

Let Us Count the Ways!

‘Going Beyond the Bookstore’—Wed., June 18

President’s Message

**Disasters
I’ve Known**

Dan Poynter always says, “The worst place to sell a book is at a bookstore.” A few years ago, having just done a book with a major celebrity, I decided to follow his advice. I jumped at the opportunity to “volunteer” my author to do the entertainment and to sell his book for their fundraising effort.



Ernie Weckbaugh

The setting was a residential back yard. The stage was the corner gazebo, and his audience was a collection of wealthy donors, most of whom had contributed to the cause in the past. Unbeknown to me, most of them already knew how and what to contribute for the evening. The book was a good idea. I didn’t know the facts.

My plan was to have him sign his new book after dinner for charity. They had set up a card table in a dark corner of the garden with a stack of books I had brought. I discovered too late, the normal procedure at these “gala” events is to pass among the patrons and collect the checks after the celebrity’s performance, then everyone gets up and leaves. Only two people even glanced at the dark corner of the yard where the table and our celebrity guest stood ready to sell books. He sold and signed two books, then dutifully contributed the less than \$30 to charity.

As for bookstore signings, when I was writing *Book Blitz* I asked authors for personal disasters and heard some very sad and funny incidents. There was the bookstore owner who paid an author for a cross-country trip, the hotel, meals, etc., but forgot to tell his staff—no signs, no ads of the event in the local paper, no direct mail, no crowds, nothing...just all that expense, time and embarrassment.

Come and hear of how to make *your* efforts a success—at the Sportsmen’s Lodge on June 18th. You won’t be sorry.

—Ernie Weckbaugh

So your book is NOT in the stores? Not to worry! There are many other paths for you to take to make your book a money maker.

Just come to our next BPSC dinner meeting, Wed. June 18, at Sportsmen’s Lodge (all details below) when four experts will tackle our theme, GOING BEYOND THE BOOKSTORE.

To entertain & inform you will be . . .

● **LINDA HOLLANDER**, known as “The Wealthy Bag Lady,” is the author of *Bags to Riches* and is the founder of the Women’s Small Business Expo. A master strategist, she’ll reveal the top five ways to attract corporate sponsors (i.e., Citibank, Fed-Ex, Staples) for your book, speaking gigs, business ventures or special events.



Linda Hollander

● **NORMA HOLLIS**, hailed as America’s leading authenticity expert, has been the CEO of several communication companies, including her own speakers’ bureau. The author of *Ten Steps to Authenticity*, she believes strongly in having writers do FREE public speaking to reap book sales. “Eventually you’ll be a paid speaker,” she predicts.



Norma Hollis

● **ROSALENE GLICKMAN, Ph.D.** is the international best-selling author of *Optimal Thinking*, rated by many as “the successor to *Positive Thinking*.” She’ll reveal how authors can spark huge consulting fees with major organizations—as she has done with the U.S. Army, IRS & Johnson & Johnson. She will also share how you can best secure foreign rights for your book with or without an agent.



Roz Glickman

● **LORRIE THOMAS** has served as a web marketing director for many top firms, incorporating strategy, redesigning & optimizing websites. She’ll show how to make your book more attractive to TV & film companies. Also, she’ll reveal how search engines can help pave the way for financial rewards, plus how effective uses of the Internet can boost book sales.



Lorrie Thomas

Yes, it’s nice to have your book in stores but, when it isn’t, we must search alternative Solution\$. So be with us June 18.

Mark Your 2008 Calendar:
Thurs., Aug. 14—Success Stories by Members
Wed., Oct. 15—14th Annual IRWIN Awards
Thurs., Dec. 18—Gala Holiday Mixer

See you Wed., June 18th
Theme: *Beyond the Bookstore*

PLACE: Sportsmen’s Lodge, 12833 Ventura Blvd. (at Coldwater Cyn.), Studio City (818) 984-0202
TIME: Cocktails and networking from 5:30 pm, dinner at 7 sharp, program at 8:15, out before 10
MENU: Buffet dinner (3 different salads, choice of chicken/fish/veggie entrees, beverage, dessert)

COST: For ‘08 paid-up members & their guests — \$27 each for the buffet & program—if paid in advance. Nonmembers or if you pay at the door—\$33
● Reservations for dinner must be made before noon on the day of the event (as well as cancellations).
● For \$10 you may attend the program (no dinner).

