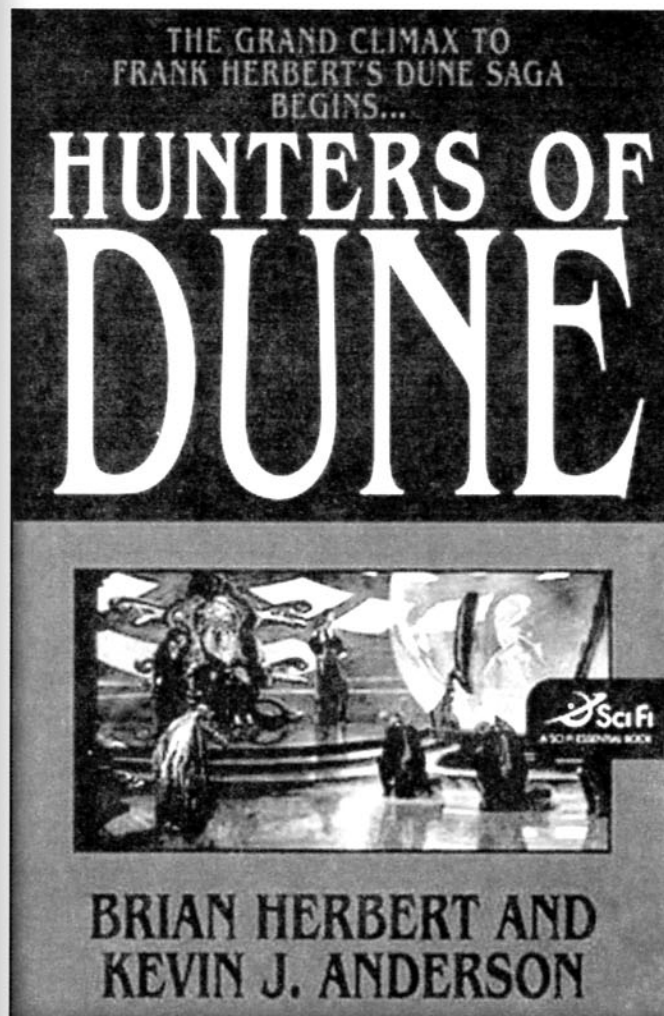


to get their books in the hands of decision-makers and people whose opinions carries lots of weight with colleagues. The thinking is that these influential “movers and shakers” can become effective advocates for your book and introduce it to leaders in the field. That’s a strategy Alan Weiss, Ph.D., followed with his first book, *The Innovation Formula: How Organizations Turn Change into Opportunity*. Here’s how he tells the story: “The books were dressed in tuxedos with a rose, and delivered by messenger to key CEOs in Manhattan. The messenger said to the secretary, ‘The book is for your boss, the rose is for you.’” Anyone who has ever tried to reach high-powered executives knows that the key to getting their attention is to get their assistant on your side, which the rose gift apparently did. “That book went from hardcover to paperback, to a strategy series and onto the curricula at three universities, including the Wharton School of Business,” says Weiss. “Aside from the business it generated, it led easily to my next 24 books through agents and acquisitions editors.”

■ **Create your own holiday.** This is something that has been done by many authors, but it bears mentioning here. Creating your own day based on the theme of your book is one of the best ways to grab the media’s attention. For one thing, it automatically creates a timely topic for your book, something that almost always increases media response to pitches. To promote her book, *14 Hours ‘Til Bedtime*, author Jen Singer created a special day for stay-at-home moms, which she dubbed *Please Take My Children to Work Day*. “This year, I persuaded six governors to officially proclaim the holiday, the fourth annual of its kind,” says Singer. “Thanks to my creation, I got lots of press from it, which, in turn helped promote my book. *Please Take My Children to Work Day* has been covered by *Parenting*, *Child*, XM radio, WCBS Radio, ClubMom and more,” Singer reports.

■ **Give readers a reason to go on a treasure hunt.** Kevin J. Anderson, the well-known co-author of the hit *Dune* sci-fi series, wanted to do something special for his readers (and bookstores) to help promote the upcoming release of *Hunters of Dune*, which is due out in August. Knowing that many readers place higher value on books that are signed by the author, Anderson and his co-author (Brian Herbert) decided to pre-sign 10,000 copies of the book. But rather than distribute them the normal way, the signed copies will be mixed in with regular editions before being shipped to stores. What this essentially creates is a “treasure hunt” atmosphere at bookstores. “Some people will ‘find’ the valuable, signed copies at their bookstores and some will not,” explains Denise Dorman of WriteBrain Media, who represents Anderson. “This is huge news for the bookstores and the fans.”



■ **Marketing a novel to a unique niche.** Marketing a novel is a notoriously difficult task, especially when the author is an unknown. Success with these books often builds slowly, and usually starts with a strong grassroots and word-of-mouth campaign. That’s what Stephen Davenport is trying to accomplish with his novel, *Saving Miss Oliver’s*. Because Davenport based the novel on the experiences he had as a lifelong teacher, coach and administrator at an independent boarding school, Davenport decided to market the book to the people who could most relate to its setting. “To market the novel, I assumed that niche marketing would work for this work of fiction as well as it does for non-fiction,” says Davenport. “People like to read about themselves, especially when the book is written by one of them. So I sent postcards to every head of school, every board chairperson and every librarian in the National Association of Independent Schools, and almost immediately sold 164 books. That’s a tiny number for an author trying to reach a general audience, but in a

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