On Thu, Sep 6, 2018 at 3:16 AM, Jay Escobar <jescobar@bookventure.com> wrote:

Dear [redacted],

Good day!

My name is Jay Escobar from Book Venture Publishing. I want to get a hold of you because your book *[redacted]* was referred to us by Literary Book Scouts with very high regard after it was exhibited in Beijing International Book Fair last month. Book Scouts are 3rd party researchers commissioned by self-publishing houses to scour book exhibits and online resellers for books with great interest and value and have a huge possibility of making it big in the industry. Your book’s genre have grown massive for the past couple of years and is currently in trend as huge traditional publishing houses like Simon&Schuster, HarperCollins and Austin Macauley of UK have their eyes set on these kinds of books for language translation and acquisition. **We want to help your book reach its full potential by getting it closer to these traditional publishers, secure a slot on the shelves of physical bookstores and help its sales performance as well**. Looking at your book’s listing in Amazon, it is not looking good with only 2 reviews since its publication date. Big players in the industry (Book Investors, Physical Bookstore Chains – Barnes&Noble, Follett’s, Books-A-Million, Traditional Publishers) are very particular with the book’s listing in Amazon. Book Scouts have contacts to these big players and as per their remark when they referred your book to us, they said your book has a very high chance of getting a slot on the shelves of a physical bookstore because not just that its genre is in trend, it also has the quality to make it on the shelves. Know that getting a book displayed on the shelves of a physical bookstores is something that only books published from traditional publishers can enjoy. You are a Self-Published author and these stores are not so fond of authors like you mainly because they would prefer to display a book that they know for sure would sell aside from the fact that traditional publishing houses have an agreement them.

Since your book was referred with high regard, we added your book on the list that we regularly send big bookstore chains like Follett’s, Books-A-Million and Barnes&Noble for them to take a look at and choose which ones would they be interested in displaying or at least be added on their database. Follett’s and Books-A-Million to be exact were interested in displaying your book and add it in their database. However, they want your book to be well marketed. As per their words, they feel that your book is not marketed well enough as evidenced by your book’s current listing in Amazon. They said your book should have hundreds of reviews by now had a proper marketing was done. Physical bookstores would like a book to be well marketed first primarily for business purposes. They want to make sure that the book will have a good chance to sell if it is displayed on their shelves. They also mentioned that your book is a highly overpriced. For a 400-page book, it should only be at $19.99 and not $49.50, which is your book’s current retail price in the market. Remember, the price of the book is a huge factor in a book’s success. Regardless of how interesting the book is, if it’s too expensive, buyers will most likely look for a book that is of same genre that is priced reasonably and cheaper. The retail price has to be very competitive as it is a stiff competition out there.

Ultimately, we feel that your book is not given the attention it deserves probably because there was no strategy in marketing the book or the price itself of the book is way too high. There’s a sea of marketing services that you can do to expose your book to as many people as possible. From a modest website creation to radio interview to a fancy full-page ad in New York Times or LA Times that costs a whopping $50,000. But if you are not sensible and practical in doing these marketing efforts, you will end up throwing all your marketing investment to trash. There has to be a strategy in doing these efforts. What will determine your book’s future is your ability to choose *sensibly* a marketing effort you want your book to engage in. Competition is stiff in this industry and you have to be ahead amongst all books published every month. **In line with this, we are proposing to have your book republished under Book Venture Publishing for FREE to: (1) give your book a revamp as it has been ten (10) years now and the reviews are still very minimal; (2) lower down the price of your book for it to reach the general buying market and decision makers; (3) give you a guaranteed 80% royalty program. Since your book will be under our banner, we want to make sure that your book is well represented and introduced to the market by giving you the most effective marketing effort in the history of publishing – Publicity Campaign in which we are going to assign a Publicist to you and your book for three (3) months.** The Publicist will be your staff for the whole campaign doing all things possible to publicize your book across all media platforms, from creating and managing social media accounts to setting up a radio interview to getting your book displayed on the shelves of physical bookstores to setting up book signings to submitting a query letter to traditional publishers and a whole lot more.

