Getting Your Book Into Libraries

(with Eric Simmons)

Cuyahoga County Public Library
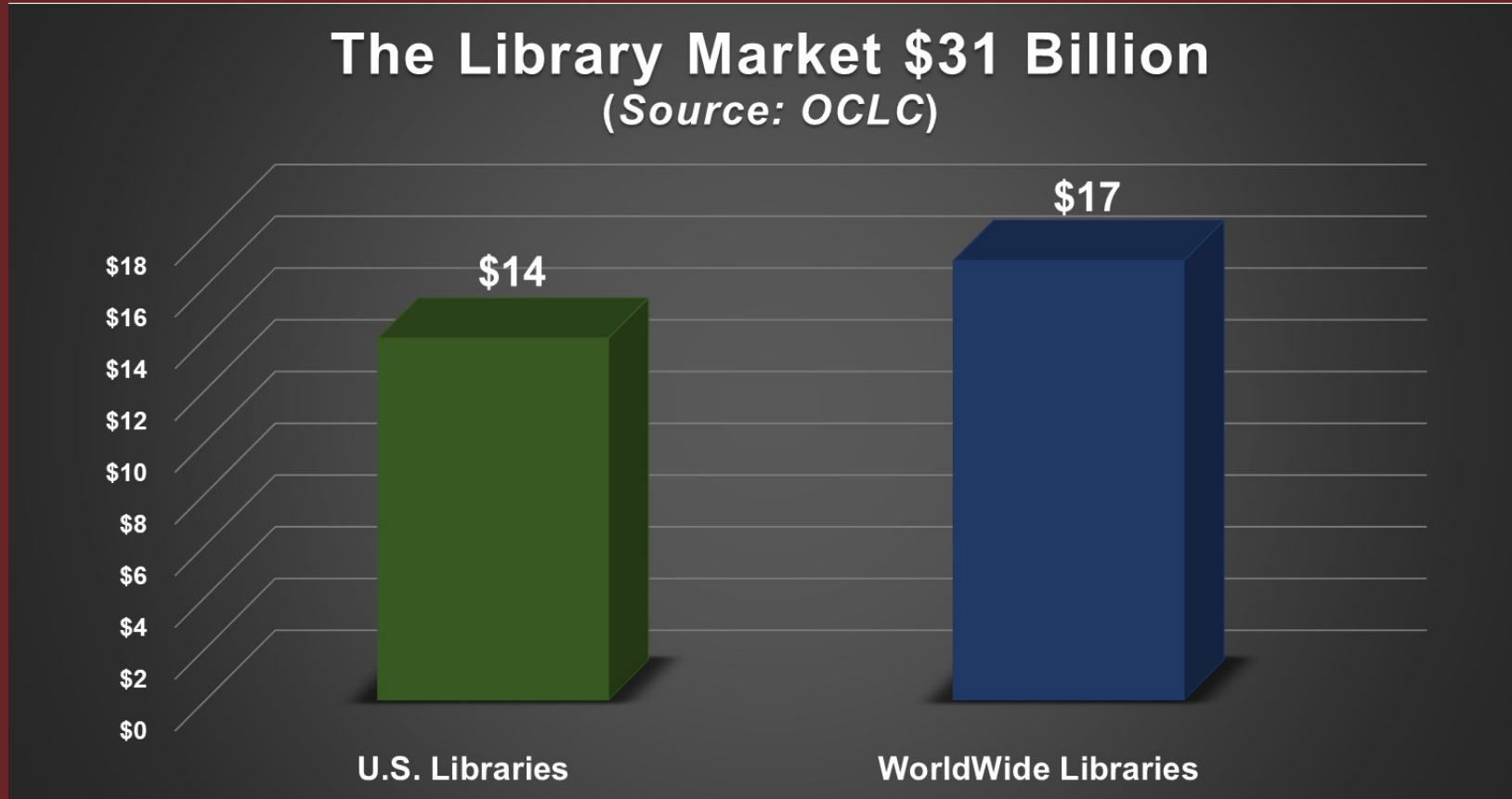
Objectives

➢ **Library Market Familiarization**

➢ **Share my methodology and tactics**

Witho

Why Libraries?

