

Table of Contents

Introduction **xix**

About the Author	.xix
Foreword	.xxi
Acknowledgments	.xxiii
How to Use This Book	.xxv
Five Ways to Jumpstart Your Creativity	.xxvii

Prologue | The Truth about Publishing **1**

Children’s Books: Classified	.3
<i>Passion for Picture Books</i>	.3
Evolution of Publishing	.4
<i>The Rainbow of the Publishing Spectrum</i>	.5
Publishers: All Shapes & Sizes	.6
<i>What Constitutes a Self-Publisher</i>	.6
The March of the Majors	.7
<i>Generating Profits: Tried & True</i>	.7
<i>Exiting Strategy</i>	.8
Publishing Realities	.9
<i>Author Isolation</i>	.10
<i>First-Time Author: Fizzle Versus Sizzle</i>	.10
<i>Book Returns ... A Fact of Life</i>	.11
Advances & Royalties	.12
<i>Considering Profit Margins</i>	.13

Chapter 1 | If at First You Don’t Succeed... **17**

A.R.O.M.A. of Success	.19
<i>Children’s Picture Books: Fight for Survival</i>	.19

Your Manuscript: Your Masterpiece	20
<i>Yearning for Learning</i>	20
<i>Even Editors Require Editors</i>	22
<i>Protecting Your Manuscript</i>	23
<i>Network ... Network ... Network</i>	24
<i>Worthy to Be Published</i>	24
Traditional Manuscript Submission	25
<i>Accessing Agents</i>	26
<i>Buyer ... Beware</i>	27
<i>Submit! Submit! Submit!</i>	28
Positioning Publishers	29
<i>Finding the Right Fit for Your Manuscript</i>	30
Sizing Up Submissions	31
<i>Cover Letter: A Clever Sound Bite</i>	31
<i>Mind Your Manuscript</i>	32
<i>Taking a Chance: Illustration Submissions</i>	33
<i>Query ... If You Must</i>	34
On Guard: Guerilla Warfare	35
<i>Keeping Track of Simultaneous Submissions</i>	36
<i>2% ... & I Don't Mean Milk</i>	37
<i>If Not Now ... When?</i>	38

Chapter 2 | Piercing the Publishing Veil 39

Wizard of Oz Syndrome	41
<i>Charting Your Own Path</i>	41
<i>An Extension of Yourself</i>	42
Establishing Your Role as Self-Publisher	43
<i>Picture Book Essentials</i>	43
<i>Acquaint Yourself with Caldecott Medal Winners</i>	44
Top Picks	46
<i>The Significance of Signatures</i>	47
<i>Children's Book Specification Charting</i>	48
<i>Mock-Ups ... Not Muck-Ups</i>	49

Picture Perfect	50
<i>Finding the Right Illustrator</i>	51
A Peek at POD Publishing Service Providers	52
<i>The Limitations of POD Publishing Service Providers</i>	52
<i>Full Color POD Publishing Service Provider Sampling</i>	54

Chapter 3 | Fast Track to Self-Publishing 57

Savvy Self-Publisher	59
<i>Learn the Tricks of the Trade</i>	60
Think Like a Publisher	61
<i>Marketing Tactics: Gaining an Edge</i>	62
Creating Your Own Publishing Company	63
<i>Legalizing Your Publishing Entity</i>	63
<i>Setting the Tone: Business Cards & Stationery</i>	65
Your Graphic Designer Rules	65
<i>Making the Cut</i>	66
<i>Quality In Equals Quality Out</i>	67
<i>The Communication Factor</i>	68
Book Covers Sell Books	69
<i>Choosing Your Title</i>	70
<i>Determining Your Cover Price</i>	70
<i>Creating a Winning Cover</i>	70
<i>Cover Cohesiveness</i>	71
Complying with Compliance Codes	72
<i>Library of Congress ... Impressive!</i>	73
<i>Cataloging Your Title</i>	74
<i>Cataloging-in-Publication: Traditional & Publisher's Version</i>	74
<i>ISBN: Huh?</i>	75
<i>Registering Your ISBN</i>	77
<i>EAN Bar Code</i>	78
Designating Your Copyright Date	78
<i>To Officially Copyright ... Or Not</i>	79
<i>Submitting Your Copyright Form</i>	80

