors have connections to venues that will happily host a launch, whilst some authors

hold them at local bookshops. As a general rule, a bookshop will always want to know that the author will be able to get upwards of 40 people along in order for them to justify the additional staff commitment.

Book signings and events can be arranged, and our marketing team will usually be happy to suggest these where appropriate, but they require the agreement and help of the bookshop or library, and are often only arranged at the bookshop/library's request. Local press will usually report on such an event, but can never be relied upon. We ask that authors do as much as possible themselves to ensure a successful event by encouraging family and friends and promoting to their own networks and contacts.

We can often advise in helping you make contact with other organisations and festivals that run book events.

Marketing materials

Where an author has marketing materials included in their Publishing Proposal, we can provide you with up to three items from a range of printed promotional materials (extra materials are available at cost).



You can choose from:

Showcards (Author Boards)

A reusable board that can be used for a display; perfect if you have an event or need point-of-sale material.

A5 Leaflets

Single-sided full colour leaflets that include the book cover, descriptive text and ordering info.

Postcards

Double-sided, with a full-colour image of book cover on one side and a book synopsis and space for a stamp and an address on the reverse.

Bookmarks

Double-sided, with a full-colour image of book cover on one side and a book synopsis on the reverse.

Additional marketing materials can be provided at the following costs:

Showcards:	£28.00 for 2
A5 leaflets:	£48.00 for 200
Postcards:	£84.00 for 250
Bookmarks:	£100.00 for 250

Directly selling your own book

The books that you receive as part of your contract are yours to do with as you like, as are any subsequent copies that you request from our warehouse. Our advice would be not to give them away, though, as the people you are likely to give them to are those people who will support

you by buying them anyway – you want to encourage people to buy them from you or from a bookshop! It is always worth considering whether you have connections or knowledge of any societies, organisations or companies that it would be worth getting on board to help promote your book, either through their purchasing a quantity of copies for their own clients or by emailing out information about the book to their contacts to help drive sales on publication.

Publicity campaign...

The following information explains how the promotion and publicity activities of your marketing campaign are carried out.

Publicity campaign

Around three months ahead of publication, the marketing and publicity team will develop a media campaign tailored specifically to your title. This includes identifying the target audience for the book, researching feature angles, creating story-line development for our press releases and creating bespoke media outreach lists. The list of UK media contacts compiled will include your own suggestions or contacts. We subscribe to one of the PR industry's leading media resources, Vuelio, an online database of UK media contacts updated on a daily basis.

Press release

The press release is a very important document, which gives journalists all the key information about a new book – we use this as the basis of the media outreach to 'hook' a journalist's interest in the book, whether for editorial or review coverage.





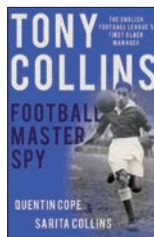
www.bookguild.co.uk

9 Priory Business Park,
Kibworth, Leicester LE8 0RX

0800 999 2982
marketing@bookguild.co.uk

Tony Collins: Football Master Spy

The fascinating and often enlightening story of
the English Football League's first black football
manager – football's 'master spy'



PUBLISHED: 27/10/2016
PRICE: £9.99
ISBN: 9781910878934

When a football-playing talent with a complex ethnic background returns to London's notorious Portobello Road in 1946, there is only one way forward for a man with ambition, determination and a courage destined to leave its mark on some of the most famous club names in English soccer. Tony Collins not only fought his way up from the bottom, facing prejudice and scorn from some but praise and well-received assistance from others – he became a name that regularly filled the sporting headlines of all the major UK national newspapers.

He was referred to by them as 'The Teacher' and English football's 'Master Spy', discovering and nurturing some of the greatest names in football history. Having his battles with the likes of Alex Ferguson at Manchester United and Brian Clough, during his famous 44 days at Leeds United, were more than made for up for by his close relationship with kings of the sport such as Don Revie and 'Big Ron' Atkinson.

This is the so far untold story about the life of a remarkable man; one considered by many to be the real 'Mc. Football' for more than fifty years ... and the first black manager in the English Football League. It is told in three parts:

- Part I:** His early life as a child, his schooling and army life in Italy.
- Part II:** His career as a football player and time as a manager.
- Part III:** His time as a chief scout for the top teams of the day and the England side under well-known names as Revie and Atkinson.

Tony made 47 appearances for Fourth Division Rochdale before becoming the manager, making him the Football League's first black manager in its history, from 1960-1967.

