

## **Gibbs Smith Publisher – Book Sales & Marketing Guidelines**

Greetings, authors! And congratulations on your upcoming book! As your publisher, we want you to understand the extensive sales and marketing process behind your book, and how you can also help promote your book and increase sales.

### **Sales & Marketing**

By the time you receive this letter, a lot of work will have already gone into marketing and selling your book. Everything from the cover of your book to the descriptive text in our catalog has been carefully crafted to help sell your book to the widest audience possible. Once all of this information is finalized (usually months before your book arrives in our warehouse), it is sent out electronically to major stores, online accounts, and distributors. This includes Amazon, Barnes & Noble, Ingram, and Baker & Taylor, just to name a few. This is what puts your book “out there” in the world, long before we ever start meeting with buyers face to face.

The information is also put into our catalog, which is then sent to all of our sales representatives. We have two sets of sales reps that will be selling your book: trade reps and gift reps. Trade reps sell to what we call the “book trade”—essentially anything that is first and foremost a bookstore. Gift reps sell to any kind of store that “also sells books” in addition to their other products. Our representation also includes having your books displayed in gift showrooms and sold at various gift markets and trade shows throughout the country. Beyond that, we also have international partners that represent the rest of the world. So in most cases, anyone in the world that wants to purchase your book, CAN!

### **Specialty Accounts**

Many times we receive questions about specialty accounts where authors may wish to see their books sold, such as Anthropologie, Michael’s, Cabela’s, Williams Sonoma, Target, Walmart, etc. It is important to realize that while many of these specialty stores do carry books, the sales process is much different than with a store that *primarily* sells books, such as Barnes & Noble. It can sometimes take more than a year to get a particular book into one of these accounts, if they ever purchase it at all, but our sales team does reach out to these kinds of stores each season to present our books.

### **Publicity**

One additional method of letting the world know about your book is to pitch it to the appropriate media outlets. Once your book arrives in our warehouse, a press release, cover image, and PDF sample is emailed to one of our extensive media lists (cooking, children’s, design, etc), inviting the media to review your book. Media outlets that express interest then receive a copy of your book, as well as supplementary materials and excerpts to help them write a review. We do not send unsolicited review copies of books, with the exception of 15 – 20 contacts that you would like to receive physical books.

Often we hear concerns as to why we do not send out information to media months in advance of a book’s publication. The term “long lead” is used, suggesting that magazines need information several months in advance in order to put it into print. In actuality, for book reviews we often have publications asking us for information just a couple of weeks before their issue goes to press.

For authors that wish to have a more personalized long-term publicity plan, we suggest they look into hiring a publicist. However, we also urge caution, as traditional media-based publicity does not often translate to an increase in book sales. Authors who hire publicists at their own expense should be aware of the financial risks and expectations in doing so. If you have any questions or requests related to publicity, please use the PR inbox at [pr@gibbs-smith.com](mailto:pr@gibbs-smith.com).

### **Events and Signings**

You may wish to set up some sort of event or signing to launch your book. As an author, you always have the option of either purchasing books at your contracted discount and selling them yourself (whether for a specific event or not), or having the venue purchase books from us and sell them on your behalf. When you know the location and date of an event, please contact Kim Eddy at [kim.eddy@gibbs-smith.com](mailto:kim.eddy@gibbs-smith.com) as soon as possible to make payment and shipping arrangements.

### **Social Media and Author Platforms**

Finally, one of the best things you can do as an author to help influence sales of your book is to promote it within your own circles. This is not just your family and friends, but those that see you as an expert in the category you have published in. If you are a business speaker, it could be the people that attend your speaking events. If you are a cookbook author, it could be the subscribers to your recipe blog. If you are a designer, it could be your business contacts or those that follow you on Facebook. Some of our strongest selling books have come from authors who have a robust platform, particularly on social media. Friends, family, and contacts can also help by writing consumer reviews on Amazon.

We are excited to help create and sell your book to the world, and hope that the points discussed here help clarify the process and strategy of how we do this. If you have any additional questions about the sales and marketing process, please do not hesitate to contact us.

Sincerely,

Dan Moench  
General Manager, Trade Sales  
Gibbs Smith Publisher  
[dan.moench@gibbs-smith.com](mailto:dan.moench@gibbs-smith.com)  
801-927-2156