

**Promotion:
Before, during, after
Expo**

Mark H. Newhouse

Expo Founder
WLOV Founding President



BEFORE,
DURING
AFTER

- What are your goals?
- How to reach your goals?



WHY EXPO 4 U: \$ &

You may not sell a lot of books

Pride= display your achievement: "I am an author."

Education= display 'steal' ideas

practice = confidence

Network= illustrators, publishers, agents, organizations, producers.
Meet readers

Help others/
Fun

Represent= yourself, WLOV + our authors

You may not sell a ton of books but a ton of benefits.



I HATE MARKETING: MARK'S SECRET

I hate marketing.
How often I'd say,
But a famous author shared his secret
And changed my life that day.
He gave me a knowing look
And said, now Sonny,
You're too focused on the number of books
And on the money.
Selling makes you nervous,
Self-promotion makes you shy.
Think of yourself **offering a service**
Not forcing people to buy.
Books inspire, entertain, and educate too,
That is why you write.
Isn't that true?
You write because you care,
And want to help others too.
You're not just selling books,
You are sharing **you**.

BOOKS HELP: educate/entertain/inspire

Selling = 4 Ss



Would you buy from this guy? SMILE

Smile: Be someone browsers want to talk to. **ENGAGE!!!**

Stand: Reach out, look inviting not bored. **ENGAGE!!! CARE!!!**

Support: fellow authors, visitors: Respect your neighbors' space. **ENGAGE!!!**

Service: entertainment, education, inspire. **ENGAGE!!!**

Don't sell books, sell yourself

GOAL: promo cards, bookmarks, flyers

TALK TO PEOPLE- BEING AN AUTHOR IS A BIG DEAL



By Mark Newhouse
Illustration by Dan Treppner

HAPPY HOLIDAYS FROM Mark & Linda Newhouse

As a thank you for your friendship, please redeem this

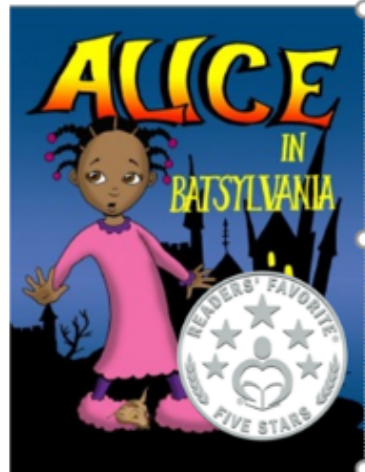
Coupon for 5% off any of my books at the Central Florida
Book & Author Expo, January 30, 2022, 11-4 PM,
at the Eisenhower Recreation Center.

Have a wonderful holiday!

Mark & Linda

NAME _____

Email _____



HAPPY HALLOWEEN FROM Mark & Linda Newhouse

As a thank you for your friendship, please redeem this
Coupon for 5% off any of my books at the Central Florida
Book & Author Expo, January 30, 2022, 11-4 PM, at the
Eisenhower Recreation Center.

Mark & Linda

NAME _____

Email _____

Redeem them for a raffle surprise!

BEFORE: GIFT COUPONS

- Bookmarks
- Invitations
- Flyers
- Friends, neighbors, clubs,
- Stores, teams, town squares, doctor offices, beauty parlors.

Press Release Sample

- For immediate release:
- Dear _____, Title
- Thank you for helping to promote _____, a celebration of reading and writing.
- Please contact:
- Address
- Phone/Email
- Title: **Everyone is invited to Book Expo 2024**
_____ is honored to be included in the _____, on _____, from :00 to :00 PM at the _____. This event is free and features (Title of books.) Sponsored by _____ offers visitors an opportunity to be inspired by the author to read and write. Everyone is invited to browse and purchase books at special prices and get them signed. Come on down and join the celebration of reading and writing.

Signed books are treasured gifts.

Sample Booklet & Hook Card

Sample book = MINI-BOOKS
chapters/ excerpts

Hook Card: question/s

Example: He loves her more than life. Can he give her to another man to save her?

The Devil's Bookkeepers – Mark H. Newhouse

Grand Prize Fiction Series & 1st Prize Hemingway Wartime Series (Chanticleer International Book Awards)
Book of the Year & Gold Medal Historical Fiction (Royal Palm Literary Awards- Florida Writers Association)

“You can't remain unaffected by this book”- K. Bennet, Readers' Favorite 5 Stars.



TRIVIA CARD

How much do you know?

1. The Lodz Ghetto was the largest in Europe. T F
2. About how many people were imprisoned in the Lodz Ghetto?
10,000 20,000 100,000 200,000 400,000
3. The leader of the Lodz ghetto crushed all rebellion against the Nazis.
T F
4. Lodz was the longest surviving ghetto in Poland. T F
- 5.. The leader of the Lodz ghetto is branded a collaborator by the Florida Holocaust curriculum. T F

Discover the shocking truth in **THE DEVIL'S BOOKKEEPERS**, by Mark H. Newhouse, the multi-award-winning novels of love and suspense set in the Holocaust ghetto that his parents were among the few to survive.

Bring this card to Mark for a 10% discount and a prize drawing.

NAME _____

Email _____





Works with fiction too!

HOW MUCH DO YOU KNOW ABOUT MONSTROVIA?

1. Monstrovia is a secret sector of
England B. America C. China D. None of these
2. Jasper Doofinch is a lawyer for monsters in
Monstrovia. T F
3. Monstrovians obey the U.S. Constitution. T F
4. Which lives in Monstrovia? A. dragons B. giants C.
knights D. A, B, and C E. None of these

Love mysteries? you'll love the award-winning

Defenders of Monstrovia
FREE podcasts

Amazon, spotify, iHeartRadio, GoKidGo

THE CUT DOLLAR BILL

Give half the story free. Guests get the rest at the event.