Prototype Protocol	80
<i>Wrapping It Up</i>	81

Chapter 4 | The Birth of a Children’s Picture Book 83

Decisions ... Decisions	85
<i>Solidifying Your Book “Specs”</i>	85
Picking Your Paper	86
<i>Going Green</i>	87
Minding Your Binding	88
<i>Hardcover Picture Books: Hard to Resist!</i>	89
<i>Softcover Picture Books: The Price Is Right!</i>	91
Selecting Your Print Run	92
<i>More ... or Less than Enough</i>	92
Printing on Demand ... With Purpose	93
<i>Previewing Full Color POD Printers</i>	94
Traditional Volume Printing	96
<i>Investing in Yourself</i>	97
<i>Persistence, Determination ... & Deep Pockets</i>	98
<i>Predicting Demand</i>	99
Book Production ... All in the Details	99
<i>Choosing Your Book Manufacturer/Broker Wisely</i>	100
<i>Show Me the Proof</i>	102
<i>Being on Press: An Exhilarating Experience</i>	103
<i>A, B, Cs ... F & Gs</i>	104
<i>Remembering the Extras</i>	104
Picking a Publication Date	105
<i>Time-Sensitive Children’s Picture Books</i>	106
Welcoming Your New Arrival	106
<i>Picking, Packing & Pampering</i>	107
<i>Adventures in Shipping</i>	107
<i>Remainder Reminder</i>	109

Invoice Forms Mean Business	111
<i>The Power of Three</i>	114

Chapter 5 | Distribution Sales Channels 115

Leveling the Playing Field	117
<i>Wanted: A Wholesaler ... Or Two</i>	118
<i>Betting on Baker & Taylor</i>	119
<i>Affiliating with Ingram Book Company</i>	120
Daunting Distribution	121
<i>Distributor Overview</i>	121
<i>Small Publishers: Limited Options</i>	123
<i>The Truth about Distributors</i>	124
<i>Be a Skeptic</i>	127
<i>A Word about Publishers' Sales Reps</i>	128
<i>The Role of Regional Wholesalers</i>	128
<i>The Distribution Dilemma</i>	130
Library Distribution Channels	131
<i>Seeking Quality Representation</i>	132
<i>Not All Library Wholesalers Are Self-Publisher Friendly</i>	132

Chapter 6 | Your Online Presence Is Priceless! 135

Amazon.com & BarnesandNoble.com	137
<i>Promoting Your Children's Book Online</i>	138
<i>Amazon.com Book Marketing Programs</i>	139
Building a Worthwhile Web Site	140
<i>Checking Out the Online Competition</i>	141
<i>Cornerstone of Promotion</i>	142
Accessing Your Online Universe	144
<i>Blogging ... Podcasting ... What Next?</i>	145
<i>It's the Craze: Digital Book Previews</i>	145
<i>Online Search for Copyright Material</i>	146
<i>Googling for Gold</i>	147

Chapter 7 | Making Waves in the Industry 149

“Pub” Sheet Prowess151
 Designating Your Public Relations Contact152

Hear Ye ... Hear Ye: Book Announcements152
 In the Forefront153

Reviews by the Movers & Shakers154
 Reviewers Are Unique155
 Realistic Expectations157
 Rockin’ & Rollin’ with Reviews158

Awards ... Wow!159
 Award Submission Guidelines161
 Ready ... Aim ... Submit!162

Children’s Book Clubs162
 Special Interest Book Clubs163

Chapter 8 | Standing Out from the Crowd 165

Actualizing Your Activity Kit167
 Creativity Counts168
 Engaging Young Children177

Mastering Your Media Kit178
 Composing Your Cover Letter178
 Writing Your Press Release179
 Creating Your Testimonial Sheet180
 Building Your Bio182
 Compiling Your Sample Media Questions183
 Materializing Your Mock Book Review183
 Designing Your Premium Promotional Material184
 Producing Your Thematic Book Launching Device190
 Preparing Your Media Package191
 Your Online Media Kit Matters!192

Chapter 9 | Leveraging Libraries 195

Libraries Revealed	197
<i>Powerful Associations</i>	199
<i>Examining Examination Centers</i>	200
<i>Extending Your Library Reach</i>	201
Building Local Library Interest	202
<i>Growing a Grass-Roots Local Library Campaign</i>	203

