

SCM Press Guide to Marketing for Authors

Congratulations on your new book and we aim to work with you to ensure its success.

Thank you for choosing us as your publisher. We aim to harness your knowledge, networks and contacts in order to ensure the success of your book.

This guide aims to summarise the key sales and marketing work we will manage. We value your input at an early stage in the process and the author marketing questionnaire is a key document we ask you to think carefully about, and submit this to your marketing contacts well before publication date.

Your marketing contacts are listed below and if you have any queries about marketing for your book. If you would like to discuss promotion in general please get in touch.

Your Sales and Marketing Contacts

Michael Addison
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Sales and Marketing Methods

Booksellers: we have an excellent reach into the UK Christian and general book trades. The country's leading religious bookshop, Church House Bookshop (CHB) in central London, is part of our group and we work closely with them in individual title promotions. CHB are also the official bookseller at the Greenbelt Festival every summer and also run a number of bookstalls all year round at conferences and General Synod.

Your title will be shown to all relevant bookstores via our sales team which visits all major bookshops in the UK. We regularly see the major UK religious accounts such as Sarum College Bookshop, Cathedral Bookshops as well as Diocesan Resource Centres and Retreat Houses. We also visit/sell into Amazon, The Book Depository, Waterstones and wholesalers – Bertrams and Gardners and many others.

We will produce an Advance Information Sheet and a cover about six months before publication to the book trade. Advance orders (known as dues) are recorded and supplied on publication. We mail our top 200 accounts every quarter with news and information. We work closely with bookshops on specific promotions at various points in the year.

Please contact us before publication if there is a specific bookseller you have a relationship with. We will then approach them about a special display and possibly an event or talk in-store (with your agreement of course).

Bookselling databases: We used a system called BooksoniX which ensures that we hold accurate information on your book/s including bibliographic data, author information, copy, endorsements and review, cover images and much more. This information is shared worldwide with leading partners including bibliographic agencies, book wholesalers and booksellers and our international agents. We can also use the

information to produce marketing materials quickly and accurately. Please do share with us all relevant information as we can send this worldwide very quickly.

Website promotion: sales via the Internet are growing rapidly and we encourage authors to monitor bookselling websites and report any issues/problems etc to us. While we do this ourselves, we have thousands of books to monitor and author feedback is always welcome to correct or improve information. We supply full bibliographic content, promotional copy and covers to all the leading online booksellers including www.amazon.co.uk (and www.amazon.com); www.eden.co.uk; www.thebookdepository.co.uk – and many more. Many are interested in additional content and information and we work with them to keep their website entries up to date.

Blog websites: can also be very effective at circulating news on books very quickly. We encourage authors to link to our site if you have a personal blog website, or to tell us about bloggers you know who would be sympathetic to your work. This can be an excellent and fast method of spreading news about your book.

Your title will have an entry on our imprint website – plus Church House Bookshop at www.chbookshop.co.uk. Information is posted about four months before publication. Secure ordering facilities allow customers to order direct online. In recent months, we have been partnering with Google Books who have a programme whereby potential customers can read some content before a purchase decision is made. We will automatically set this up and NB potential customers can only ever look at and read a small portion of your book. We find that this acts as an effective taster where customers can judge the language/tone/level etc of the book before purchase and as such is a valuable sales aid. Amazon have a similar programme called Search Inside. In these days of declining numbers of stock-holding bookshops, we feel that these programmes are vital and help give customers confidence in a buying decision. We also routinely add new books into both the Amazon Kindle and other e-formats meaning customers who prefer to buy electronically can do so.

Social media: Social networking sites Facebook and Twitter have become an integral part of our marketing work. We use our pages to announce new books, conferences/events we are attending, special offers and any other information we feel our followers would be happy to hear about.

You can find SCM Press on Twitter, and we encourage our authors to join/follow us and to also share the information with your Friends/Followers - it's an ideal way to reach large audiences quickly.

Twitter: SCM_Press

We do not have a Facebook presence but we are constantly reviewing this position. Please feel free to send any Facebook links of interest and we will include these in our marketing tweets.

Promotional e-bulletins/e-flyers: we have an active customer email list of around 20,000 email addresses of previous book buyers/ email mailing list subscribers/contacts. We send out regular emails per month highlighting new books and related backlist titles. In addition, if you have access to a personal or professional list of email addresses which would be relevant to your book, then we would be happy to produce a dedicated promotional email for your book.

Author networks: please let us know if you have connections with relevant organisations and societies which will be interested in promoting their books via newsletters, e-mails, websites and bulletin boards. Please let us know of any particular websites or blogs where we can seek a review or endorsement, or post an extract.

Academic sales: If your book has the potential to be on reading lists in theological colleges and university departments, we will offer the book as part of our inspection copy scheme allowing academics to request a sample copy and tell us what they think: if the book is adopted (core reading), then we will follow up and

contact either the relevant bookshop or the institution themselves. We also display titles at a discount at many academic conferences. We also visit many theological colleges in the UK and put on a display for all students and staff.

Catalogues and direct mail: we no longer produce seasonal or annual catalogues. We have found (like most publishers) that it is more beneficial to concentrate on accurate and timely bibliographic data supply electronically to the book trade; in addition, a substantial and growing sales channel is now web-based making catalogues (and most direct mail) redundant. Saying that we still produce flyers/leaflets/brochures for books and series where it makes economic sense and we can target potential customers effectively.

