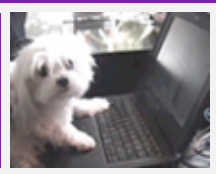


# Buzz, Balls & Hype

Because there are over 175,000 books published a year and they can't all get reviews in the NYTBR. Authored by M.J. Rose



## ABOUT

## AUTHORBUZZ

### AuthorBuzz

M.J.'s one stop marketing solution for publishers and authors. Reach 330,000 readers (and up), 2500 booksellers & 10,000 librarians via AuthorBuzz notes and blog ad campaigns.

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## BLOG WORTHY

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March 13, 2007

## What Do Women Want?

WOMEN AND BOOKS 2007 NATIONAL STUDY LAUNCHED at BookCatcher.com The post at their [site](#) says: Over the past 52 weeks, fewer than 15 percent of the books on the New York Times non-fiction bestseller list were authored by women. Industry experts estimate that nearly 70 percent of non-fiction books are purchased by women. This disparity led Content Connections and eWomenPublishingNetwork to launch a national, comprehensive study on the reading, recommending and book buying habits of women. The study also investigates the factors that can help more women become successful, published authors. Women and Books 2007 National Study is available online from March 8th, through Mother's Day on May 13th. The survey can be found [here](#).

[March 13, 2007](#) | [Permalink](#) | [Comments \(0\)](#) | [TrackBack \(0\)](#)

March 12, 2007

## The Needle Awards

You all know [POD-DY-MOUTH](#) right? The trad published anon author who single handedly does for self published authors what the Sobel Awards didn't even come close to doing.



PDM is an author who reads print on demand fiction looking for - and finding - diamonds in the rough or as she says, needles in the haystack.

She has recently announced the winner of The Needle award: RANSOM SEABORN by Bill Deasy.

Its' an admirable thing PDM does and she deserves a round of applause along with the winner. Scroll down at the blog and read some of the stats on what it takes to run the contest. They're amazing.

[March 12, 2007](#) | [Permalink](#) | [Comments \(0\)](#) | [TrackBack \(0\)](#)

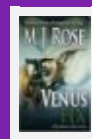
March 11, 2007

## Hand Yelling Again. Fiction and Non Fiction.



This book, Grammercy Park by

BY M. J. ROSE



M.J. Rose: The Venus Fix "One of the year's best

thrillers." -- David Montgomery (reviewer for the Chicago Sun et al.) "M.J. Rose is a bold, unflinching writer and her resolute honesty puts her in a class by herself." - Laura Lippman



James Patterson: Thriller: Stories To Keep You Up All Night

I'm a proud member of this anthology that's gotten stars from PW & Library Journal!



Lying In Bed After years of toying with the idea... my first

erotic novel. In stores May 30th. Order now.



The Delilah Complex "Erotic, suspenseful, impossible to

put down. M. J. Rose acknowledges sexuality's power - and danger - in a highly original thriller that keeps you guessing right up to its surprising final twist. I loved it." - Joseph Finder



The Halo Effect

[Technorati](#)

[Agni magazine](#)  
Where you'll find stunning short fiction in print and online

[All in One Crimespot - better than rss](#)

[Another must read blog: Moorish Girl](#)

[Backspace: the writer's place](#)

[Backstory](#)  
Where authors share the secrets, the truths, or just the illogical moments that sparked their fiction.

[Beatrice](#)

[Bitch Novelist - a radical blog](#)

[Book Angst](#)  
A publishing exec who remains nameless talks and complains about the industry.

[Book Blog](#)

[Bookish Marginalia](#)

[Booklust](#)  
Witty and wonderful, commentary and cartoons.

[Bookmouth](#)

[Bookslut](#)

[Booksquare](#)

[Buzz, Balls & Hype](#)  
My site about book marketing and other related issues.

[Collected Miscellany](#)

[Complete Review](#)

[Confessions of an Idiosyncratic Mind](#)

[The best crime fiction blog](#)



Paula Cohen, was published six years ago and I came across it by accident via - if you liked X, you'll like Y - and something about the cover or the title intrigued me enough to read the description and then order the book and then read the book.

And loved it. I started "hand yelling" it as I call what I do and have been astounded how few people have

heard of it. I did some research on the authors and she doesn't have a website and it doesn't look like she's been published since.

I plan to write her publisher and ask them to pass on a note - but in the mean time if anyone knows Paula Cohen, please tell her she has a new fan.

As regular readers of this blog know, I am not a reviewer and don't try. I do agree completely with what PW said about this book in 2001.

