

Marketing with Numbers and Six Big No-Nos for Dealing with Editors

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HowToDoItFrugally series of books for writers**

There are three extremely effective ways to get people to read things:

- One is by announcing in the title that it is a list of anywhere from three to twenty. You know, "Three reasons why you should read this newsletter." That kind of thing.
- Another is by keeping things short, which is part of the appeal of lists of ten or seven or even 20! Some successful books list 101 ways to do something.
- For some reason people love to be told what not to do. To punch up a list, as an example, turn it negative.
- Another is to scare the beejebies out of people (our government uses this method on us all the time.). To do this you tell your audience what will befall them if they don't take some action.
- Humor sells. Especially self-effacing humor.

So here are a few things I've been thinking about and, yes, I'm using a combination of the suggestions above:

Six Big No-Nos for Dealing with Editors (and about anyone else!)

1. Don't send instant messages to just anyone. When you decide it is appropriate to send them, ask if they have time for you.
2. Don't send an e-mail signed with one name. Not even if you've already been communicating with someone. Some people get hundreds of e-mails a day and there are a whole lot of "Janes" in the world.
3. Don't send an e-mail without your website URL. What if an editor (or a friend!) needs to know more about you? (You really need lots *more than* just your name and URL, though. You'll find a section on e-mail signatures in your copy of the *Frugal Book Promoter*.)
4. Don't write two and three page media releases. One will do. Honest.
5. Don't send attachments to editors—not even editors of little e-newsletters. Many have made it a policy not to risk a virus! Instead paste your information into the e-mail.
6. And the big rule for great public relations. Try not to ask for something without offering something or to take something without giving back. If you can't avoid doing that, at least ask what you can do for your contact at the close of your correspondence.

Carolyn Howard-Johnson shares her professional experience in marketing and her practical experience in the publishing world with *The Frugal Book Promoter: How to Do What Your Publisher Won't* and *The Frugal Editor: Put Your Best Book Forward to Avoid Humiliation and Ensure Success*. Both earned USA Book News best books as well as other awards. Her "The Great First Impression Book Proposal: Everything You Need To Know To Sell Your Book in 20 Minutes or Less," an Amazon short, is also helpful for writers.