The Library Market $31 Billion
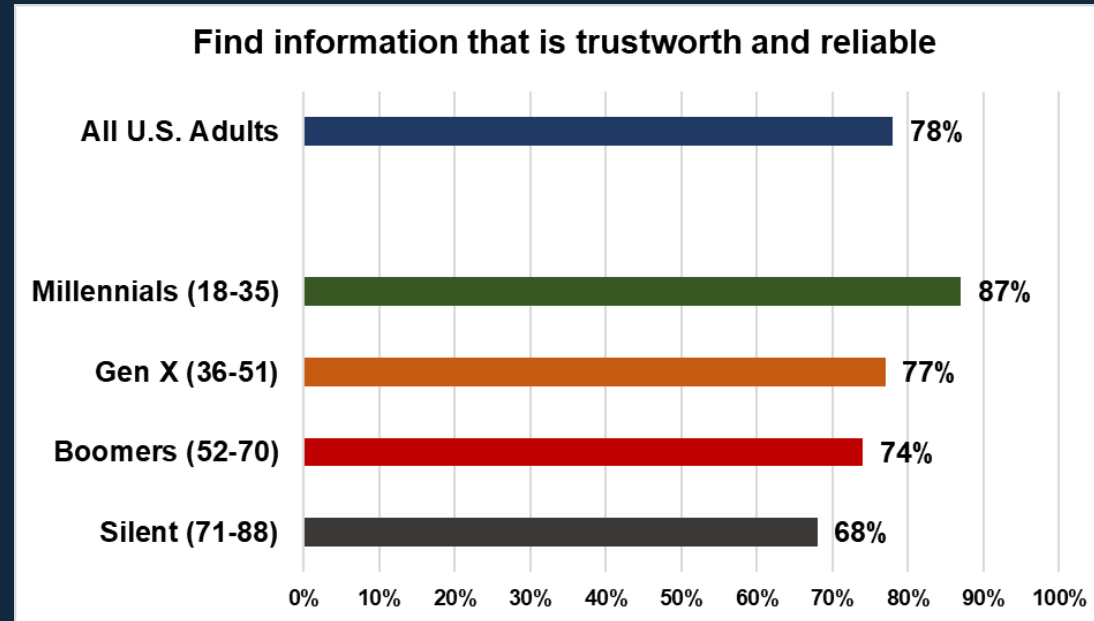(*Source: OCLC*)

$17 — WorldWide Libraries
$14 — U.S. Libraries

Source: Online Computer Library Center (OCLC)
- WorldCat (largest Online Public Access Catalog or OPAC)

The Library Market

Find information that is trustworth and reliable

All U.S. Adults	78%
Millennials (18-35)	87%
Gen X (36-51)	77%
Boomers (52-70)	74%
Silent (71-88)	68%

Source: Pew Research (Survey conducted Sept.29-Nov. 6, 2016)

- **2.6 million Libraries worldwide** (*International Federation of Library Associations*)

- **116,867 Libraries of all kinds in the United States** (*American Library Association*)

- **92% of Librarians "… regularly buy from self-published authors and small presses"** (*Reedsy*)

U.S. Library Segments

- **Public Libraries**   9,057 (*<u>16,568 Total Buildings</u>)

- **Academic Libraries**   3,094

- **School Libraries**   98,460
    - ❖ **Public**   81,200
    - ❖ **Private**   17,100
    - ❖ **Bureau of Indian Affairs**   160

- **Special Libraries**   5,150 (Corporate, Medical, Law, etc.)

- **Armed Forces Libraries**   239

- **Government Libraries**   867

Source: American Library Association

Why I Chose Libraries

- **Book Credibility**
  - ✓ **Librarians Best "Reviewers"**
  - ✓ **Collection Development Policy**
- **Unpredictable Amazon sales**
- **Unable to forecast / predict sales**
- **Cost of book reviews (ex. Kirkus)**
- **Market Size + Number of "Prospects"**

How Did I Get Started?

- **Identified 100 largest Libraries**

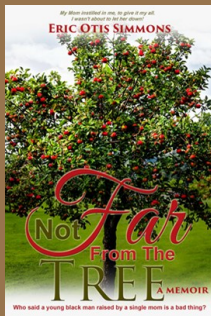- **Started Calling**

- **Send information**

7

Strategy

Washington University in St. Louis

- **Contact Academic Libraries**

- **Felt Alma Mater Would Buy**

- **Send Email with Book Information**

- **Use Microsoft "Mail Merge" with Excel**

  ➢ **"Custom" not "Mass Mail" look**

➢ **WashU notified me of purchase after 1 email!**

➢ **#16 National University (U.S. News & World Report)**

➢ **"Harvard" of the Midwest**

Methodology Emerging

Library Contacts
"Database"