"Smart, tender, witty and titillatingly libidinous, Cohen's debut fiction is a credit to the genre of the historical novel. Set in 1894 in the eponymous Manhattan enclave at a time when Mrs. Astor ruled New York society, the novel boasts vivid characters, both sublime and nasty, and a sly and absorbing plot embroidered with period details."

In the non fiction department.



This is a good example of a publisher doing a great job of matching a title to a blogger.

The Scene Book by Sandra Scofield arrived just as I was about to start the second draft of my curring WIP. I love stopping between drafts and reading a few craft books to re-energize my thinking. Often I read The Art of Fiction by John Gardner in-between drafts. This time I read Scofield. And it was just the refresher course I needed. A way of

looking at writing and crafting scenes that was presented in a fresh way that I found inspirational.

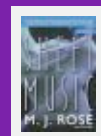
It's an excellent book.

Not just for the new author, but for the novelist who keep working at the craft and trying to improve.



"Utterly fascinating! Fans of Kay Scarpetta will be equally captivated by sex therapist Morgan Snow, whose job has her too often confronting the dark-side of human nature." - Lisa Gardner

Finalist for the 2004 Anthony Award for Best Original Paperback



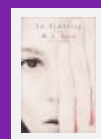
Sheet Music "No one writes so simply and superbly about

such lush things as food and sex as M.J. Rose -- and at the same time, gets deep inside the heart and mind of a wonderfully complicated heroine. Literate and page-turning." -- Caroline Leavitt - author of Coming Back to Me



Finalist for the CT Book Award: Flesh Tones "Intensely

erotic and compelling, Flesh Tones explores the disturbing realm that lies between love and obsession." -- Tess Gerritsen, author of The Surgeon



In Fidelity "Rose offers a well-crafted study of

infidelity, wrapped within the context of a psychothriller. ... a fast paced-tale ... altogether a satisfying blend." -- Kirkus Reviews

## Contemporary Lit

### Cup of Chicha

David J. Montgomery's brilliant crime blog  
David J. Montgomery is a writer and critic specializing in crime fiction. He writes for the Chicago Sun-Times, Philadelphia Inquirer, Boston Globe and USA Today. He is currently working on his first novel.

### David Thayer's Blog

Flogging The Quill  
An Editor Pursuing the art and craft of compelling storytelling

Fresh Eyes: A Bookseller's Journal (by Robert Gray, Writer & Bo

### Gawker

### Gothamist

Grumpy Old Bookman AKA  
Smart Old Bookman

### Hello Typepad

January Magazine  
Great reviews, great interviews.

Jeff Nordstedt  
I am a freelance book publishing consultant and book designer, as well as an occasional rock and roll star.

Jessica Brilliant Keener's website

### Lockhart Steele

### MadInkBeard

Marketing, Marketing,  
Marketing.

### Maud Newton

Mystery Writer, Chuck  
Collins

March 11, 2007 | [Permalink](#) | [Comments \(0\)](#) | [TrackBack \(0\)](#)

March 10, 2007

## In The Balls Catagory

I admire people who just come out and ask. So in this case, for just coming out and asking me for help, I'm going to post this for Gabriella Lucas who is trying to win the first prize - a writing contract with S&S- via the First Chapters writing contest over at [Gather.com](#).



ROUND ONE

FIRST CHAPTERS



I haven't yet Gabriella's entry or any of the entries, but I think this contest has a lot of validity, is being run well and I like Gather.com and besides, it can't

hurt to help a writer get a contract, can it? (Because that's when all the fun starts, doesn't it?)

Please check out [Gabriella's first chapter of dear, your Honor](#) - as well all the other first chapters, and cast your vote. There are over two thousand entries and only twenty semi-finalists get into Round Two to continue in the competition.

March 10, 2007 | [Permalink](#) | [Comments \(0\)](#) | [TrackBack \(0\)](#)

March 09, 2007

## The Doctor is In

Friday + Dr. S O'D = Writer's Therapy. **And Writer's Therapy wants your questions. And not just from writers.**

**Publishers, editors, agents -- don't know how to break bad news to an author? Afraid you are showing favoritism? Worried that you're giving short shrift to a book because the author is too demanding?**

**Dr. S O'D want's your questions too! Just email her at Dr.Sue at [mindspring.com](mailto:mindspring.com)**

Dear Dr. Sue,

Tonight I received rejection # 15 on a novel that every editor agrees is beautifully written, highly accomplished, full of ideas--the real deal, except that they can't sell it in this tough climate. This despite the strongest possible endorsement, in the form of a detailed letter, from a



Lip Service  
"M.J. Rose blends the dark eroticism of Anais Nin with the lusty cravings of Erica Jong, and delivers a refreshingly open look at a modern woman's sexual coming-of-age." -- Katherine Neville, Author of The Eight

Add me to your TypePad  
People list

## RECENT COMMENTS

jxlas03x01 on Guest Blogger Andrea Buchanan - author of Mother Shock: Loving Every (Other) Minute of It.