Here's a Teaser from [The Rockhound Science Mysteries](#)- Learning Magazine's Teachers' Choice Award. 9 easy-reading mysteries children solve with fun experiments.

The formula for Monster Juice, a new soda, was worth a fortune. It was locked in a sealed laboratory. If the thief wasn't human or an animal...who stole the Monster Juice?

Read [The Rockhound Science Mysteries](#) to help Rockhound solve 9 cases with fun experiments.

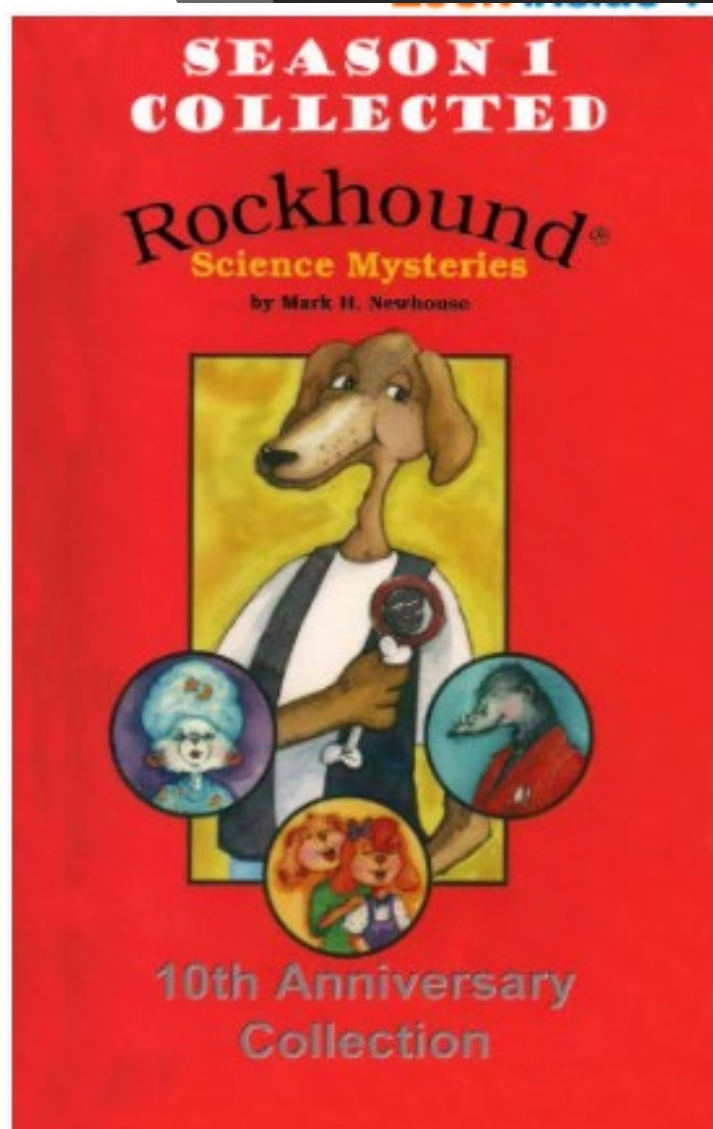
How can orange juice ice pops trap the world's meanest cafeteria lady?

How can you prove a famous fossil is fake?

How was the multi-million-dollar Mona Mousey stolen?

**BE A DETECTIVE WITH THE ROCKHOUND
SCIENCE MYSTERIES**

•



Social Media

Most effective?

Wide: Facebook, Instagram, Tik Tok, LinkedIn, _____

Local: Villages Talk, Villages News, Next Door _____

Word of Mouth: friends, neighbors, clubs, parties _____

Ex. I am proud/excited/happy to share I will appear at _____. It will be a fun day with _____.

Please tell your friends to come to _____ and see me on _____. You'll love my books and may win prizes.

WLOV BOOKMARKS = easy to hand out



Email: Email signature/announcement

Join me at Book Expo, January 28,2024

Eisenhower Recreation Center. It's Free!

100 authors, books for all ages and interests.

Sale prices! I'd love to see you there.

Flyers: Clubs, libraries, stores, organizations, etc.

ASK PERMISSION

You are WLOV REPRESENTATIVE

Target P.R.



Who wants it?



PITCH TIME

2 PITCHES?

Greeting
Elevator Pitch

GREETING PITCHES= The Hi
Pitch

ENGAGE!!!



Greeting Pitch

THE HI PITCH

Hi. Thank you for being here.

Hi Thank you for supporting our local writers.

Hi. Is there something special you're looking for?

Hi. What kind of books do you read? Enjoy?

Hi. Where are you from?

Hi. May I help you with anything?

Hi. Do you have grandchildren? Teachers? Car/sports lovers?

Hi. May I interest you in a gift for your husband? Wife? Friends?

Hi. Do you love to read/write? Happy to help.

Hi. Welcome to Expo. Thank you for being here.

SHOW **COVERS = HOOKS**

What do you think this book is about?
What do you see on the cover?
What is the character doing?

My picture books have surprises. (show page)

I won this award for _____

What do you think of this cover? I love this cover.

LISTEN/LOOK FOR CLUES:

Hi. Are you interested in children's books. A suspenseful mystery? War? Romance? Paranormal? Sport? Cars? Cooking? Animals?



Every Book is Unique/Special

This is the only photo I have of Mom holding me as a baby two years after she was freed from Auschwitz.