Book   **Email**

Library

✓ **Website URL**

✓ **Key Decision Makers**

Courtesy Dana Trilk Photography

N16 | 1/11/2021

	Status	Sta	Library	Library Link	First Na	Last Nan	Salutatio	Email	Date	M	Library Name	Notes	Othe	Added
2		TX	Public	A. H. Meadows Library	Terry	Moore	Terry	terry.moore@midlothi:	1/11/2021	1	A. H. Meadows Library	A. H. Meadows Library	Northea	1/11/2021
3		TX	Public	Abilene Public Library	Julee	Hatton	Julee	julee.hatton@abilenet>	1/11/2021	1	Abilene Public Library	Abilene Public Library	Big Cour	1/11/2021
4		TX	Public	Alicia Salinas Public Library	Yolanda	Bueno	Yolanda	yolanda.bueno@cityofa	1/11/2021	1	Alicia Salinas Public Library	Alicia Salinas Public Libr	South Te	1/11/2021
5		TX	Public	Allen Public Library	Jeff	Timbs	Jeff	jtimbs@cityofallen.org	1/11/2021	1	Allen Public Library	Allen Public Library	Northea	1/11/2021
6		TX	Public	Amarillo Public Library	Amanda	Barrera	Amanda	amanda.barrera@amari	1/11/2021	1	Amarillo Public Library	Amarillo Public Library	Texas Pa	1/11/2021
7		TX	Public	Amarillo Public Library	Jon	Barnes	Jon	jon.barnes@amarillolib	1/11/2021	1	Northwest Branch Library	Amarillo Public Library	Texas Pa	1/11/2021
8		TX	Public	Amarillo Public Library	Valisa	McHugh	Valisa	valisa.mchugh@amarill	1/11/2021	1	Southwest Branch Library	Amarillo Public Library	Texas Pa	1/11/2021
9		TX	Public	Amarillo Public Library	Dale	Kerbs	Dale	dale.kerbs@amarillolib	1/11/2021	1	East Branch Library	Amarillo Public Library	Texas Pa	1/11/2021
10		TX	Public	Amarillo Public Library	Shaun	McDonald	Shaun	shaun.mcdonald@amar	1/11/2021	1	North Branch Library	Amarillo Public Library	Texas Pa	1/11/2021
11		TX	Public	Arlington Public Library System	Norma	Zuniga	Norma	Norma.Zuniga@arlingtc	1/11/2021	1	Arlington Public Library Syst	Arlington Public Library	North Te	1/11/2021
12		TX	Public	Beaumont Public Library System	Paul	Eddy	Paul	paul.eddy@beaumontt	1/11/2021	1	Beaumont Public Library Sys	Beaumont Public Library	Houston	1/11/2021
13		TX	Public	Bedford Public Library	Maria	Redburn	Maria	maria.redburn@bedfor	1/11/2021	1	Bedford Public Library	Bedford Public Library	North Te	1/11/2021
14		TX	Public	BiblioTech	Laura	Cole	Laura	lcole@bexar.org	1/11/2021	1	BiblioTech	BiblioTech	Alamo A	1/11/2021
15		TX	Public	BiblioTech	Jesse	Garcia	Jesse	jesse.garcia@bexar.org	1/11/2021	1	BiblioTech West	BiblioTech	Alamo A	1/11/2021
16		TX	Public	BiblioTech	Malena	Martinez	Malena	malena.martinez@bexa	1/11/2021	1	BiblioTech East	BiblioTech	Alamo A	1/11/2021
17		TX	Public	Brazoria County Library System	Lisa	Loranc	Lisa	lloranc@bcls.lib.tx.us	1/11/2021	1	Brazoria County Library Syst	Brazoria County Library	Houston	1/11/2021
18		TX	Public	Brownsville Public Library	Juan	Guerra	Juan	juan@cob.us	1/11/2021	1	Brownsville Public Library	Brownsville Public Libra	South Te	1/11/2021
19		TX	Public	Brownwood Public Library	Becky	Isbell	Becky	dir@brownwoodpublicl	1/11/2021	1	Brownwood Public Library	Brownwood Public Libra	Big Cour	1/11/2021
20		TX	Public	Bryan+College Station Public Lik	Beatrice	Saba	Beatrice	bsaba@bryantx.gov	1/11/2021	1	Bryan+College Station Publi	Bryan+College Station F	Central 1	1/11/2021
21		TX	Public	Burleson Public Library	Sara	Miller	Sara	smiller@burlesontx.cor	1/11/2021	1	Burleson Public Library	Burleson Public Library	North Te	1/11/2021
22		TX	Public	Burnet County Library System	Mary	Seaman	Mary	mseaman@burnetcoun	1/11/2021	1	Burnet County Library Syste	Burnet County Library S	Central 1	

Public Library States Contacted | Academic Libraries | **Public Libraries** | Libraries Contacted and Cost | Purchases & H ...