RESERVATIONS: Make check payable to BPSC and mail to Irwin Zucker, Suite 755, 6464 Sunset BL, Hollywood, CA 90028 (323) 461-3921, Fax (323) 461-0917. Tickets will be at the door.

Our website: www.bookpublicists.org DUES: Only \$37⁵⁰ a year (lowest of all similar organizations).

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The programs of BPSC are to improve the quality of book public relations: informative speakers, IRWIN Awards, anthologies and networking interaction among authors, publicists, publishers, suppliers, and print & broadcast media.

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...JOYFUL CELEBRATION!—Highlighting unity of all religions, this trio is enjoying success with their works, *Science & Spirituality* and *World Scriptures*. Standing: Mary Mann, Ph.D. Seated: ministers Elizabeth & Leland Stewart.

The Founder's Column

As I "Z" It



by **IRWIN ZUCKER**
BPSC Founder (Pres.'76-'94)
President Emeritus

Book Ends 'N Odds

● Groovin' at the Grove: Cheers to **Bruce Haring** for sparking this year's Hollywood Book Festival, set all

day Sat., July 12, at The Grove at Farmer's Market, 3rd at Fairfax. It's being presented in conjunction with Barnes & Noble. No charge for attendees...Come display with us at upcoming fairs: Ventura, July 28; Santa Barbara, Sept. 27; West H' wood, Sept. 28; & Duarte, Oct. 4...call (323) 461-3921 for more info.

● Observation car: How sweet is it to see *L.A. Times* columnist **Steve Lopez** hit the Top 10 of the *N.Y. Times* best-selling list with his book, *The Soloist*...Jumping into the latter's No. 1 slot, out of nowhere, is comedian **Chelsea Handler's** tome, *Are You There, Vodka? It's Me, Chelsea*. I'll drink to that one!...That *Get Balanced* author **Jan Lovejoy** has committed merger—she's now **Mrs. Ron Cooper**...Synd. talk show host **Michael Dresser**, outta Milwaukee, is making frequent jaunts to So. Calif. to stage media training classes for authors. The next is June 21—call **Joel Eisenberg** (818) 891-2223.

● Signs of the times: **Charlie Fox**, updating his book from *The Garlic Cure* to *Garlic: The Super Cure*, now bills himself as **Charles Fox**... **John Paul Owles**, shuttling 'tween Illinois & Nevada to operate Joshua Tree Pub., has a good seller in **Dawn Anderson's** metaphysical prose, *Dawn Awakens*...**Richard Lingsjo** simplifies the lingo in his reality tome, *Construction Budget Management*...**Lois Rose** turns to a study of spoons for her new novelty lit. bid, *Spoon*,



...TRAFFIC-STOPPER!—Sylvia Lieberman, left, author of *Archibald's Swiss Cheese Mountain*, sold hundreds of copies at 7 Locks Press booth at L.A. Times UCLA Festival. The colorful costumed-Archibald was played by her granddaughter, Tiffany, with daughter Carole Lieberman, M.D. serving as cheerleader. Carole is also a radio talk host.



...GETTING SOME RESPECT!—Here I am doing an impression of Rodney Dangerfield while presenting a copy of our newsletter to a Marilyn Monroe look-alike at a H' wood party.

Please!... We're off to The Big Apple for the Annual Media Seminar June 6-7 hosted by *Talkers Magazine*. Speaking of talk, we recently gabbed for an hour on **Rick Barber's** radio show over KOA, Denver.