This is my Mom's sister who I did not know existed. How can anyone hurt a child?



You/your book are special

Comps: If you like ___ you may like _____

Can I interest you in a great gift for children? Veterans? Sports lovers? Holiday? Gift? Mysteries?

Did you like Knives Out? Agatha Christie? You'll love **Murder of a Beer Buddy** written by seven Villagers

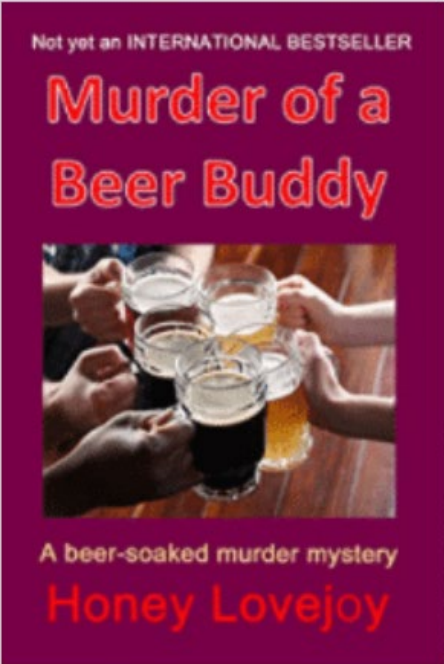
If you love _____ books, you may like

Are you looking for a gift?

BIG SELLING POINTS:

Local authors

SPECIAL PRICE/OFFER



Remembering our dear friend
Danny Barfright

Whoever killed him did the world a big favor!

The most fun you can have at a murder.

Amazon/Kindle



The ELEVATOR pitch

GOTCHA = Book Pitch

Sell your book to Spielberg in an elevator.

TICK TOCK. TICK TOCK. CAN YOU BEAT THE CLOCK?

LARGEST GHETTOS

- Warsaw: 400k
- Łódź: 205k
- Lvov: 110k
- Minsk and Amsterdam
- Terezin: 90k

Check HASHTAGS #- What #s may attract a reader?

Example: **#The Devil's Bookkeepers** is my **#award-winning #suspense #historical fiction** of **#love** and **#terror** during the **#Holocaust**.

Example 2: If you love **historical fiction**, *The Devil's Bookkeepers* has 3000 reviews and won **the Grand Prize Fiction Series Award in the Chanticleer International Book Awards**.

Example 3: Are you interested in a **suspenseful love story**? Have you heard of **Rumkowski**? He tried to save two hundred thousand **Jews** by forcing them to be slaves for **Germany** in **WW2**.

KISS: Keep It Short & Smart



Pitch Tips: 30 words

KEYWORDS: check similar top books:
Amazon

AVOID wasted words: “This is a story about”
– jump into **active voice**.

AVOID Opinions: “My family loves it.” “It’s the best book ever written.”

REVIEWS: Print up a few reviews on a poster/flyer: **less is more**

Ex: “A must read.” – 5 stars Readers Favorite

Display Award Seals/awards

Types of Pitches

STATEMENT = TITLE – CHARACTER- CONFLICT- CLINCHER

In the award-winning young adult novel, **MY FAMILY SECRET: THE HOLOCAUST**, David must become a detective to learn how his family was murdered. “Sensitively told story of a family confronting its mysterious past.” (34 words)



HOOK: Q+Title+Appeal

Why would anyone hide their family's past? In the award-winning young adult novel, *MY FAMILY SECRET: THE HOLOCAUST*, David must overcome his fear to unravel terrifying secrets. (28)

What is his family's dark secret. In the award-winning young adult novel, *MY FAMILY SECRET: THE HOLOCAUST*, David faces his fears as he unravels the mystery of how his family was murdered. (33)

How can you teach children about the Holocaust? *MY FAMILY SECRET: THE HOLOCAUST*, is an award-winning novel where David becomes a detective to discover his family's terrifying past. (29)

Children must know

TO HONOR YOM HASHOAH

FAMILY SECRET: THE HOLOCAUST IS .99 CENTS ON KINDLE. AWARD-WINNING STORY THAT TEACHES ABOUT THE HOLOCAUST.

WHY DOES DAVID NEED TO BECOME A DETECTIVE TO LEARN HOW HIS GRANDPARENTS FAMILY DIED IN POLAND?

By Mark H. Newhouse, author of
The Devil's Bookkeepers

Ebooks/podcasts= promo cards

Listen FREE!!! Mystery fun for everyone!!!

DEFENDERS OF MONSTROVIA IS HERE!!! Her uncle is missing so she must handle his 'unique' courtroom cases. Wild mysteries that can only happen in Monstrovia. Check it out at **GoKidGo** and your favorite Podcast outlets. Read the award-winning **Welcome to Monstrovia** by Mark H. Newhouse on Amazon/Kindle.