Dale Moses on The First at Second Life

L.C.McCabe on The Doctor is In

Robbie Dingo on The First at Second Life

Michelle Moran on The Doctor is In

T on The Doctor is In

Katharine Weber on The Doctor is In

Joe Wikert on The First at Second Life

Joe Wikert on More on Book Reviews/Book Ads

MJ on More on Book Reviews/Book Ads

## RECENT POSTS

What Do Women Want?

The Needle Awards

Hand Yelling Again. Fiction

[Nerve Magazine's Henry Miller Award](#)

[Paperback Writer's Blog](#)

[Readerville!](#)

[Susie Bright](#)  
Writes about sex and politics every day of the week.

[The Elegant Variation](#)  
Contented defiler of prose.

[The Famed and Fabulous Girlfriends Cyber Circuit](#)  
Fiction and non fiction authors guest blog on each others' sites; great reading.

[The Happy Booker](#)

[The Lipstick Chronicles](#)  
Four authors write about books, their lives and how the two intersect.

[The Litblog Coop](#)  
A great idea. Four times a year - one book - multiple blog attention.

[Tingle Alley](#)

[Unbridled Books - Brilliant Blog](#)

[WrittenRoad](#)

[Zulkey](#)

## BLOG WATCH

[The Naked Truth about Literature and Life](#)

[Backstory](#)

[Bookseller Chick](#)

[MetaxuCafe](#)

[The Written Nerd](#)

[BookGirl's Nightstand](#)

[The Publishing Contrarian - Discussions about Dramatic Change in the Business and Operation of Publishing](#)

respected and successful novelist.

This has me feeling nuts. I'm this wonderful writer, with no readers. I should be proud of what I've achieved, especially for a first novel, even if it's never published. So what if I write stuff that nobody will buy, especially not city people, especially not people whose idea of entertainment is anything with a jump-cut every thirty seconds? I have my integrity and my artistic pride.

Meanwhile, I am supposed to throw myself into this next book. This will surely be the one. But how am I supposed to do that when my confidence is in the toilet, my stress level is through the roof (are you getting a vivid mental image here?), and my perspective doesn't even exist anymore? I have eighty pages of what I am now compelled to examine with an editor's jaundiced eye instead of a writer's: Is this fast-paced enough? Controversial? Gimmicky? Can it be construed as all of those and still satisfy my desire for substance? Is it just plain substance that people don't want? If I took all that out, then would they like my books?

I mean, I think there's quite a lot of action in the book that's already out there, which nobody will buy. There's a near-drowning, then a young woman almost freezes to death, then the main character's husband dies, then she grieves and stagnates, then her life starts filling up in new and completely unexpected ways, with people she would never have known in an earlier time. There are threats, both near and far, real and imagined, natural and human. Between events, the main character contemplates their import and their impact. Is this what people don't want? The contemplative parts? Jeez. Maybe I should cut out all of that and keep it moving, keep it moving.

Can you tell that I'm still reeling from this news? I was feeling so good. This novelist/ally of mine had lunch today with editor #15, trying to talk her into buying this book, which she (the novelist/ally) admires so much. No dice. All the other editors have this novelist's letter. It's not persuading them.

I can't think how to keep on writing. I can conclude that I've written a better book than the audience of ignoramus deserves. Or I can figure that I've failed in my attempt to write something that manages both to entertain and to prompt some thought. Or I can cave, and make this next one all action, all the time. Or I can stay true to my inner promptings and write from my soul and just never publish.

Yours truly,  
Author in the Dumps

Dear Author,

Your letter provides a beautiful illustration of two problems shared by many writers:

and Non Fiction.