● Names in the news: **Tanya Hall** defected from Austin, TX to join Greenleaf Book Group in L.A...PR whiz **Ana Markosyan** has recouped fully from severe head-on auto injuries...**Elaine Linden** is seeking contestants from the **Groucho Marx You Bet Your Life Show** to be interviewed on her book—call her (818) 760-6505...**Suzzy Canny** is leading fiction reading groups at Barnes & Noble, Encino... Writers who like to network with comics should contact **David Seidman** at (310) 652-4369 for monthly dinners at Junior's Deli, Westwood.

● In memoriam: Sadly we record the recent passing of **Warren Cowan**, at 87, an innovative H' wood publicist to a zillion stars. When asked who his favorite client was, he'd always answer, "The next one!"...Shopping expert/editor **Geri Cook**, at 83, who loved to interview writers on her L.A. radio shows...Popular San Diego radio personality **Jerry Nesler**, at 80, who also enjoyed inviting authors on his program.

● Glitterati: What are friends for? To show up for book signings!—as hordes of 'em did for buddy **Wynn Sherman** & his wynn-er, *Miles of Heart*, May 17, at Barnes & Noble, Calabasas... My favorite bookends, twin daughters **Judi** & **Shari Zucker**, kick off their healthy new book, *The Double Energy Diet*, June 18, at Borders, Santa Barbara... New BPSC member **Alexa Wolf** is attracting media interest with her memoir, *My Mother's House*, an indictment of our health care system... Want to escape credit card hell? Then ya gotta get **Harvey Warren's** helpful guide, *Forever In Your Debt*... Good write-up on our **Gloria Jelladian** in latest *Best Guest Digest*, but no mention was made of her racy novel, *Hot & Hairy*, which oughta be a movie.

● Wrap-up: It was comedian **Henny Youngman** who said, "When I read about the evils of drinking, I gave up reading."



...COINCIDENTAL!—The sub-title of our column matches the non-profit organization, Book Ends, dedicated to Kids Helping Kids for Literacy. Atty. Bob Tanenbaum discussed his 22nd book, *Escape*, at a recent Beverly Hills fund-raiser.

Candid Clicks of BPSCrowd...Everywhere!



Sportsmen's Lodge
Thurs., April 17

LITERARY LADIES!—Comparing notes at our last meeting are good friends Judith I. Jefferies, left, whose children's stories have been appearing regularly in the *L.A. Times'* Kid's Reading Room Section, and Lael Littke, author of 43 books, the latest being *Surprise Packages*.



WELCOME!—Janis Fowler, right, jetted to our last meeting from Muncie, IN, and was greeted by photographer Chris Vaughn, left & Géo O'Connor, author of *The Girl from Over There*, Janis' son, Rex, is the acclaimed writer of the novel, *A Frangible Quest*.



SWAPPING STORIES!—Having lotsa fun at our last meeting, Shawn McDowell, left, author of *I See You Are Down, But When Are You Going to Get Up?* & Ron Oberon, author of *Our Earth & Beyond*.



A TRIO GROWS IN H'WOOD!—Planting seeds for best-sellerdom are these authors, from left: Deborah Amelon, *A Skating Life; My Story* by Dorothy Hamill; Anna Maria Prezio, *Confessions of a Feng Shui Ghost Buster*; & Linda Ballou, *Wai-nani High Chiefess of Hawaii*.



LOVE STORY!—On left, Janelle Killingsworth, a freelance developmental editor, shown with her hubby Norm, marking their wedding anni April 20, but it was nothing compared to the glorious 75th celebrated eight days earlier by her parents, Mary & Stan Harrison, smooching on right above. May you all have many, many more!



Send us a good photo for use on this page

Don't miss our next show Wed. 6/18 all info on pg.1



SCORING POINTS!—These BPS members are moving forward in the book world. Left, Jim Leatherwood with his, *Facing the Future Together, School-Business Partnerships*. Right, Ingrid Kern, realtor, is honing her literary property, *What's Your Monster's Name?*



ALL IN THE FAMILY!—Dr. Anne Gray, new member from La Jolla, CA., is scoring big with her landmark book, *The World of Women in Classical Music*. She credits husband Charlie, right, and son Adrian for invaluable assistance.