Listen on
Apple Podcasts

Listen on
amazon music



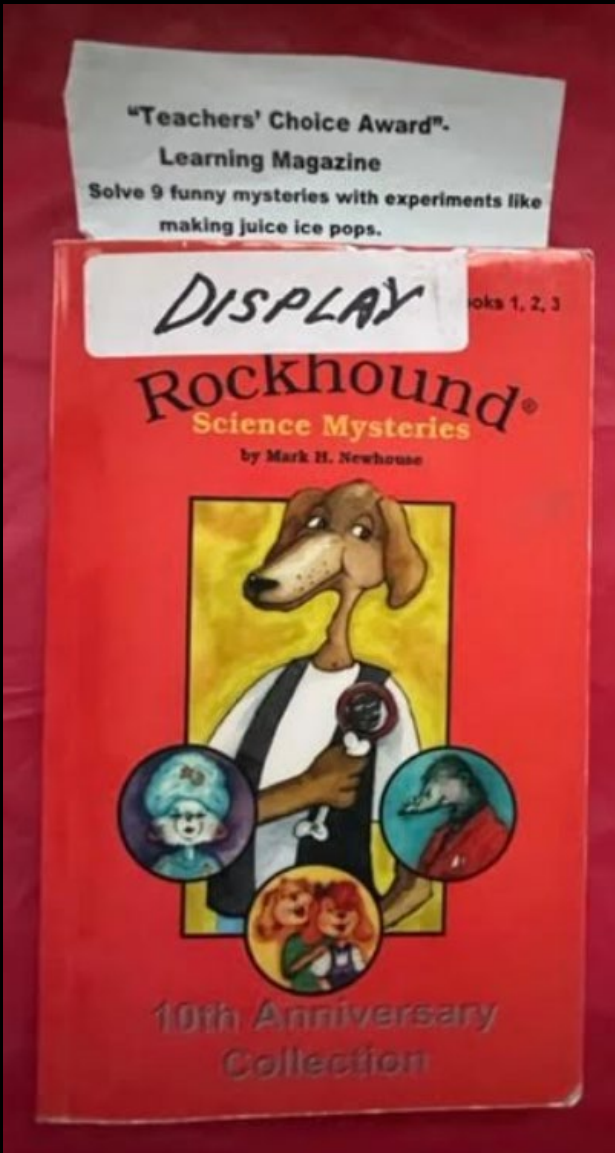
Listen on
Spotify



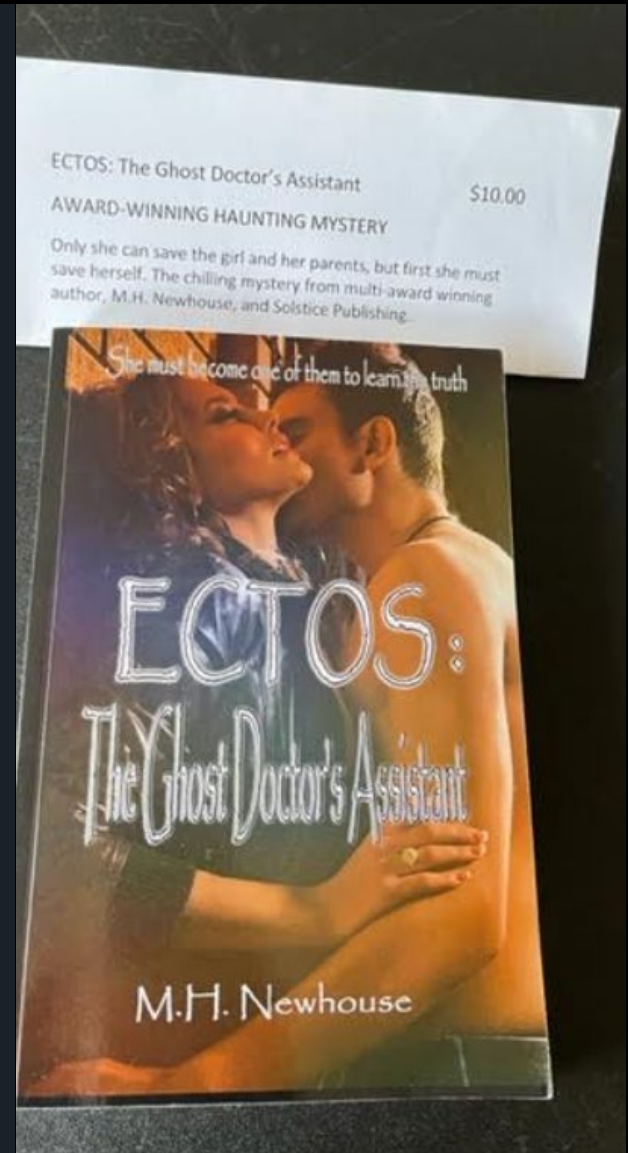
Listen on
Google Podcasts



Listen on
iHeartRadio



Pitch cards: 15
word sales pitch
taped to show over
top of book
Or stand-up 'tents'
above books.





Friendly Table Tips

See your checklist

ESSENTIALS: tablecloth color, size, quality, cost (Dollar Store vs custom: Vistaprint (\$65-150))

Clear plastic bags: shows someone purchased your books

Removable Price Tags

Round up Price: E.G. \$10 = no change, easy to figure- include tax.


Vary height of displays

Bright colors attract – ask if theme

BIGGEST ATTRACTION = SMILE + WELCOME!!!

ENGAGE!!!


Optional: Weigh benefit vs cost



VistaPrint® Large Cotton Tote Bag. [Edit](#)

Design a practical day bag that gets your business name out there.


1 starting at ~~\$14.95~~ \$11.21



Custom Tablecloths

Create a custom look for your next event. A variety of sizes and styles.

1 starting at ~~\$124.80~~ \$112.32



A LIFETIME OF STORIES FOR ALL AGES

Author
Mark H. Newhouse

Florida Writers Association Youth Chairperson,
Founding president of Writers League,
Writers 4 Kids, member of the Authors Guild,
SCBWI, and IBPA

Historical Fiction | Romance
Young Adult | Children | Instructional

Author of more than 30 books

Inspiring the readers and writers of today and tomorrow!

www.newhousecreativegroup.com




Table Runners

Add a dash of branding to your table or booth. Machine-washable polyester.

