

The Latest Canadian Publishing Statistics

Statistics Canada's biennial survey of book publishers' activities in 2000-01 contains info and trends valuable to writers:

- There were 672 publishers operating in Canada in 2000-01, 174 more than two years previously.
- Publishers produced 15,744 new titles, a 13% increase in two years, and reprinted 12,053 existing titles.
- Publishers sold \$1.8 billion worth of books, up 7.6%.
- Textbooks and trade books each accounted for a third of all new Canadian titles.
- Canadian authors wrote 72% of all new titles and 98% of all new textbooks, but only 15% of the mass-market paperbacks.
- Publishing revenues totaled \$2.4 billion, an increase of 20% over the previous two years.
- Only 56.4% of Canadian publishing houses made a profit.

Go to the URL below to learn more details:

<http://www.statcan.ca/Daily/English/030626/d030626b.htm>

Forthcoming events (for details see website)

2003

- Sep 20 – Creative Writing Diploma Program info sessions.** Call and 24 Surrey's Continuing Ed at 604-589-2221 for details.
- Sep 28 – Word on the Street.** Vancouver Public Library Square, 11am to 6pm. Free for writers and readers alike!
- Oct 1 - Writing for Success: Essay Planning and Editing** for the teachers of SD 42 (Maple Ridge), Resource Centre, Haney, 3:30- 7:45pm.
- Oct 24 - Writing with Power!!** for SD 42 (Maple Ridge) professional development day, location TBA, 8:30am-2:30pm
- Oct 16- 19** Join Julie for two workshops (**Leery of Queries?** Plus **"I've Got a Great Idea for a Book...!"**) and the Blue Pencil Café at the **Surrey International Writers' Conference**, Surrey, BC. Register ASAP through www.siwc.ca.
- Nov 1 - How to Craft Irresistible Query Letters** for Surrey's Creative Writing Diploma Program, 9am-4pm. \$69.00, Call 604-589-2221 to register after Labour Day.
- Nov 4 - Writing with Power!!** for selected students of SD 43 (Coquitlam), Riverview Park Elementary, 9:15-11:45am.
- Nov 29 - Writing with Power!!** for writers at Surrey's Creative Writing Diploma Program, 9-noon, \$32.00.
- Nov 29 - Writing Online** for writers at Surrey's Creative Writing Diploma Program, 1-4pm, \$32.00. Call 604-589-2221 to register after Labour Day.

2004

- Feb 20 - Writing with Power!!** and **Essay Planning and Editing**, for SD43 (Coquitlam) teachers' professional development conference; location TBA, 8:30am to 3:00pm.

Post-publication Promotion (continued)

Here are some components to consider including in your promotional campaign:

- **Media kit with well-targeted press releases**
- **Book signings that are mini-seminars**
- **Website with a Press Room**
- **Speaking engagements**
- **Flyers, bookmarks, post-cards, etc.**
- **articles for mags enjoyed by potential readers.**

Knowing your target market and the places, conventions, associations and magazines, etc that your readers are likely to frequent is the basis for successful book promotion. Another key is being able to speak in front of audiences.... Good luck!

Previous issues of *The Beacon* are archived at www.beaconlit.com/beaconli/newsletter.htm



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The Beacon

Your guiding light for writing and publishing

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Promotion of Your Book: post-publication

Post-publication book promotion is a huge topic that could easily fill a book – indeed many have been written, which first-time authors should read. All that can be done in this short piece is point you in the right direction and identify some of the components of a promotional campaign.

The top 20% of authors always get 80% of publishers' promotional efforts. Yes, it is the authors that sell the most copies who get the most publicity. Seemingly unfair, but true. First-time authors are often surprised with the dismal sales effort their publisher provides because they have failed to understand the current reality in publishing and their own responsibilities. The paid national book tours or the morning talk shows on national TV are not for the majority of authors; most are more likely to appear at the local library and rate two column inches in the local rag. **Authors have to take charge of promotion** and keep their publisher aware of their efforts.

Just as most first-time authors learn to be their own literary agent, now you must also become your own publicist (or hire one). The best time to start is early in your book's production process. Buy the book, *Guerrilla Marketing for Writers* (Writer's Digest Books 2001), then study it thoroughly, and draft a promotion schedule (a sample is available at www.beaconlit.com/beaconli/freearicles.htm) and stick to it. Other useful assistance on the subject is in books for those that self-publish their work. Try the Canadian book, *How to Self-Publish and Make Money* (Sandhill Publishing, 1997), and the American, *The Complete Guide to Self-Publishing* (Writer's Digest Books, 2002).

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From the editor's desk

Writers' conference time is creeping closer with the passing of summer.... I love this time of year – cooler nights and a surge of energy as I accept that holidays are over and my work begins again in earnest. I also enjoy the prospect of meeting new writers, as well as the anticipation of new learning, new contracts, and new words filling my computer screen.

Stats Canada released its new biennial survey, "Book Publishers and Exclusive Agents" in June '03. It provides useful info for Canadian writers making choices in publishers to approach. I have summarized the findings for you in this e-newsletter. (American publishers are similarly surveyed every year too – *Publishers Weekly* keep tabs on the results.)

The Surrey International Writers' Conference runs October 17-19/03 near Vancouver, Canada. An excellent array of master classes can also be taken the day before. Treat yourself to an amazing opportunity to enhance your writing career at the best price in North America. For all the details, visit www.siwc.ca and register asap. You'll never regret it. I look forward to meeting you there!

Julie H. Ferguson

PS: email your FAQs to me....