

AUTHORS DISCOVER BURIED TREASURE

Jones, Fox Find Bemis—Was it Luck or Paranormal Intervention?

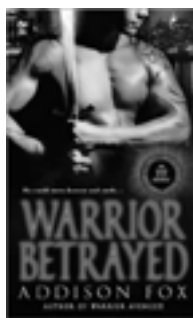
Few authors can boast of finding buried treasure, but during a recent research trip to the local graveyard, Darynda Jones, author of *First Grave on the Right* found just that.



"There I was, looking at a grave stone, trying to decide whether the name on the stone really captured the essence of the character I was writing, and there was Liz's card, half buried in the ground. Let me tell you, it was like the dead secretly wanted me to find her. Creepy, yes, but I am so glad I found Bemis Promotions."



blonde-haired guy comes up to me and asks if I'm an author. I must have managed to stutter out something that sounded like a yes because



the next minute he passed me Liz's card. Unfortunately, he disappeared a minute later, but I still called the number on the card—just in case. Of course, I got Liz instead of the guy, but I can't say I'm that disappointed. My website from Bemis Promotions is awesome!"

A 360° full-service

agency, Bemis Promotions specializes in author branding and promotions. "We do everything," says Liz Bemis, the owner and Creative Director. "From the basic rockin' website to helping you become a social media maven, you name it, we do it. Plus, we let you be you. We pride ourselves on creating marketing that fits both your books and you, too, because when push comes to shove, YOU are your books." As far as help from the other side or ancient deities goes, Liz can't say. However, she admits that in her experience, "you find what you're looking for when you need it, and in my admittedly biased opinion, when you need a great marketing company, you can't go wrong with Bemis Promotions."

"From a basic rockin' website to helping you become a social media maven, you name it, we do it!"

-Liz Bemis, Owner & Creative Director of Bemis Promotions

Addison Fox, author of the *Sons of the Zodiac* series, had a similar experience during a recent trip to the American Museum of Natural History. "There I was looking at the Summoning Stones of Egypt, and this totally hot, tattooed,

DID YOU KNOW? E-BOOK EDITION

In February 2011, ebook sales outstripped sales of all other single book formats—accounting for an impressive \$90.3 million compared to the \$81.2 million garnered from paperbacks.

"Many publishers report that ebook readers who enjoy a newly-released book will frequently buy an author's full backlist," according to the Association of American Publishers.



According to the Association of American Publishers, **ebook sales grew 193% in 2010.** Other industries with growth stats in the triple digits: pharmaceuticals.

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DARYNDA JONES
daryndajones.com

KATE PARKER
kateparkerbooks.com

SAMHAIN PUBLISHING
samhainpublishing.com

LUANN MCLANE
luannmclane.com

BARB HAN
barbhan.com

ERIN MCCARTHY
erinmccarthy.net

WHY YOU NEED A PROMOTIONS COMPANY MORE THAN EVER

⑩ Keeping up with the evolution of online tools -- what's changing, what's emerging and what's dying (I'm looking at you, MySpace) -- is enough to make anyone curl up into a fetal ball.

⑨ Remember the old saying, "Any press is good press?" Not so much these days. Nasty to a reviewer? Run. Then, change your name and move before the Internet mob finds you.

⑧ We're not in Kansas anymore. Brick and mortar bookstores are closing left and right, making publishing the illicit love child of a Coleridge opium dream and Huxley's *Brave New World*.

⑦ There are no end caps online. There are no bookshelves. More than ever readers need to be able to recognize an author by name or brand, and your brand better not be spam.

⑥ You can't pull a Salinger these days. Today's authors have to be social -- especially online. Need a friend? Start with us. Like Bemis Promotions on Facebook or follow us on Twitter @bemispromo.

⑤ Forget what your mama said. In sales and marketing, first impressions really are everything. Make potential consumers want to know more about you and your work.

④ A bad website will cause a reader to bounce faster than you can say jump, and once she's gone, she may be lost to you forever. Goodbye gentle reader. You'll be missed!

③ You want people to love your work -- *really* love your work. They can't until they've read it...or at least know of its existence.

② Can you read a novel in an hour? If you're human, probably not, but with over 9,000 romances published every year, the average reader would have to do just that to get through them all.

① You are only a single person -- a single author -- and promoting you and your books should be a full-time job.

SOCIAL MEDIA 101

With more than 500 million users, Facebook has become an online empire, and Twitter with its over 145 million users is quickly following suit. But, before you dive into the churning waters of social media, learn the basic dos and don'ts.