1 starting at ~~\$69.63~~ \$62.66





Posters

A versatile and popular way to share important information. 6 paper options.

2 starting at ~~\$7.42~~ **\$5.56**



Fruit of the Loom® Men's T-shirt.

Turn your logo into a crowd-pleasing giveaway at your next event or party.

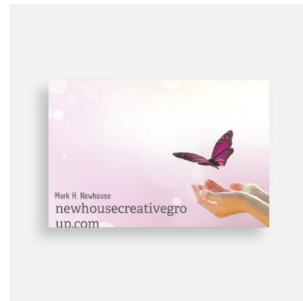
~~\$13.95~~ **\$11.16**



Foam Boards. Edit

Turn heads at events and trade shows, or boost the look of your shopfront. Durable foam.

~~\$17.49~~ **\$14.86**



Postcards. Edit

Get the word out with a piece that works as a mailer, insert and more.

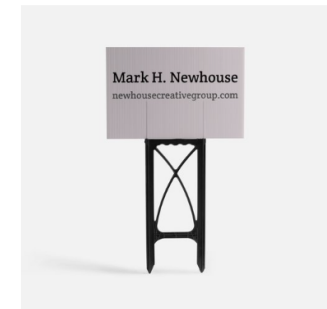
~~\$24.00~~ **\$16.80**



Retractable Banners

Quickly set up your event space. Preassembled with an included case.