Learnings

- "Top Down" – "Bottom Up" Selling (i.e., CEO, <u>Collections</u>, Branch)

- Librarians receptive to self published books

- Quality written work a must

- Align with Collection Development Policy (ex. "Interest")

- At Least 1 - 2 Months before FYE / FYB

- Academic Libraries were acquiring slower than Public

- Quarterly contact via alternate email addresses

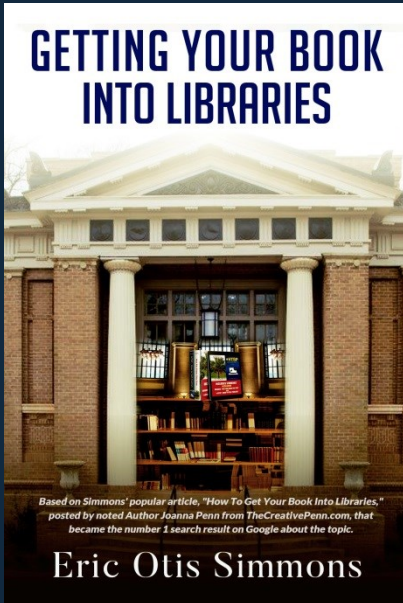- <u>Libraries rarely tell you they purchased your book</u>

- Use "Sell Sheet" email with Metadata

"Sell Sheet" Email

Metadata

- **Book Description - Synopsis**

- **Front Cover**

- **ISBN**

- **Buying Sources (Ingram)**

- **Quantitative Data (Amazon)**

References

- **Los Angeles Public Library**

- **New York Public Library**

- **Every Customer – no link**

- **"Library of The Year"**

➢ **One opportunity to impress**   ➢ **Make it easy to say "Yes"**

➢ **I ask for the business!**

Academic Librarian – "Show Where It Fits"
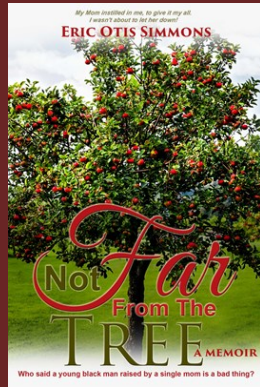
Social Sciences/African American Studies

- A son's story of how his single parent African American Mother equipped him for academic, athletic and business success

- Minorities in Corporate America

- 27-time Amazon "Best Sellers" since 2019 (Single Parent Category)

- Held by 22 Academic / 65 Public Libraries

- Published: 3/2017

- ISBN 9780692953303
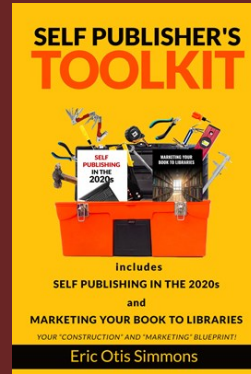
Sales and Marketing

- Released July 2020

- Debuted at #3 Amazon "Hot New Releases" Library & Information Science Category

- 5-time Amazon "Best Sellers" since 7/2020

- Published: 7/2020

- ISBN 9780578723938
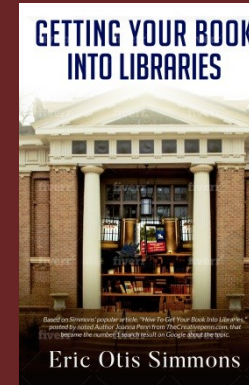
Sales and Marketing

- Aligning with Collection Development Policy

- Based on Simmons' article, "How To Get Your Book Into Libraries" that became the top search on Google, out of over 2 billion, on the topic