- | | |
|--|--|
| <p>DO.....</p> <ul style="list-style-type: none"> Let people know about the awesome restaurant you went to on your latest trip to NYC Tell about your neighbor's latest invention to climb the walls like Spiderman Share information your followers might be interested in, like a contest another author is doing Make everything you say sound interesting and fun | <p>DON'T.....</p> <ul style="list-style-type: none"> Tell the world about your lunchtime ham and cheese (unless it's ultra-gourmet) Overshare personal information that leaves you and your family vulnerable to cyber stalkers Inform the world about your grocery list Spam people and talk about only you and your books Be a pessimist |
|--|--|

A BRIEF HISTORY OF PUBLISHING

From papyrus to e-ink, publishing has had its ups and downs, but books and the written word have always found a way to thrive and flourish--even in a changing market. After all, we readers and writers are a crazy lot. We'll get our stories where we can find them.



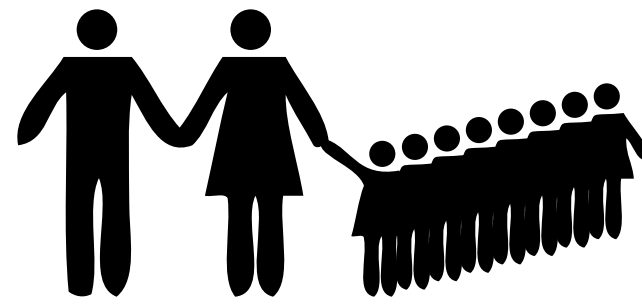
Ancient Civilizations
The written word is recorded on a variety of substances, including clay tablets, papyrus scrolls and vellum. Books?

11th Century
Paper reaches the West from China. Ah, China, where would we be without you?



1452
Johannes Gutenberg creates the famed and beautiful "Gutenberg" Bible on his revolutionary printing press, making books all the rage.

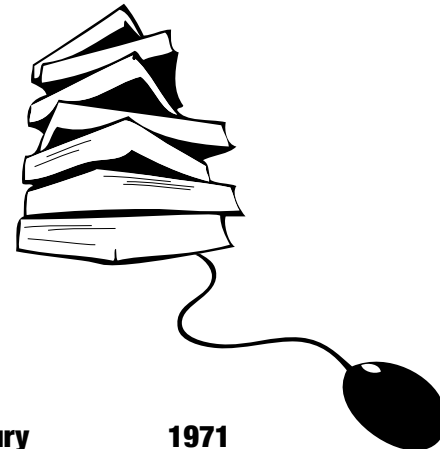
1623
Shakespeare's "First Folio" is published. Cauldron sales spike.



18th & 19th Century
Increased leisure time among all classes leads to a marked increase in the number of children born every year--and higher literacy rates.

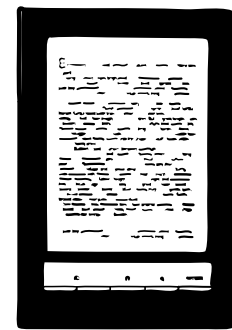
1937
Penguin becomes the first publisher to print literary fiction, like Hemingway, in paperback format--promptly making reading more affordable to the masses. Students speak of revolution but are thwarted by gleeful teachers.

20th Century
Paperbacks rule. Enough said.



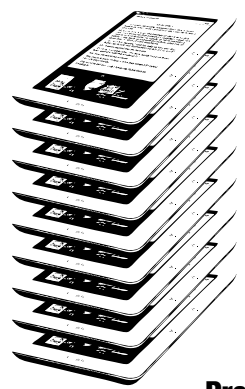
1971
Michael Hart at the University of Illinois starts Project Gutenberg as a way to share digital versions of classic texts with the world.

1990s & 2000s
Various companies begin making ereaders. Ebook-only publishers appear on the net. Print publishers begin creating ebooks. Simon and Schuster becomes the first publisher to publish ebooks and print formats simultaneously. The rise of the ebook has begun.



2000
In March, Stephen King publishes his book "Bag of Bones" exclusively on the net for use with the Glassbook ebook reader. The book sells 500,000 copies in the first 48 hours. To laugh or cry, that is the question.

2007
Amazon introduces the first generation Kindle in November, raising public awareness and making the ebook more readily available to the masses. The ebook revolution hits the mainstream.



Present
Ebook sales begin to eclipse print sales for some published authors. Authors split from houses to make a go of the new market. Rarely seen backlist titles become available in ebook format. The Clash song "Should I Stay Or Should I Go?" appears on writer playlists around the world.

CLIENT SPOTLIGHT: SAMHAIN PUBLISHING

"It's all about the story," is the motto of Bemis Promotions client, Samhain Publishing. According to Christina Brashear, Samhain's publisher, that motto is at the heart of everything the company stands for. "It's the story and the writing -- not the genre -- that sells," says Ms. Brashear. "We're dedicated to publishing the best stories."