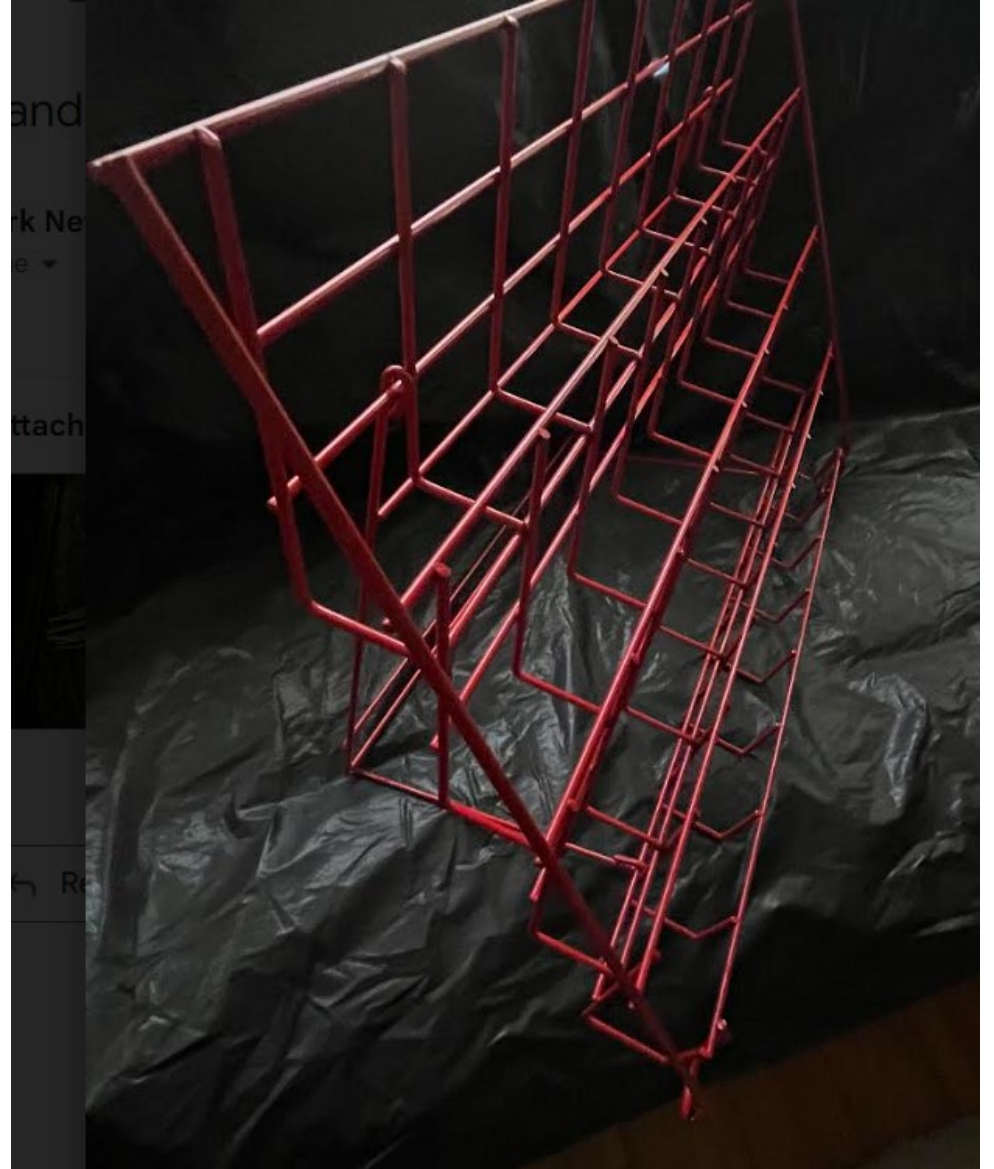
1 starting at ~~\$120.00~~ **\$90.00**



Custom Yard Signs. Edit

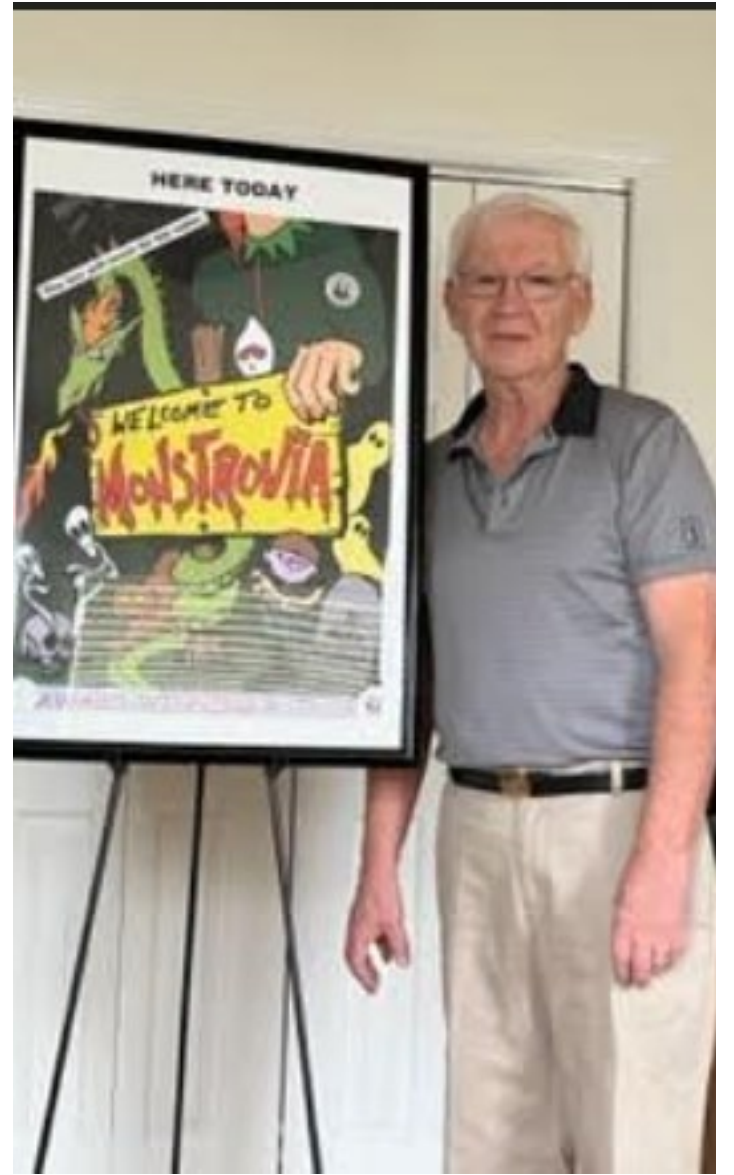
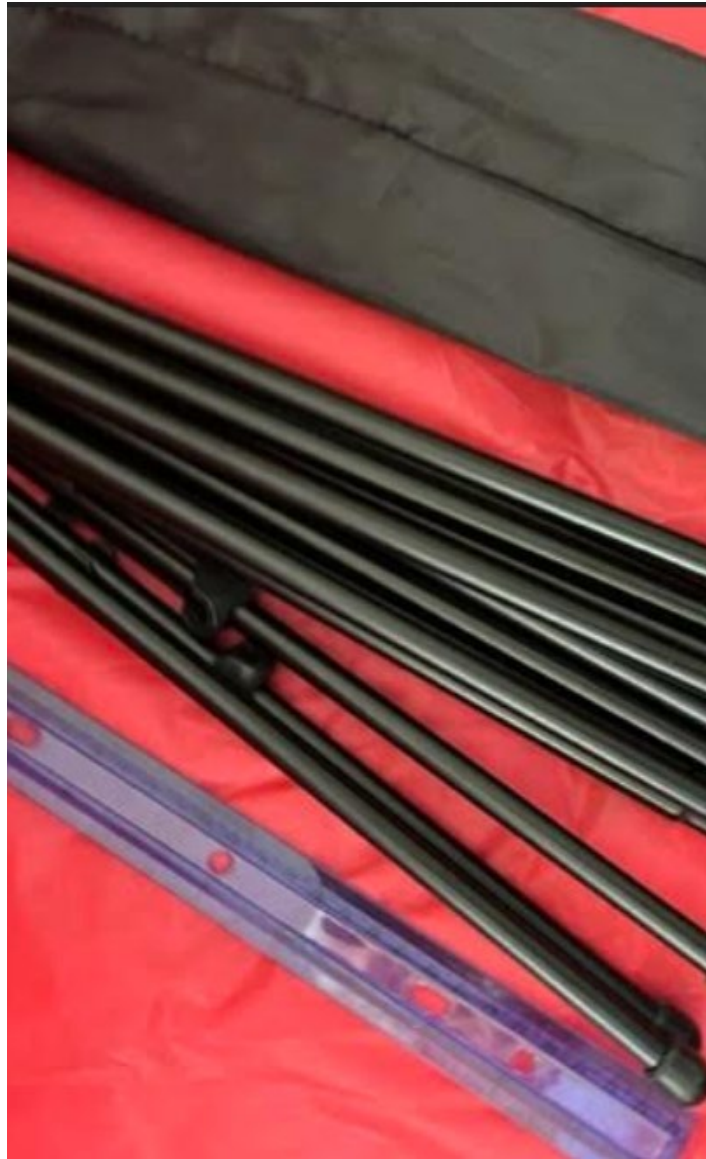
Turn lawns, façades or windows into enticing front-page ads.

