

independent

Selling Direct, Part 1 CONTINUED FROM PAGE 14

Our Recipes for Selling Direct

Life of Reiley publishes cookbooks for the gift market, and generally for readers from 25 to 45. Our authors give a lot of cooking classes and talks; we feature promotions in our monthly newsletter, and we often mention them on Facebook.

To encourage direct sales, which account for just under 10 percent of revenue, we use coded special promotions and offer special prices at live engagements.

Amy Reiley
Life of Reiley
lifeofreiley.com

Communicating Up Close and Personal

As a former broadcaster (host of a syndicated radio show with ABC Radio Networks, Inc., for four years), I realized that most authors were ill prepared to represent themselves and their products. I also learned that communicating well is a talent. That's why TomKat Productions (TKP) focuses on communication in books on writing and publishing, books of poetry and humor, and a card game for couples called Intimate4play.

I formed TKP after leaving ABC Radio and decided to target writers and aspiring authors as well as couples who want to improve romantic communication.

We reach writers and aspiring authors mainly through speaking engagements, but guest blogging on sites with the same or a similar focus and a few radio and television interviews have gained us considerable exposure.

For the romance department, we have two distributors for our game product, and we participate in trade shows (booths with special offers) and write for romance-industry publications.

Approximately 50 percent of our sales are direct to our consumers. We love the up-close-and-personal contact we have established, and I think our customers see us as people who understand what they are dealing with. We really want to help everyone gain control of their communication skills, in love, career, family, or social situations.

Kat Smith
TomKat Productions
Tomkatproductions.com

Serving Christian Markets

Our books, which are for Evangelical Christians, Christians, and conservatives, focus on family values, husband-and-wife relationships, child training, and evangelism. We published three titles during the past 12 months; we also offer CDs, DVDs, and MP3s; and we generate 80 percent of our revenues from direct sales. CONTINUED ON PAGE 16

Why Print Thousands of Books?

It is nice to print tons of books if you know they will sell, who wouldn't? But with today's uncertainty with book sales and electronic reading options out there, book production is moving more toward shorter run digital formats. But have you found the right partner for this?

Who Holds the Missing Pieces for Today's Publishing Puzzle?



1
Low Inventory Exposure!

Need more flexibility to produce shorter runs?

Johnson Printing Service produces high quality paperback books starting at only 25 books. *Life's too short to live with inventory exposure!*



2
Great Quality & Service!

Is quality and customer service a concern?

Our digital presses produce offset-like quality at digital-like prices! *Would you rather talk with a human or a computer?*



3
Low Cost Fulfillment!

Are you "SURE" you have the best fulfillment?

Compare our storage and processing costs to your in-house or current outsource partner. *We have simple effective methods!*



JOHNSON PRINTING SERVICE

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for free consulting today!