Chapter 10 | Bookstores & Beyond 205

Chains: Staking Your Claim	207
<i>Chain Submission Process</i>	208
<i>"Booking" the Chains</i>	210
<i>Book Acquisition Equals Consignment</i>	211
<i>Co-op: A Chain Reaction</i>	212
Sell More Books: Special Chain Events	213
<i>Scheduling Your Event</i>	214
<i>The Audience Factor</i>	214
The Stronghold of Independent Bookstores	216
<i>The American Booksellers Association</i>	217
<i>The Association of Booksellers for Children</i>	218
<i>Regional Booksellers Associations</i>	219
Spotlighting the Independents	220
<i>Bonkers for the Bookshelf</i>	221
Wooing Your Local Booksellers	223
<i>Making Contact</i>	223
<i>Cooperative Marketing ... Maybe!</i>	224
<i>Independent Bookstores Depend on You</i>	225
<i>Being Your Own Publicity Agent</i>	226
<i>Making the Most of In-Store Book Signing Events</i>	227

Word of Mouth “Buzz”	229
<i>The “Blitz” Maneuver</i>	231
<i>Community Matters</i>	231
Viable “Non>Returns” Venues	233
<i>Fabulous Festivals</i>	234
<i>Presentation Is Everything</i>	235

Chapter 11 | Navigating Niches 237

Natural Niches versus Mass Market Mania	239
<i>Naming Your Niche</i>	240
<i>Holiday & Seasonal Titles: The Renewal Factor</i>	241
<i>Military Maneuvers</i>	242
Warning: Do Not Leave Your Day Job	243
<i>“Natural” Career-Related Niche Opportunities</i>	243
Court a Catalog ... Or Two	244
<i>Selecting Your Niche Catalog(s) of Interest</i>	245

Chapter 12 | Embracing Early Childhood Education 247

Becoming a Visiting School Author	249
<i>Practice Makes Perfect</i>	249
<i>Building a Lucrative Part-Time Career</i>	250
<i>Engaging Your Young Audience</i>	252
<i>Creating a Network of Alliances</i>	253
Enhancing Curriculum	255
<i>Targeting Educational Customers</i>	256
<i>Lovin’ Lexiles</i>	258
<i>Title Comprehension Quiz Assessment</i>	258
<i>School Book Fairs</i>	259
<i>Harvesting the Home Schooling Segment</i>	260

Boost Your Book with Free Local Publicity	265
<i>Media Exposure Generates Public Interest</i>	265
<i>Monopolize Your Local Media Contacts</i>	266
<i>Lights ... Camera ... Action!</i>	267
National Press Coverage: A Life of Its Own	268
<i>Children’s Book Media Reviews</i>	269
<i>Nurturing Niche Publicity</i>	270
<i>Deem Yourself an Expert</i>	272
Advertising Advantage	274
<i>Repetition ... Repetition ... Repetition</i>	275
<i>Focusing on Non-Traditional Niche Markets</i>	277
Partnering Is the Name of the Game	277
<i>Doing It Your Way</i>	278
<i>Hassle-Free Cooperative Marketing Programs</i>	278
Showing Your Wares	279
<i>Exhibiting to the Masses</i>	280
<i>The Latest & Greatest for Children</i>	281
Trade Show Triumph	281
<i>Tackling Trade Shows</i>	282
<i>Grasping the Enormity of the Publishing Universe</i>	284
<i>Trade Show “To Dos”</i>	285
Cooperative Exhibits: Sharing the Showcase	286
<i>Determining Your Budget</i>	286
<i>The Combined Book Exhibit (CBE) Option</i>	287
<i>The Publishers Marketing Association (PMA) Option</i>	288
<i>The EBSCO Sample Issue & Book Program Option</i>	289

Chapter 14 | Dare to Be Different ... & Succeed 291

Thinking Outside the Box293
 Did You Say ... Gourmet Ice Cream & Coffee Café?293
 A Winning Strategy294
 The Best Gift of All: Giving to Others298
Self-Publish Your Way to Success299
 Achieving Your Dream299

Appendixes

A. Glossary 301
B. Organizations, Web Sites & Conferences/Workshops 311
C. Children’s Picture Book Reviewers 315
D. Industry Vendors & Resources 319
E. Further Reading 329
Index 331