~~\$13.99~~ **\$11.19**



FixtureDisplays®
4-Tiered Book Signing Rack, CD Display,
18" Wire Rack for Tabletop
Folds = easy storage & transport
Open Shelves, with Header –
Black 119362 \$63.86 (Amazon)







Signs: sizes:

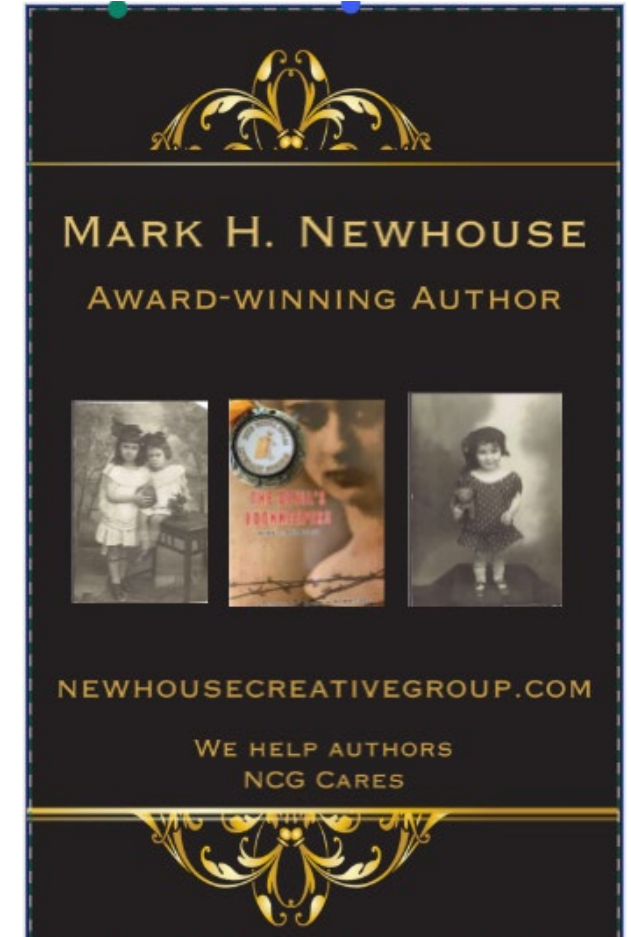
Banners 2x4 ft

Vistaprint, Staples, Sir Speedy, etc. (check for Discounts)

Easels, stand-alones, tabletop

Ask before you tape to walls, etc.

Designed on Canva



If I can do it...

FAQs

HOW MANY COPIES?

Popular 20-30 Less popular: 5-10

What kind of BOXES are best?

plastic, cardboard, ?

Tip: Keep spare books in car

WHAT if I HAVE ONLY 1-3 BOOKS?

display/poster/news of upcoming book

Taxes & forms: Check legal requirements- varies by locality

Follow all Guidelines: Ask at _____



Who, what, where, why, how?

SWAG: Safe & Clean



FREEBIES: Cost vs benefit

ADS: bookmarks, postcards, rack cards, business cards

Vistaprint, nextdayflyers

Canva: design tools

MUNCHIES: CAUTION

wrapped candy/healthy snacks= no gum please!!!

perilous props & pens

DRAWINGS: raffles for prizes: school visits, zoom sessions, stuffed animals (book ad), lottery ticket

Free Book?- Why buy if I may win?

GIMICS: Game, video clip (check for electric outlet/sound rules)

PAYMENT

Credit Card reader: Ipad, Phone, Square, Paypal

WiFi: Password-
Fraud risk?

Cash: make it easy=
\$5/10/15/= have change or lose sale.

Checks: Ask for phone number & ID?

Prices: round number, discounts, removable tags



Square Reader for contactless and chip

A simple card reader to accept chip cards and contactless payments at your counter or on the go.

\$49



Square Reader for magstripe

Magnetic stripe reader for swiping credit cards anywhere on your smartphone or tablet.

First Reader FREE

Track your sales- order forms

Books by Mark H. Newhouse - amazon.com, kindle, B&N, Nook, marknewhouse.books.com



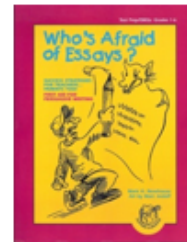
YOU NEVER SEE FAT VAMPIRES: A Comic Tale of Vampires & Bullies- AWARD WINNER
1st Prize Florida Writer's Assoc. -YA Fiction. What would you risk to stop bullies? This page turner will make you howl for more. Gr 5-12 \$5.00



THE CHOCOLATE TRAIN- hard cover tale of friendship by Joanne Kornfeld, published by Mark H. Newhouse. \$10



THE ROCKHOUND SCIENCE MYSTERIES LEARNING MAGAZINE'S TEACHER'S CHOICE AWARD WINNER- You are the detective as you solve mysteries with fun experiments. Gr K-6
\$4 bk 1 or 2 or 3. \$10 for set of all 3.



Essay Strategies for Parents & Teachers by NY State Reading Assoc. Teacher of the Year. Easy to master planner and simple tools make persuasive writing fun. This 'hands-on approach really works. \$6



HOLIDAY HELPINGS-30 stories for family sharing. Mark H. Newhouse, Chief Editor and author of "Santa's Speeding Ticket", "The Fearless Hanukah Treasure Hunter", "The Kwanzaa Project." \$8



THE STORY SHOP- 30 fun stories . Mark H. Newhouse, Chief Editor, author of: "Magic for Everyone", "The Half-Wit Wizard" and "The Camel's Joke." \$8

| NAME _____ | CLASS _____ | PHONE _____ |
|---|--|-------------|
| ROCKHOUND SET - \$10 X _____ = \$ _____ | YOU NEVER SEE FAT VAMPIRES \$5 X _____ = _____ | |
| BOOK 1 ONLY - 4X _____ = \$ _____ | WHO'S AFRAID OF ESSAYS - \$6 X _____ = _____ | |
| BOOK 2 ONLY - 4X _____ = \$ _____ | THE CHOCOLATE TRAIN - \$10 X _____ = _____ | |
| BOOK 3 ONLY - 4X _____ = \$ _____ | THE STORY SHOP \$ X _____ = _____ | |
| HOLIDAY BOOK 8X _____ = \$ _____ | | |

TOTAL BOOKS ORDERED _____ TOTAL AMOUNT _____ CHECKS MADE OUT TO MARK H. NEWHOUSE ()

COLLECT EMAIL ADDRESSES:

Offer Prizes/newsletter for email address.