- 22-time Amazon "Best Sellers" since 2019

- Published: 12/2019

- ISBN 9780578620466
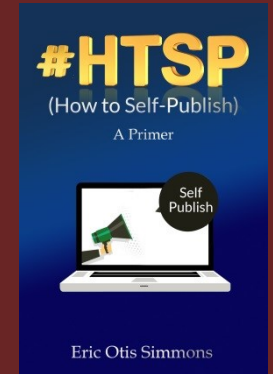
Self-Publishing

- How to Self-Publish

- Identifying resources

- Published: 10/2018

- 6-time Amazon "Best Sellers" since 2019

- Held by The Royal Library, Denmark

- ISBN 9780578409467

ESETOMES Books Library Segment Performance
(i.e., "Sell Sheet" Results)
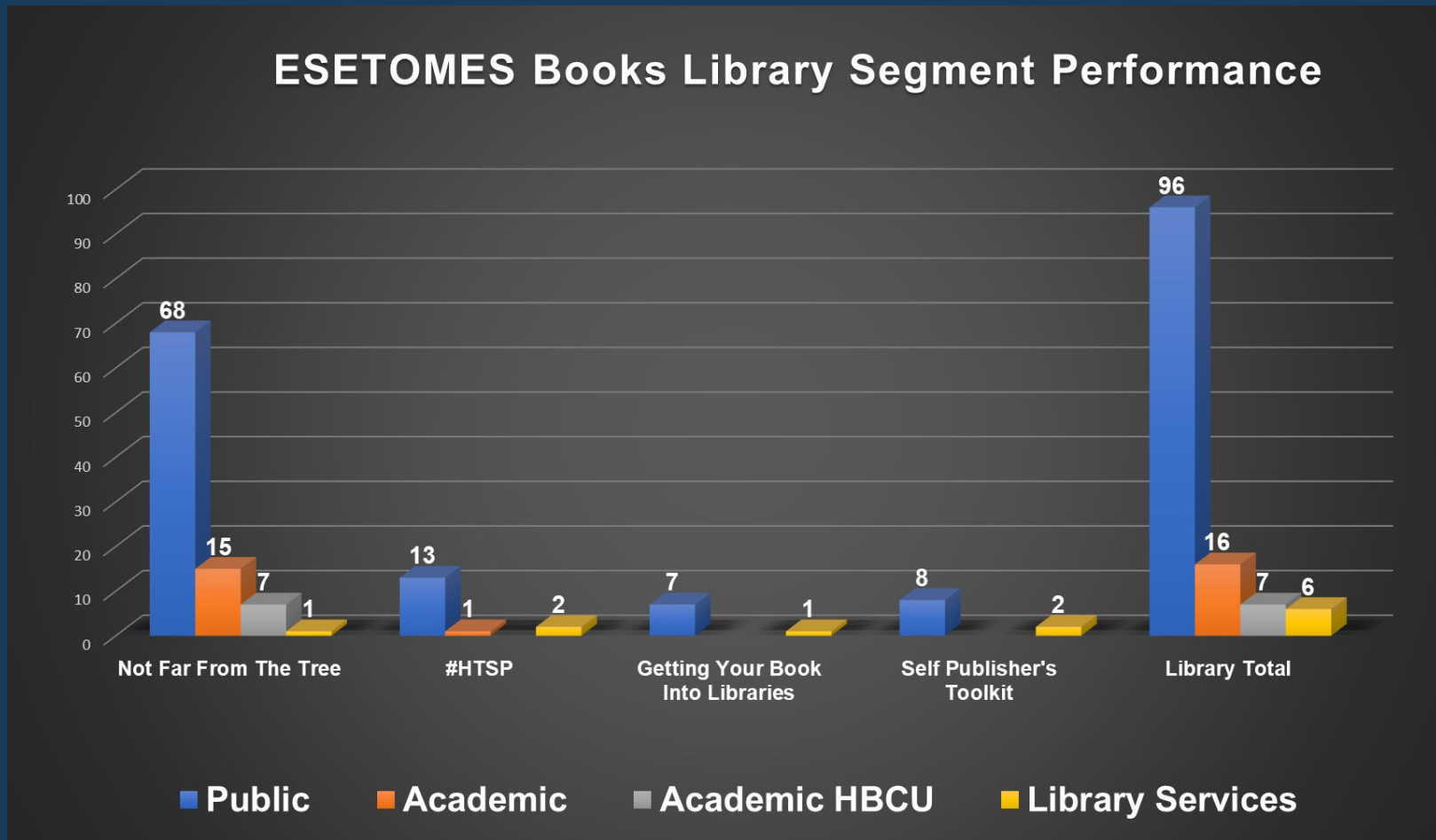
- **125 Libraries**

- **97% sales via email**

- **26 – one contact**

- **4 – zero contacts**

- **Average 3.7 emails**

How Do I Know When a Library Purchases?

Sales "Triggers"

- **Increase in sales after a mailing**

- **Amazon Sales Rank ⬆ - no Royalty** (*Expanded Distribution Sales*)

- **<u>Ingram</u> Content Group Sales (About 80%)**

- **Blurb Sales**

- **New OverDrive eBook sales**

- **WorldCat Additions**

- **When potential sales don't add up**

  ➢ **Libraries' websites**

Cleveland Public Library

WorldCat - www.worldcat.org

43 Libraries or 34.4% of my sales

What Are My Steps?