International Representation: We have arrangements with partners in key international territories who act as agents on our behalf. Unless a rights deal has been concluded (contact your commissioning editor for information about foreign rights) our agents will look after your book in the countries they are active in – see the catalogues or our website for details. Please let us know if you are planning any international speaking engagements, lectures, or attending conferences – the earlier we have this information the better.

US sales: Our US agent is Westminster John Knox Press who acts as our sales and distribution agency. We work closely with the team at WJK to ensure that your book is listed on all major wholesalers and booksellers' databases. We will present your book to relevant buyers at major chains. We attend/or display at the major academic conferences of AAR and SBL, and at RBTE, the annual religious trade exhibition. Again, if you specific contacts or networks in the US please tell us about these.

Conferences and Exhibitions: We use conferences as a means of both gaining direct sales and generating awareness for our titles. We exhibit at all the major UK and European theology conferences as well as AAR/SBL in the USA. We also attend CRE (Christian Resources Exhibition) and Greenbelt. We attend many more specialist seminars and conferences throughout the year – often where possible working with a bookseller. We would be very pleased to hear about or be put in touch with the organisers of any event that are you aware of that could be helpful for your book.

Please note that due to the complexities and shipping times sometimes involved, we need as much notice of speaking engagements as possible. A minimum of 1 month for UK and 3 months for international engagements is required – and the more time the better in order to ensure that organisers and/or booksellers have your book/s in stock.

Reviews, Press and PR: Reviews are an important part of selling books and we actively encourage them. We are very keen to work with all authors in ensuring that review copies are targeted in the most efficient and effective manner. We welcome input into the media/review process and in particular ensuring that more specialist papers and journals are covered.

Launches: These can be an excellent way of generating awareness, though it is not possible to hold a launch party for every new title. They are most effective when tied to events already planned such as a conference or a public lecture. Once it is agreed that there will be a launch, we will produce and send out invitations though require address labels or a spreadsheet for all author contacts. Email lists are preferable as invitations can be sent out much more quickly and cheaply. Launch events typically will be around publication and we need to mail invitations out around 4-6 weeks beforehand. We can offer help by ensuring that copies of the book are made available at a special price. We are happy to support authors who wish to mark publication with a local event they organize themselves. We can arrange for books to be delivered to a UK address; supply flyers and display show cards.

Additional Information

Author copies at a discount: You may purchase titles from any of the publishers held at *Norwich Books*

and Music (our distributor) and these discounts are listed below. Please contact our customer service staff on 01603 785925 (identifying yourself as an author and the title of your book) and they will look after your order.

Our discounts to you are outlined below and postage and packing is free of charge for UK based authors to one address in the UK. We can arrange to invoice you if your order is over £25 after discount.

	STANDARD Author Discounts
SCM, CP, CHP, SAP standard/general books	35%
Diaries, Stationery, Hymnbooks	25%
Calendars	25%
Liturgical/Common Worship	35%
Print on Demand/Short run	25%
Harper Collins Religious titles*	25%

Stock lists can be requested from our Norwich office if required and if you can, we recommend you browse websites for updated information. The individual imprint websites are:

www.canterburypress.co.uk www.scmpress.co.uk www.chpublishing.co.uk
www.standrewpress.com

You can use this exclusive author offer to stock up on your own titles – perhaps for speaking engagements? Or indeed replenish or re-stock your personal library with other books you’ve spotted. Whatever you decide, you are assured of the very best prices around.

To order your books at author discount, please call Norwich Books and Music on + 44 (0) **1603 785925** or e-mail **orders@norwichbooksandmusic.co.uk**

From time to time we will increase these discounts – we will send you offers if we have your email address.

Please identify yourself as an SCM/Canterbury/CHP/St Andrew Press author, mentioning the title of your book or books.

Distribution and Warehousing: Our order processing, customer services and distribution warehouse are all located at a single site in Norwich. Our small and efficient staff ensures that deliveries are despatched quickly. The standard service ships orders within 24 hours of receipt, and trade orders received by 12.00 noon are despatched the same working day on a 48-hour delivery service. We have received much praise from bookshops who value our well-organized service and our friendly customer service staff is second to none in dealing promptly with all customer orders and queries.

Hymns Ancient and Modern Ltd: we are part of a larger organisation called Hymns Ancient and Modern Ltd a registered charity. From our profits we give grants to churches, theological colleges and other religious organisations. Find out more at www.hymnsam.co.uk

We also publish Church Times, Magnet and also own the leading religious bookshop – Church House Bookshop.

Church Times: the leading church weekly: visit www.churchtimes.co.uk: for a free sample copy call our subscription office on 01603 785911 or email subs@churchtimes.co.uk.

Magnet: a magazine which nurtures Christian faith in thoughtful, challenging ways: three times a year:

orders@norwichbooksandmusic.co.uk and telephone 01603 785911.

Church House Bookshop: visit www.churchhousebookshop.co.uk – and sign up for the monthly e-bulletin with news and offers.

We are thrilled at the prospect of publishing your new book and we hope that these notes serve to increase your interest in the sales and marketing operation.

We look forward to publication and to making the title a great success together.

Yours sincerely,

MICHAEL ADDISON
SALES AND MARKETING DIRECTOR