Any of the card ideas above can be used to collect emails or use the sample below.

WIN! WIN! WIN!

PLEASE PRINT

Everyone gets a free sampler of our great books and newsletter with chances to win prizes.

NAME _____

EMAIL _____

Your information will not be shared. Prize drawing is random. The winner will be announced by email within one week of this event. Thank you for your support. Contact me at marknewhouse.com

AFTER

THANK BROWSERS- they may come back. Hand browsers your promo card/flyer just for looking.

THANK BUYERS: Thank You card: Include gift/discount. Offer to present to a club, school, etc.

Include your contact information

MAINTAIN CONTACT:
facebook, newsletter, contests

**A strike-out may
become a homerun.**

YOU MEET THE NICEST PEOPLE.



YOU GET TO HELP CHILDREN and MAKE THEM LAUGH.
MAKE A DIFFERENCE IN OTHERS' LIVES.



Thank you card: ENGAGE!!!

Dear Friend,

Thank you. I hope you enjoy my book. Your reviews on Amazon are appreciated. Please contact me at newhousecreativegroup.com with questions or comments. We offer discounts, signed books, freebies, and much more.

Thank you, again,

Mark

Order directly from me at markhnewhouse.com and get a 20% discount on any of my books.

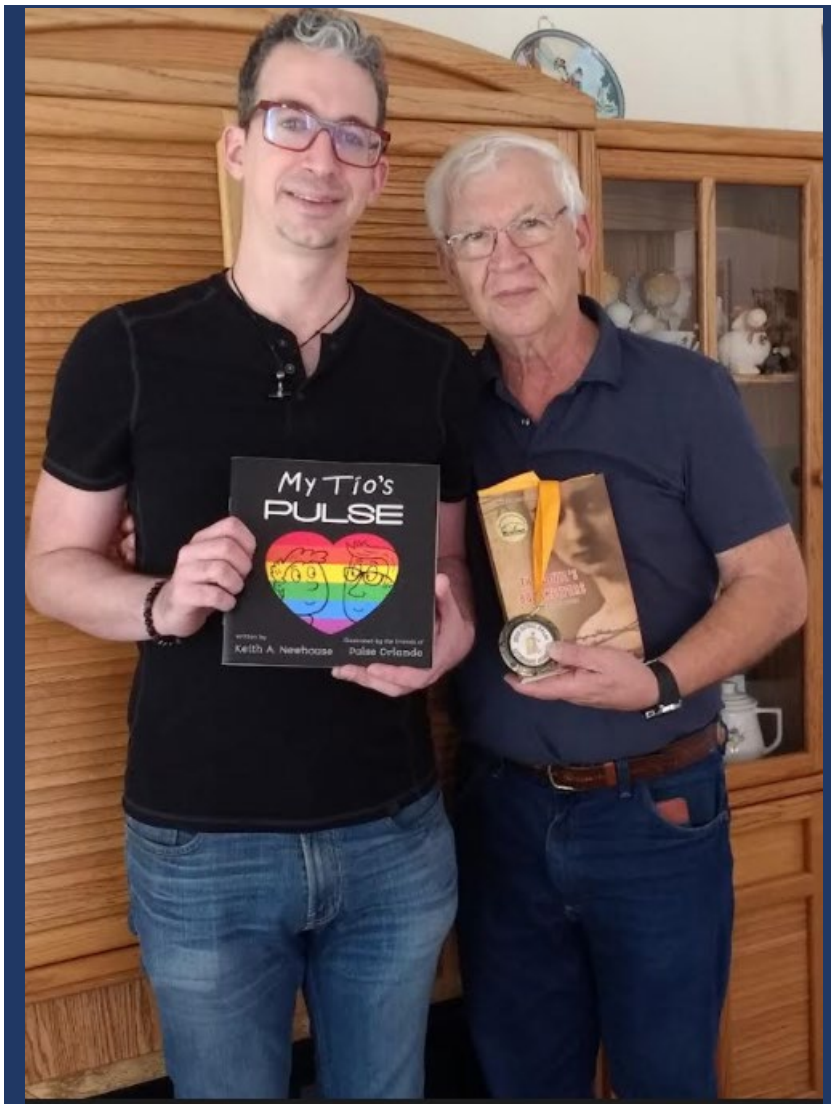


CONCLUSION:

NO **GIMIC** BEATS A GREAT BOOK but BE SURE BROWSERS KNOW IT'S A GREAT BOOK and YOU are a **GENEROUS** author and human being.

**SELL YOURSELF:
ENGAGE!!!**





Thank you for joining me today. I welcome your comments and ideas.

If you would like more of our helpful FREE author aids, or information on our author services, please visit www.newhousecreativegroup.com.

We are always eager to help authors achieve their dreams.

Have fun at Expo,
Mark

THANK YOU



Mark