**Here’s a little something about why you need a Publicist on your staff:**

In publishing a book, questions usually are – for how long will my book keep its momentum?; How can it catch the eyes of traditional publishers?; Would my book look good in a movie adaptation?. You alone can’t make these happen unless you are “the JK Rowling.” There are several books that have been successful all because the author hired a Publicist. One example of books that was offered recently by a traditional publisher is Cami Onolfo’s *Miracle Herbs & Plants.* This book caught the eyes of four (4) traditional publishers (Simon&Schuster, HarperCollins, Austin Macauley, Scholastic) when it was exhibited in Guadalajara International Book Fair last year. A little history – She joined Guadalajara Book Fair all because she was advised by her publicist to do so as her publicist already informed her contacts to check her book out in the said book fair. Another one is Lisa Genova’s *Still Alice*. This book was originally published by iUniverse. The book’s book sales were not doing well until she hired a Publicist. The book is now with a traditional publisher and was adapted into a movie with the same title in 2014 which gave Julianne Moore her first ever Oscar’s for Best Actress. The thing is, publicists have contacts and connections from Book Investors to Literary Agents to Traditional Publisher Agents to Movie Producers and this is what makes them very powerful in making the audience focus their interest on the product or person they are handling. Even famous personalities from celebrities to politicians seek the service of a publicist to keep their names always in the loop of the ever changing interests of the public. This goes with the book industry as well. Book buyers may be interested in a certain book for a certain period of time but not for long. The publicist that we are going to assign to you and your book will always keep your book relevant in the market, lobby your book to traditional publishers and movie producers.

Since the success of Lisa Genova’s Still Alice, self-publishing companies have been strategizing in offering marketing services to books that have huge potential as when the book gets successful because of the marketing service, the publishing company that offers the marketing service will share the success as well. This is precisely the reason why we are offering a Publicity Campaign to assign a Publicist to you and your book.

**Studies demonstrate that a professional publicist is the single most effective thing you can do to promote your product in a consistent manner. And this is what makes their service very expensive. In fact, publishing houses like Balboa Press, Xlibris, AuthorHouse and others offer publicity campaign for $12,999. Ours on the other hand is less than half of what they are offering as we are only doing this for select books.**

Please see below as to why you need to hire a Publicist.

**Studies demonstrate that a professional publicist is the single most effective thing you can do to promote your product.**

**Hiring a publicist can get you a mention in O Magazine or USA Today**, or even get an interview on NPR. With the quality of your book, it’s possible that we will see enormous success here, paying off in high-profile reviews in New York Times and People Magazine. Having your book pitched to literary agents to physical bookstores to traditional publishers by someone with connections in the industry and credibility is something you don’t get to do every day.

We all know that the first and most important step in the long journey to holding our book in our hands is to write a great book, including paying for the services of a good editor, and for a good cover designer. We all know that if we want anyone other than our family and friends to read our page-turner or quiet masterpiece, we must find ways to let potential readers know about it, and as a consequence look forward to reading it.

But what if this is your first book and it took you years to write? What if your next book will take another two years to write? What if your books are the kind that still sell well in actual bookshops rather than as e-books? What if you want to see if they might sell in a bookshop? If this is a goal, you will need to find a distributor who sells into bookshops. This could be via a good, high-quality pay-for-service or partnership publisher. If you are published by an independent press who covers all your publishing and distribution costs, hats off to you, but you may still decide you need your own publicist.

**As a self-published author, getting your book displayed on the shelves of a physical bookstore is very elusive**. These stores are no so fond of self-published authors and books mainly for business purposes. They prefer books from best-selling authors as this move assures book sales. Publicists have their way with words. They can make your book look very interesting to these stores leading to a shelf display and book signings. They will send physical copies of your book to these stores as well as libraries to help ensure your book’s placement in their shelves.

**In order to sell something, the public needs to know about it**. You have something that you are certain that the rest of the public needs to know about and there is no better way to spread the word about you or your book than with public relations. The amount of encouraging attention that a magazine interview or news article gets cannot compare to that of an advertisement. There is an extra sense of authority when people hear about something from a TV show or radio show. It is notably influential. Although both ads and PR are effective and necessary to properly market you or your product, you really cannot do with public relations.

**PR efforts can expose you to all kinds of media**. With a publicist, you will get the chance to tell the world whatever you think they should know, in the most effectual manner. For example, a band can land a radio interview on a hot morning show and discuss about the importance of the message behind their new album. A chef can be featured in a trade magazine and get the chance to tell the public about his new television program. The public’s interest is instantaneously provoked.