Review and Revise

Email Campaign (ex. FYE/FYB)

Initiate

Reinitiate

"Top Down" "Bottom Up"

Research (i.e., "Common Ground")
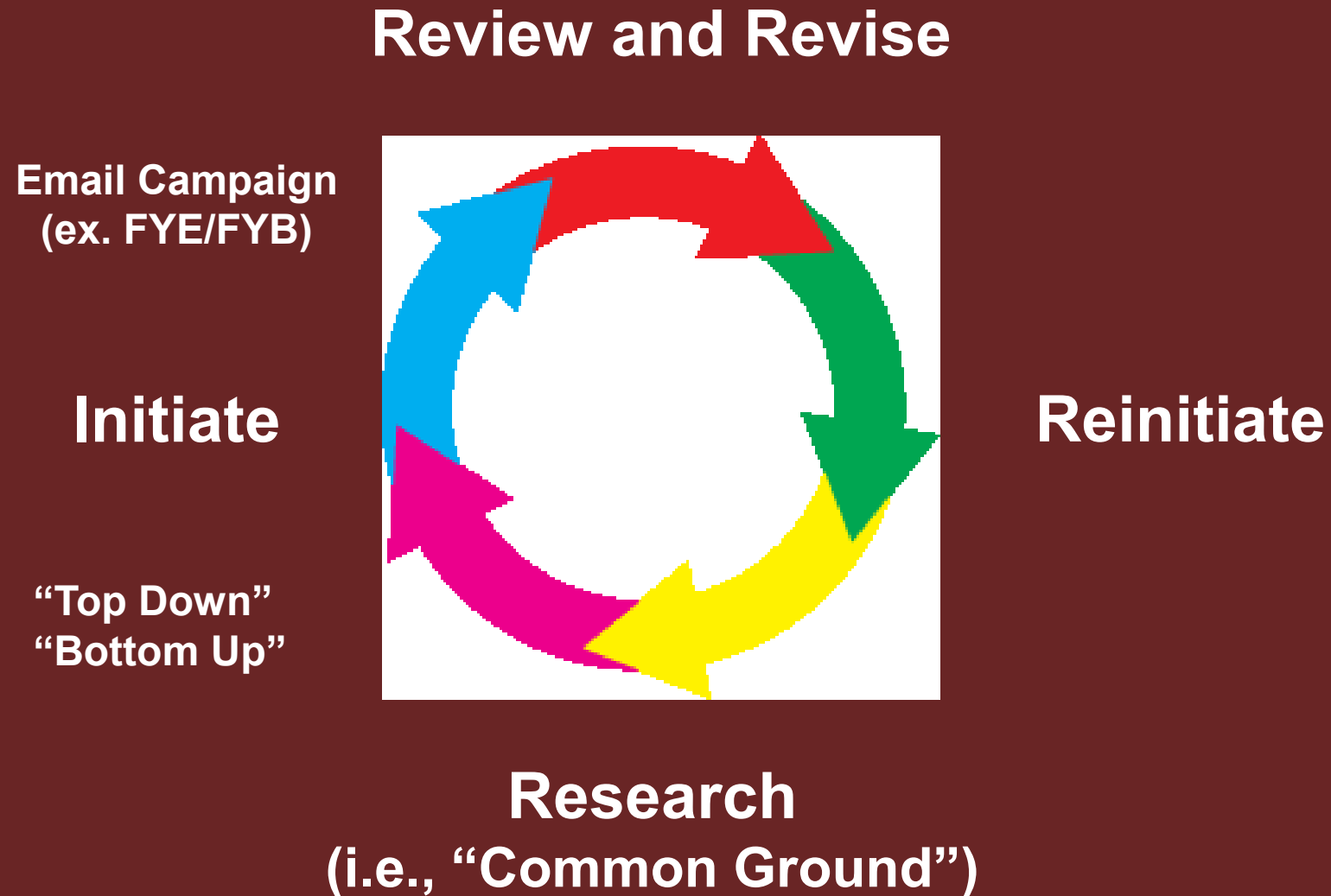