FOR AUTHOR INTERVIEWS, REVIEW OR COMPETITION COPIES,
ARTICLES, PHOTOS OR EXTRACTS CONTACT: SARAH TAYLOR

TEL: 0800 999 2982 EMAIL: marketing@bookguild.co.uk

Example PR sheet

Vuelio

Vuelio is the world's largest, most comprehensive media database across traditional print and broadcast, digital and online outlets. Using Vuelio, we are able to curate press releases and promote our books and authors while getting media stories and pitches out to individual contacts or through social media and newswire services. In addition, The Book Guild's bespoke newsroom on Vuelio's site helps discoverability of your book.

Media Outreach

For each title, we create press releases and put together a targeted

campaign to gain exposure across print, online and broadcast media, including radio and, where appropriate, TV. Publications have varying lead times, so publicity material is sent out at appropriate dates for long-lead publications. Depending on the subject matter of your book, various journalists and media professionals will be contacted – usually feature editors, literary editors and freelance reviewers. We contact local press and radio in the area where you live and in other appropriate geographical locations (perhaps relating to the subject matter of the book), as well as to press concerned with the occupation or personal story of the author; indeed any publication that we feel may be interested in the book.

The more information you can give us to help with this process, the better – anything relating to your book, but also anything about yourself that might make for a good feature or interview angle. It is worth noting that the decision to feature a book rests entirely with editors and researchers, who are under no obligation to offer an explanation if they decide not to feature something. Many of the arts pages of the national press and other publications have been cut in recent years so the competition for the space is fiercer than ever! *Please note that we concentrate on UK press only.*

Review copies

We send out review copies as part of your media campaign – some of these will be sent to contacts whom we know will be interested in the book and others will be sent once we have had some firm interest.

Generally we send between 10 and 20 review copies from the copies printed in the initial print run. These are kept in the marketing offices, ready to send as required.

Some extras...



Your publishing contract with us may also include the following services – if not, they are optional extras that you can have included at cost.

Ebooks

Ebooks are a fantastic way to reach a new audience across the world. Your ebook will be made available in both ePub and Mobi formats – ensuring that your title will be available across the following devices and retail platforms: *Devices:* iPod and other Apple products, Kindle, Nook, Kobo e-reader. *Retailers:* Apple’s iBooks, the Amazon Kindle store, Barnes & Noble, Kobo (includes WH Smith) and Overdrive – who supply approximately 2000 retailers across the world, including Easons in Ireland, Waterstones in the UK, Books a Million in the US, as well as online retailers in South Africa, Asia and South America. **We can offer ebook marketing services at an additional cost; if you feel these may be appropriate for your book, please email ebooks@bookguild.co.uk for more information.**

Book Video Trailer

A book trailer is an increasingly popular and eye-catching way of promoting your new book to a wider audience. Essentially, a book trailer is a short video to promote your book using a dynamic visual medium. From an atmospheric thriller to an illustrated children’s book, we create a trailer that captures the essence of your book, pinpoints its genre and gives a flavour of your work in an exciting way. On completion, we also arrange distribution as widely as possible.



For quotes or information on any of these additional services, please email info@bookguild.co.uk.

London Book Fair

If we host a dedicated Book Guild stand at the London Book Fair in April, we will take a copy of your book along to the next Fair, giving your title exposure at the UK's leading book and publishing event. *Please note that we do not sell copies of any title at this event and do not exhibit every year.*

Why not connect with us on

Twitter @BookGuild

and Facebook?

<https://www.facebook.com/thebookguild/>

Finally...

We are happy to answer your questions, either by email or phone. We always do the best we can in the marketing and promotion of your book, but do bear in mind that publicity coverage can never be guaranteed until it appears, since it is editorial and, as such, not paid-for coverage. If a book does not get reviewed or attract much coverage, it is rarely a reflection on the quality of the book, but on the extreme limitations of space and fierce competition.

Marketing work will chiefly take place prior to and immediately after the publication date. As the media and retailers are generally interested in what is 'new', marketing work after the initial period is generally limited to exploiting marketing opportunities as they arise externally. The further from the publication date, the less effective any marketing work will generally be.

Finally, we would like to wish you every success – we shall be doing everything we can to promote your book and support your own efforts in raising its profile and sales.





The Marketing Team
The Book Guild Ltd
9 Priory Business Park
Wistow Road
Kibworth
Leicester LE8 0RX

0800 999 2982
www.bookguild.co.uk
marketing@bookguild.co.uk