WOTTA PARTY!—Charlie Scola, aka Party Charlie, tossed a spectacular one for his tome, *Party Planning Secrets*, May 8 at Borders, Century City, CA. Hundreds came to enjoy the merriment & free booze.



HERE'S TO THE NEXT DUTTON'S!—Authors Marvin Frank, left, & Earl (*Vitamin Bible*) Mindell, center, wish Doug Dutton the best on closing of Dutton's bookstore on L.A.'s Westside after 24 years. Many are hoping Doug will surface soon at a new location.



GONE FISHIN'!—Andrew Ramage, author of *Forgotten Gems from the Twilight Zone*, gags it up in hook-line-sinker style with this Trout gem—Sherri Trout, a poet of note.



FIELD OF DREAMS!—Onetime BPS secretary Nancy Sayles, now head of The Sayles Organization, is the proud mom of Ian Kaneshiro, 16-yr. old outfielder for El Camino High, Woodland Hills, CA. She's also co-author with Dr. Bud Zukow of *BABY: An Owner's Manual*.

A Big Thank-You!



...to all who displayed at our booth at L.A. Times Festival of Books UCLA April 26-27

- Patricia Bragg, Ph.D.**—*Apple Cider Vinegar*
Arnold Bresky, M.D.—*Secret for Caregiver Success*
Dianne de la Vega, Ph.D.—*Heaven Knows, Anything Goes*
Costantino Delli—*The Way*
Carole Disenhof, Ph.D.—*Take the Weight Off!*
Mayer Eisenstein, M.D.—*Don't Vaccinate Before You Educate!*
Elijah—*The Underground Bible*
Olive Evans—*The Thrift Store Bears*
Rex Fowler—*A Frangible Quest*
Charles Fox—*Garlic: The Super Cure*
Godfrey Harris—*BooKard*
Michael Harrison—*Talkers Magazine*
George Hassan—*Iran: Harsh Arm of Islam*
Norma Hollis—*Ten Steps to Authenticity*
Naomi Karz Jacobs—*The Builder's Daughter*
Robert Kotler, M.D.—*Secrets of a Bev. Hills Cosmetic Surgeon*
Jordan Levenson—*Univ. Degree, Fellow, & Honours Abbreviations*
Jan Lovejoy—*Get Balanced*
Mary Mann, Ph.D.—*Anzac to Understanding*
Mary Mann, Ph.D. & Lee Stewart, B.S.E.—*Science & Spirituality*
Carla Masterson—*What's On the Other Side of the Rainbow?*
Susan Moss—*Keep Your Breasts!*
Ron Oberon—*Our Earth & Beyond; Many Planes Above.*
Géo O'Connor—*The Girl from Over There*
Esther Pearlman—*It's Not Easy Being a Woman*
Milan Polak & Elissa Michaud—*The Healer's Guide to Holistic Lifestyle & Healthcare*
Robin Quinn—*Quinn's Word for Word*
Byron Richards—*The Leptin Diet*
Lois Rose Rose—*Seeing Solomon's Knot*
David Schumacher, Ph.D.—*Buy & Hold: 7 Steps to a Real Estate Fortune*
Margaret Schumacher—*The Spirit of David*
Eric Shaw—*Championship Networking*
Wynn Sherman—*Miles of Heart*
Don Silvers—*Kitchen Appliances 101; Kitchen Design with Cooking in Mind*
Dianne Sundby, Ph.D.—*You Know You're an Empty Nester When...*
Ted Tobias & Maria Belknap—*Tales of a Beverly Hills Bitch*
Michael Williamson—*The Dream of the Fathers*
Lloyd Wright—*Triumph Over Hepatitis C*

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