The best stories are selling. In the last year, Samhain's titles have been hitting the bestseller lists like hotcakes. New York Times, Kindle -- you name it, a Samhain Publishing title has probably been on it. Of course, Ms. Brashear admits that part of Samhain's recent success has been due to increased e-reader sales and growing public awareness of e-books. According to Ms. Brashear, "E-book sales are going to continue to grow. We're even seeing authors who have been

publishing in print moving toward e-book publishing. Of course, you can do both. Do a book or two a year for a print publisher, and do a book or two a year for an e-book publisher, like Samhain. You don't have to put all your eggs in one basket." Of course, e-books aren't the only thing Samhain sells. A quick gander at the company bookstore will reveal the publishing house offers print books as well.

Whether you're a brand-spanking new author looking to sell or you're a multi-times bestseller, Samhain has something to offer. New authors will find a publisher who's willing to experiment. "There's no limit on e-book shelf space," says Ms. Brashear, and although many authors might know the publisher for its innovative erotica, Ms. Brashear reminds writers that "less than 50% of

Samhain's romance titles are erotic romance." Plus, the publisher is expanding from its romance roots with a new horror line that

"Less than 50% of Samhain's romance titles are erotic."

-Christina Brashear, publisher of Samhain Publishing

launches in October of this year.

As for those bestselling authors, they can always submit new work to the publisher, but they may also be interested in Samhain's latest endeavor. Although the line hasn't launched yet, Samhain's new Retro Romance line plans to feature beloved romance classics that have gone out of print and give them new life (and the author new sales) by publishing them in e-book format.

ASK BEMIS

WHY AUTHORS?

Books are a passion for everyone at Bemis Promotions. It's that simple. From the wilds of the Amazon to the executive office of a high-rise in Manhattan, a good book can transport you to any place and any time you want to visit. It can make you laugh or cry, and sometimes, reading a single book can save your life. We believe every great story deserves a chance to be read!

authors as entrepreneurs, and we want to help you build a career--not just promote one book or one series.

HOW SOON CAN I HAVE MY NEW SITE UP?

The timing of a site going live is based on a wide variety of factors, including our schedule, your deadline, how big or involved your site will be and how quickly you get back to us with approvals, content or changes. The average is usually 4-6 weeks, but please let us know if you have an urgent need or a deadline. We will do everything in our power to meet it.

HOW LONG HAVE YOU BEEN IN BUSINESS?

Almost 10 years now. The first few years, Liz was solely freelance. But, these days, we've got offices, a team of regular employees and a stable of freelancers.

WHO WILL DESIGN MY SITE?

Liz oversees the design and development of every site that Bemis Promotions creates. However, she has a fantastically talented staff that does a lot of the work. We each have different areas of specialty, so we naturally pick the most qualified person for each job.

WHAT MAKES BP DIFFERENT?

We're a full 360° agency specializing in author promotions. We're not just website design! Our services also include videos, print, and social media support. We view

HOROSCOPES

Still searching for your romantic hero and leading man? Find your soulmate by the stars-- Bemis Promotions style.

ARIES

"Girls Just Wanna Have Fun" may be your life motto, Aries, but when it comes to a mate, a fiery lover with a sense of adventure or a dashing poet may be more your style.

TAURUS

Strong and stable may meet your wants and needs, Taurus, but don't overlook the quirky guy who makes your hormones sit up just because he seems odd at first glance.

GEMINI

Your mercurial nature can be hard to please, Gemini, but an airy, curious bedfellow or a strong-willed stranger should suit you just fine.

CANCER

When you fall, you fall hard, Cancer. Look for a strong and sensual man who will stand beside you and help you build your dreams.

LEO

You're one for the limelight, Leo, but when it comes to love, you need someone else to keep your attention. A flexible mate, both in bed and out, who keeps you guessing should spark your interest and keep it.

VIRGO

Someone down-to-earth may be easy for you to live with Virgo, but too much of the same tends to get boring. The strong, silent guy with the eyes that make you burn should keep things interesting.

LIBRA

Beauty and balance define you, Libra. Choose another who can appreciate beauty in all its forms, both in bed and out, and you'll find the balance you're looking for.

SCORPIO

Your strong sensual nature can make it hard to meet your match, Scorpio, but an earthy mate or someone who understands your hidden sentimental nature can keep you from plotting revenge.

SAGITTARIUS

Intellectual pursuits may typically be what set your heart a flutter, Sagittarius, but a sensual man who demands your attention may just keep it.

CAPRICORN

Facts and figures may be your favorite things, Capricorn, but a dreamy hero who likes to work with his hands could remind you that there's more to life.

AQUARIUS

You often walk the line between the real and surreal, Aquarius, but a fiery man who understands your quirky nature can help you keep your head out of the clouds.

PISCES

Dreamy Pisces, a dark and brooding hero may be your heart's desire, but if you want to skip the emotional scars, shoot for a sensual, earthy hero instead to keep your feet on dry land.

WHAT CAN WE DO FOR YOU?

