

## Quotes from the Author of *The Frugal Book Promoter*

Promotion is a not a sprint but a marathon. As any coach knows, you start training slowly and build up steam.

FROM THE FRUGAL BOOK PROMOTER BY CAROLYN HOWARD JOHNSON, Originally appeared in the Palm Springs Writers' Guild Newsletter

Having our voices heard is more important than selling books.

Having our voices heard is sharing our souls.

FROM THE FRUGAL BOOK PROMOTER BY CAROLYN HOWARD JOHNSON, originally from MyShelf.com Back to Literature column.

Public relations is neither advertising nor free ink. It is the dissemination of information that sets a standard for how you would like to be perceived. First and foremost, it must be undertaken with the highest ethical standards.

FROM THE FRUGAL BOOK PROMOTER BY CAROLYN HOWARD JOHNSON, originally from Home Décor Buyer, Inside Retailing column.

Here is the shortest public relations course of all time: Good PR is carefully targeted. It is PR in which the recipient feels cared for, PR that is repeated—with love and expertise—over and over again. Those are the essentials and they work

FROM THE FRUGAL BOOK PROMOTER BY CAROLYN HOWARD JOHNSON

Branding is not advertising, nor publicity, not even general exposure. It is the sum total of your efforts, how they coalesce into the public's perception of who you are, what you do.

FROM THE FRUGAL BOOK PROMOTER BY CAROLYN HOWARD JOHNSON, originally from "Inside Retailing," Home Décor Buyer

Your tagline is as important to you as a well-tied elk hair caddis is to a fly fisherman. Without one you may have difficulty reeling in your limit.

FROM THE FRUGAL BOOK PROMOTER BY CAROLYN HOWARD JOHNSON

A pitch is an arrow that must be designed for and pointed at the target you want to reach. Deliberately aimed, it is a sales tool with a very sharp tip.

FROM THE FRUGAL BOOK PROMOTER BY CAROLYN HOWARD JOHNSON

When you pitch to publishers you offer them a taste of distilled water. You proffer your book's essence so that whoever drinks of it is sure to want more.

FROM THE FRUGAL BOOK PROMOTER BY CAROLYN HOWARD JOHNSON

SPAM is not the biggest danger; censorship is far more destructive to the work of a writer (or publicist). If she has a dearth of information or if it is inaccurate, she will wither and die.

FROM THE FRUGAL BOOK PROMOTER BY CAROLYN HOWARD JOHNSON

An author's media kit is an enticing tool box for any editor or producer who opens it. It should provide the gizmos she needs to get a story out fast and easy.

FROM THE FRUGAL BOOK PROMOTER BY CAROLYN HOWARD JOHNSON

A compelling media release is like a good quarterback; even if he can make a perfect pass, he needs teamwork to be consistently effective.

FROM THE FRUGAL BOOK PROMOTER BY CAROLYN HOWARD JOHNSON, originally from "15 Commandments for Getting Free Publicity" in the Creative Line

On slow news days, editors see words like "prize" and "award" as unset jewels. They will not care if they are semiprecious stones or the finest cut diamonds because they know that either will add luster to a story.

FROM THE FRUGAL BOOK PROMOTER BY CAROLYN HOWARD JOHNSON

Publicity is like skipping a pebble across a puddle. You'll need to wind up and use your best form for that first pitch but sooner or later the ripples your effort produces are effortless.

FROM THE FRUGAL BOOK PROMOTER BY CAROLYN HOWARD JOHNSON: originally from an article for [www.SellWritingOnline.com](http://www.SellWritingOnline.com)

A series of writers' conferences may be the near-equivalent of an MFA for the time-starved writer juggling her creative aspirations and the requirements of her day job.

FROM THE FRUGAL BOOK PROMOTER BY CAROLYN HOWARD JOHNSON, originally from an article for [www.bookreviewcafe.com](http://www.bookreviewcafe.com)

Treat a conference like a garden. Bring home all the ripe stuff you can find.

FROM THE FRUGAL BOOK PROMOTER BY CAROLYN HOWARD JOHNSON

It is impossible to beg editorial space or buy advertising space that is as targeted, available and useful as you own website.

FROM THE FRUGAL BOOK PROMOTER BY CAROLYN HOWARD JOHNSON

An emerging author awaits her first book with anticipation. Its look, its feel, its smell. She forgets the shabby book tucked in a forgotten corner of her desk; that book—an address book or diary—was likely her first.

FROM THE FRUGAL BOOK PROMOTER BY CAROLYN HOWARD JOHNSON

Unfortunately, many publicists hear the word “galley and believe it is only an esoteric tool used for proofing a manuscript; it will, in fact, be as essential as a hammer is to a carpenter in marketing their client's book.

FROM THE FRUGAL BOOK PROMOTER BY CAROLYN HOWARD JOHNSON, originally from an editorial for RebeccasReads.com

The state of the publishing industry renders dust covers practically passé but for those authors lucky enough to have their book first printed in hardback, dustcovers make handy marketing tools.

FROM THE FRUGAL BOOK PROMOTER BY CAROLYN HOWARD JOHNSON

It never hurts to ask.

Carolyn Howard-Johnson's mother and, probably, mothers everywhere

If authors, not publishers, planned book tours, book tours would die a natural death.