What Have Been The Outcomes?
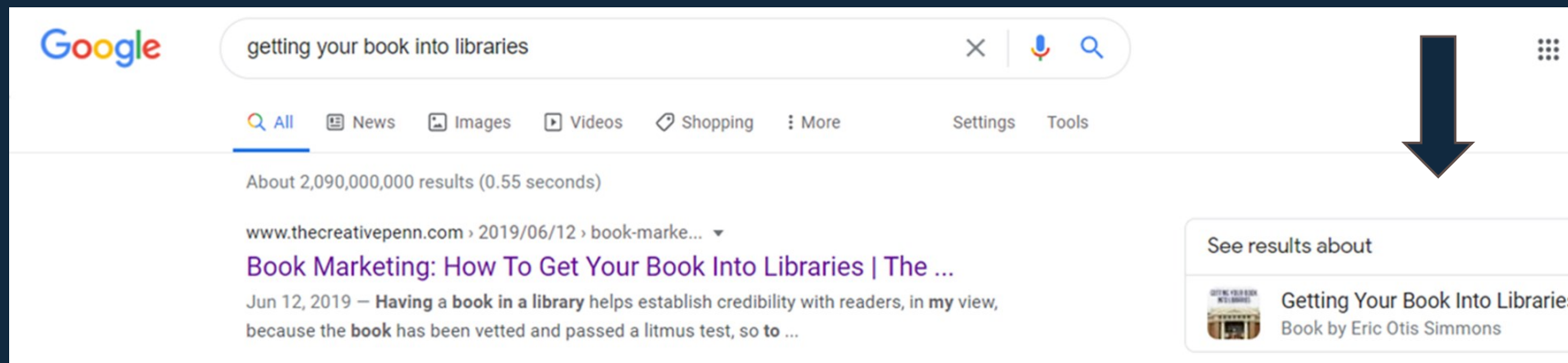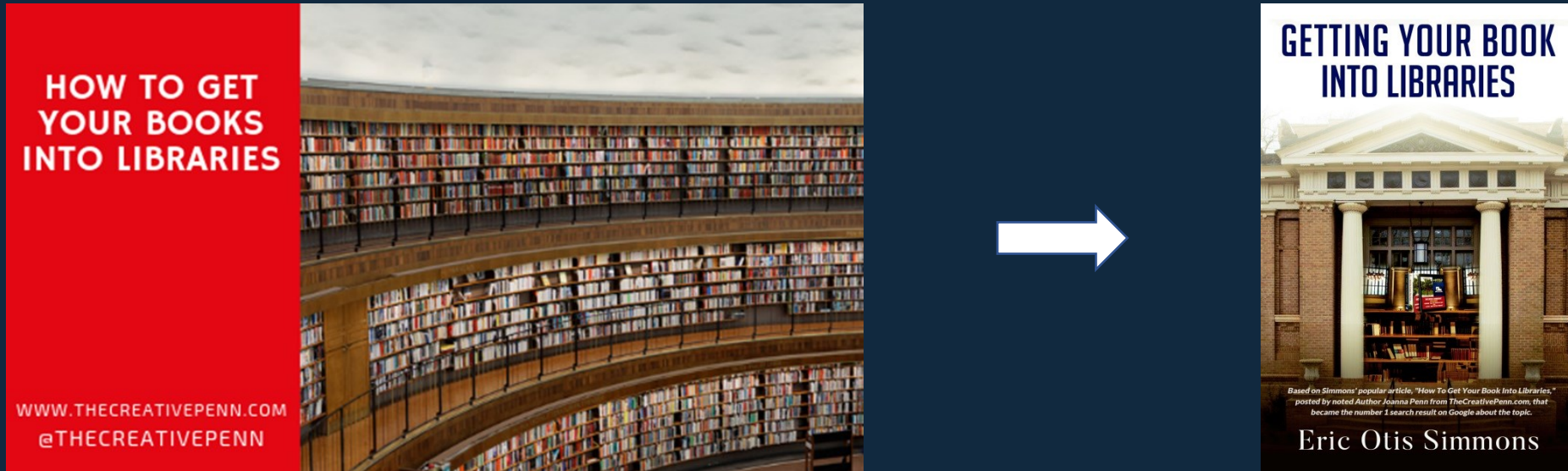
Article Drove "Database" Demand