WEBSITES

Is your website working as hard as you do? Bemis Promotions knows the book-biz and can develop a site that will draw your readers in and get your books in their hands.

PRINT MATERIALS

Reach your audience efficiently, effectively and memorably with our print design service! Bookmarks, business cards, excerpt booklets, and advertisements (print and digital) are only a phone call away.

VIDEOS

Welcome to the online video revolution, where instant-access, high-quality video can rocket your book to broad public awareness through viral promotion and word of mouth buzz. Let your characters come alive on the front page of your website with a Walk-On-Site video.

SOCIAL MEDIA SUPPORT

If you can't face Facebook and Twitter makes you twitch, then maybe it's time to talk to us! We specialize in helping authors develop (and run) social media campaigns that get their books noticed.

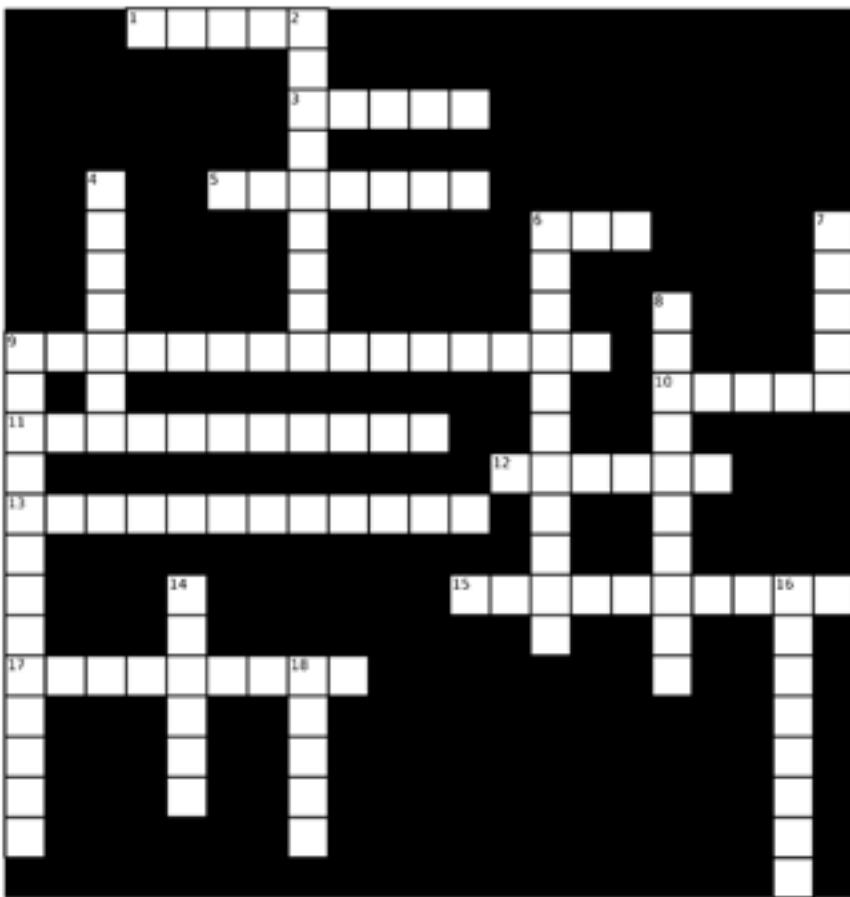
BOOK COVERS

Re-releasing an out-of-print book on Kindle, or ready to try your hand at self-publishing? Let Bemis Promotions launch your book successfully with a professionally-designed cover.



If you know what this is, scan it for more ideas on how to use it to promote your books. If you haven't a clue, go to bemispromotions.com, and click on articles to find out more.

CROSSWORD



ACROSS

- LuAnn McLane's "Playing for _____"
- Talley's upcoming series, "The Boys of _____ Bridge"
- Author of Amish romances, Shelley _____ Gray
- "Every author needs a _____ presence."
- Jones' Grim Reaper (2 words)
- "Deadly Little Secrets" author, Jeanne
- "Butterfly Swords" time period _____
- 2009 & 2011 GH Finalist, Kate _____
- "Fast Track" series writer (2 words)
- Sons of the Zodiac writer (2 words)
- NYT Bestselling author, _____ Bevarly

DOWN

- Dani Pettrey's 2012 release
- Ebook publisher consistently making the bestseller lists
- McLane's Country co-author (2 words)
- McCarthy's "_____ Vampires"
- Non-profit or Cathy Liggett book
- "Rich, Rugged and Royal" series author (2 words)
- Cate Noble's "_____ Games"
- Liz Talley's Texas town
- "Death, _____ and a French Manicure"

For the answers to this puzzle, go to bemispromotions.com/crossword



To hear about launches, get tips & tricks and keep up with us, follow us on Twitter @BEMISPRMO!



WWW.BEMISPROMOTIONS.COM