FROM THE FRUGAL BOOK PROMOTER BY CAROLYN HOWARD JOHNSON

The time between signing with a publisher and the time you hold your book in your hands will be like waiting for your 10th birthday; no matter how close the date, it will feel as if it will never come. It will go faster, though, if you're busy planning the party.

FROM THE FRUGAL BOOK PROMOTER BY CAROLYN HOWARD-JOHNSON

A publicist, like an artist, must not only have learned her craft but must also have the proper brushes, paints and thinners to do her work. For your PR person, the credentials you have built and the contacts you have made are the palette from which she works.

FROM THE FRUGAL BOOK PROMOTER BY CAROLYN HOWARD-JOHNSON

The business of blurbs has become nearly Biblical—the giver of such guarantees gets as much as he gives.

FROM THE FRUGAL BOOK PROMOTER BY CAROLYN HOWARD JOHNSON

You need not be picture-perfect but your glossy must be.

FROM THE FRUGAL BOOK PROMOTER BY CAROLYN HOWARD JOHNSON

Attitude is everything. Do not harbor negativity about your writing or your ability to market it. Positives can become realities as easily as negatives.

FROM THE FRUGAL BOOK PROMOTER BY CAROLYN HOWARD JOHNSON

Your media contacts are the jewels in your publicity crown.

FROM THE FRUGAL BOOK PROMOTER BY CAROLYN HOWARD JOHNSON, originally from "Inside Retailing," column for Home Décor Buyer

The untried is sometimes true.

FROM THE FRUGAL BOOK PROMOTER BY CAROLYN HOWARD JOHNSON

Just as small ballerinas must begin practicing easy first and second positions before they can perform pirouettes, so must authors learn the unrelated skill of managing an interview in slow, easy steps.

FROM THE FRUGAL BOOK PROMOTER BY CAROLYN HOWARD JOHNSON

Specialized trade shows are big business. Books are big business. An author's own book is big business, too.

FROM THE FRUGAL BOOK PROMOTER BY CAROLYN HOWARD JOHNSON

Some books that have been ignored by the New York Times have become bestsellers; others that received rave reviews have never made it to that same publication's bestseller list. It is all a game. We can choose not to play but if we don't, we'll never know if we could have won.

FROM THE FRUGAL BOOK PROMOTER BY CAROLYN HOWARD JOHNSON

Sending out an ARC or galley is a little like sending your first child off to kindergarten. She's going to be making a first impression and you want to help her along.

FROM THE FRUGAL BOOK PROMOTER BY CAROLYN HOWARD JOHNSON

The serious writer would a million times rather sell a single copy to a library than to a reader for it is her wish to have her book read not once by one, but over and over again by many.

FROM THE FRUGAL BOOK PROMOTER BY CAROLYN HOWARD JOHNSON

Great publicity is platinum. The golden rule is only, er...gold.

Treat your media contacts as they would be treated but also ask what it is they want. You can't provide for them unless you know.

FROM THE FRUGAL BOOK PROMOTER BY CAROLYN HOWARD JOHNSON

A book launch is akin to planning a wedding. You may not need an elaborate canopy of wedding bells but all of the other elements that make a wedding a success must be considered for a launch.

FROM THE FRUGAL BOOK PROMOTER BY CAROLYN HOWARD JOHNSON

The media uses the terms trade fairs and book fairs interchangeably. It's a conspiracy to confuse the uninitiated. Book fairs are open to the public, trade fairs admit only those who make, sell or buy books.

FROM THE FRUGAL BOOK PROMOTER BY CAROLYN HOWARD JOHNSON

Ahhhh, Amazon. When it comes to book sales, she strides on the sturdiest of legs.

FROM THE FRUGAL BOOK PROMOTER BY CAROLYN HOWARD JOHNSON

Lists are like tulip bulbs, they proliferate with hardly any effort once they've been planted.

FROM THE FRUGAL BOOK PROMOTER BY CAROLYN HOWARD JOHNSON

Learning Amazon.com's features is like climbing a trellis where thorns grow among the roses.

FROM THE FRUGAL BOOK PROMOTER BY CAROLYN HOWARD JOHNSON

E-books may not be news to writers but they are still the darlings of the media. Exploit this love affair by sending them a Valentine.

FROM THE FRUGAL BOOK PROMOTER BY CAROLYN HOWARD JOHNSON

An e-book format can breathe oxygen into a book that is about to expire.

FROM THE FRUGAL BOOK PROMOTER BY CAROLYN HOWARD JOHNSON

Catalogs are show business. They spotlight a product for the sole purpose of selling merchandise but they also create a buzz, project an image, tell a story, leave an impression. They create celebrity for themselves and for each of their products.

FROM THE FRUGAL BOOK PROMOTER BY CAROLYN HOWARD JOHNSON

Books aren't the sole purview of bookstores any more. A title may fit into the merchandise mix of *some* kind of retailer—from a tire store to a fast food chain.

FROM THE FRUGAL BOOK PROMOTER BY CAROLYN HOWARD  
JOHNSON, originally from one of her gift trade show seminars

To prepare a manuscript for publication, you must use the eye of a floral designer; you disguise the stems and wires so that your best blooms are immediately apparent.

CAROLYN HOWARD-JOHNSON: FROM A UCLA EXTENSION WRITERS'  
PROGRAM SYLLABUS