Library Marketing Services

HOME | CUSTOM WEBSITES | ESETOMES BOOKS | BROWSE BOOKS | PURCHASE | NEWS | CONTACT

3000 Library Contacts & Mergeable "Intro" Letter
—
$29.97

3000+ Library Contacts+Intro Letter & "Getting Your Book Into Libraries"- Kindle
—
$32.37

3000+ Library Contacts+Intro Letter & "Getting Your Book Into Libraries"- ePub
—
$32.37
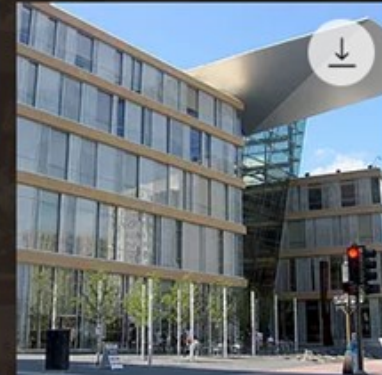
5000 Library Contacts & Mergeable "Intro" Letter
—
$44.97
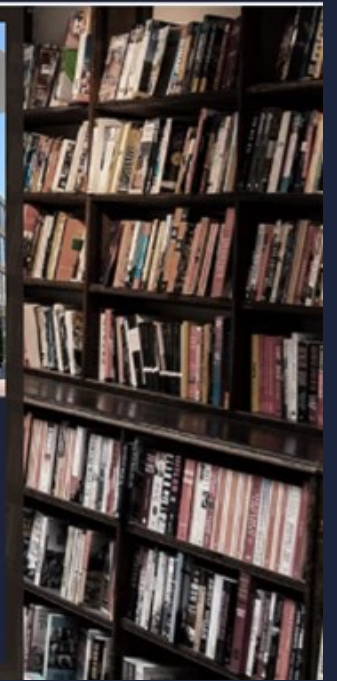
www.eseinc1.com/library-marketing-services

# Library Marketing Services

- **Library Consulting**

- **3000 Library Contacts**

- **5000 Library Contacts**

- **Free Mergeable Intro Letter**

Pandemic

- **News about Library Budget Cuts**

- **Decided to Merge Two Books**

  ➢ *Self Publishing in the 2020s*

  ➢ *Marketing Your Book to Libraries*

- **Decided to Merge Two Books**

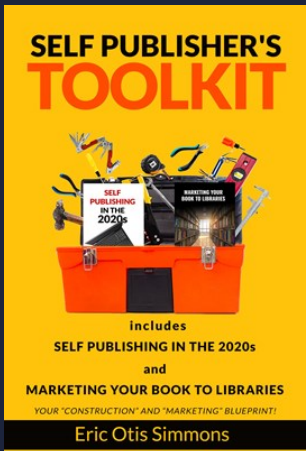 ➢ Addresses Budget Cuts

  ➢ Clear self publisher's need
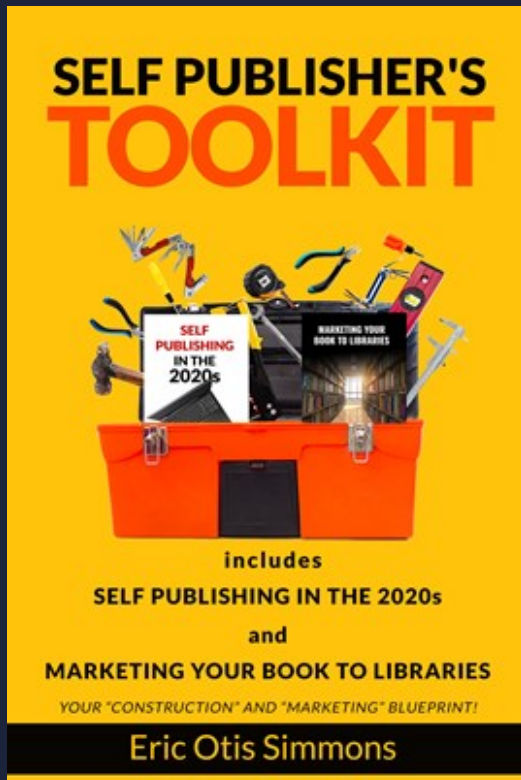
In Person to Videoconferencing
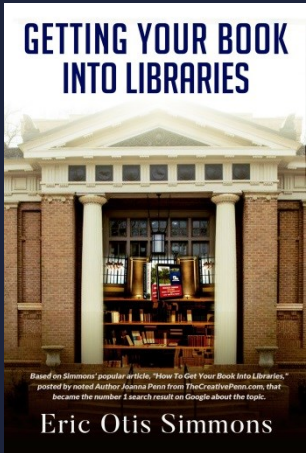
Library Programming Offerings

- **Readings**

- **How to Self Publish** (Support Group/YouTube)

- **Getting Your Book Into Libraries**

➢ **Library Market Familiarization**

➢ **Share my methodology and tactics**

Questions?