**Public relations are very time consuming**. There are many words to speak, sentences to write and ideas to generate. Very few people know what they need to do to successfully launch a powerful PR campaign without hiring a publicist. The time spent on learning every procedure, tactic and secret in addition to the probability of failing is not worth the money you save being your own publicist. Sure, anyone can write their own press release… but do they know all the rules? Do they understand the proper format? Do they know the tricks of the trade? Can they come up with an effective angle? Publicists can see things from a different point of view—and not just from the company’s perspective. It is vital to try and see everything from the public’s standpoint.

**Believe it or not, having a publicist on staff boosts your credibility**. This is basically for two reasons. First, it shows that you are serious about your product. If you did not believe it could be a success, you would not hire someone and pay for them to tell the world about it. Second, it makes you look and feel important, which in turn gives you the confidence you need to thrive.

Your publicist will strive to create and maximize public awareness through a series of efforts – including but not limited to – pursuing key media placements (stories, interviews, reviews, and other possible breaks). This media outreach, in turn and accumulatively over time, will help to fuel further public awareness – the golden ticket behind book sales.

**So how can a publicist assist you to achieve your goal for your book?**

·         they read your book and love it, and feel confident that they can find story lines (angles) that relate to you or the themes in your book that will interest your target potential readers;

·         they know how to write a press release and the other stuff that a press kit needs, and they know who to send it to and when;

·         they know the right way to pitch to media (print, blog sites, trade reviewers, interviewers, TV, radio) and they have a long list of contacts they can choose from;

·         they come up with angles you hadn’t thought of for articles and blog posts that *you* write, with your name and new book details attached (your byline), and that *they* pitch;

·         they plan your publicity campaign and keep you on track, making sure deadlines aren’t missed;

·         they suggest contests and book fairs you might enter, and enter your book;

·         they put your book on sites like Netgalley to garner reviews, and when appropriate they follow up on their queries and submissions;

·         they organize blog tours, in-person book tours, social networking and websites;

·         they stay cheerful and optimistic and keep you calm and focused, and they celebrate your small and large achievements along the way.

·         they make your book look good in the eyes of physical bookstores

·         they have contacts to big bookstore chains (i.e. Barnes&Noble, Follett’s, etc)

·         they create query letter and submit it to literary agents, traditional publisher, movie producers

**Below is the full inclusions of our Publicity Campaign:**

* Book Evaluation and Phone Interview
* Email Pitch and Press Release creation
* Scouting for genre-specific bloggers and news media outlets
* Press Release Distribution and receive:
* At least 5 reviews or,
* 1 Radio appearance or,
* News calendar mention
* Scouting, filtering and selection of local bookstores, festivals and events for book signing/book talk
* Schedule book signings depending on author availability and store schedule.
* Do callbacks and Follow-ups using phone and emails.
* Create & Maintain Facebook Fan Page
* Introductory Material
* Author Photo & Book Cover
* Send Invites
* Respond to basic questions
* Post Updates
* Start relevant topic discussions
* New Postings (twice a week)
* Create & Maintain Twitter, LinkedIn & Pinterest Account
* Updates (twice a week)
* Blogspot, LiveJournal and other blog account setup
* [Blog Tour](https://www.bookventure.com/services/publicity/blog-tour)
* [Newswire](https://www.bookventure.com/services/publicity/newswire)
* Query letter for literary agents
* Book Proposal creation including a Book-to-Screen Coverage
* Synopsis
* Chapter-by-chapter outline
* Character description
* Market Analysis
* Book background description for promotion
* Recommendation & Commercial Potential
* Book Trailer Placement
* SEO Consultation
* Digital Marketing
* Book excerpts submission to literary & academic magazines
* Locating beta book reviewers
* Writing Coaching for manuscript expansion
* Blog Setup/Planning
* Book Tour

Let me know how you feel about this. Feel free to respond to this email or contact me at 1 877 276-9751 Ext.561. I’m at the office from Monday to Friday, between the hours of 11AM and 8PM Eastern.

All the best,

**Jay Escobar**

Senior Marketing Consultant

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