[In The Balls Category](#)

[The Doctor is In](#)

[More on Book Reviews/Book Ads](#)

[Good News/Bad News](#)

[The First at Second Life](#)

[Choice Overload in DVD's Too](#)

[Don't Use the Community.](#)

## MARCH 2007

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## ARCHIVES

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[December 2006](#)

[November 2006](#)

[October 2006](#)

[September 2006](#)

[August 2006](#)

[July 2006](#)

[June 2006](#)

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1. It occasionally happens that a sensitive, contemplative artist also has a tough hide and is immune to rejection. Most often, though, the qualities that enable a writer to create soaring works of art are the very ones that cause her to be crushed by rough treatment—especially rough treatment that is unjust. A fine artist is also, often, a walking nerve end.
2. Creating a work of art requires a huge sacrifice of time, energy, and attention. In order to undertake such a foolhardy venture, we need to convince ourselves of the importance of our work, not just to ourselves, but to the world at large. Then, when certain segments of the world at large prove to be immune to our gift, we are in the position of those cartoon characters who walk off a cliff in ignorant safety, until they look down. It all falls apart—or seems to.

You are actually in an enviable position. You have written a book that you, your agent, fifteen editors, and a respected and successful novelist all agree is beautifully written, highly accomplished, and full of ideas. Your agent believes in you and is encouraging you to complete another book; you have already written eighty pages. You don't mention needing to sell your work to pay the bills, so I will assume that is not an issue.

Keeping in mind that many great works did not immediately find their audience, you need to make a choice. Imagine that your novel will never be published. Ask yourself: would you be better off if you hadn't written it? Do you feel that your time was wasted? If so, perhaps you need to take a break and turn your energies to a more immediately gratifying activity for a while. If you feel your time was well used despite the outcome, ask yourself why. List the ways in which your life has been enriched through the creation of a fine work of art. Post the list near your computer. Look at it every day. Decide to ride out this fad, and keep writing for the joy of it. The wheel will turn again. And let me know what happens.

[Susan O'Doherty, Ph.D.](#) is a clinical psychologist with a New York City-based practice. A fiction writer [herself](#), she specializes in issues affecting writers and other creative artists. Her book, [Getting Unstuck Without Coming Unglued: A Woman's Guide to Unblocking Creativity](#), will be published by Seal Press this spring and is now available for pre-ordering. Send your questions to her at Dr.Sue at [mindspring dot com](mailto:mindspring dot com).

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March 09, 2007 | [Permalink](#) | [Comments \(4\)](#) | [TrackBack \(0\)](#)

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March 06, 2007

## [More on Book Reviews/Book Ads](#)

[Jeffery Trachtenberg reports](#) in today's WSJ about what I

briefly blogged about last night - The changes of the book review section at the LATimes.

**Book publishers in recent years have moved away from buying ads in standalone book-review sections in favor of paying to stack mounds of books in the front of chain bookstores.** Trachtenberg writes.

And then later in this well thought out article, he quotes various sources talking about how the book biz does or doesn't advertise, explaining how the lion's share of the budget for most books goes into coop dollars so the book is at least visible to the potential readers.

The problem is, that 85% of all books published have less than \$2000 marketing budgets. And so there is just so little ad money to go around. Even when a book has a six figure budget, ads cost so much that as the article points out the publishers are hard pressed to buy significant numbers of ads. (Which is why the web continues to be so important - its more effective at finding a niche audience and reaching them on a limited budget.)

At least nowhere in this article does anyone in publishing come right out and say ads don't work. And before I get a flood of email, do a little test.

Look at the bestsellers lists for the next few weeks and see how many books that are selling are doing so without any ad support. People won't buy a book if they don't know it exists.

Yes, word of mouth moves mountains of books. But before you move the mountain you have to move the first few thousand copies to get people reading and then talking and they won't talk if they haven't read it and they can't read it if they don't know it exists.

As an avid reader, when I was growing up, it was the ads along with the reviews in the NYTBR that told me what was out that week. Now, since I only read newspapers online, its bloggers and ads online along with the reviews.

One line I can't argue with, is this one from Jim Warren, Chicago Tribune managing editor, "The last industry in America to go to for any wisdom about marketing is book publishing." And as anyone who reads this blog knows, that's a pet peeve of mine too.

As someone who spent so many years in the advertising industry and knows the value of marketing research, I continue to find it appalling how little our industry does.

For instance, why aren't we testing marketing bookcovers - which are the one and only ad for 90% of all books published. It would cost so little money to set up bookcover tests via an online service and find out if the covers convey and connote what the publisher hopes. Nope, the powers who rely on the people who are entrenched in the business, who already

know what the book is about, who are not in any way objective. That's just one example.

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March 06, 2007 | [Permalink](#) | [Comments \(4\)](#) | [TrackBack \(0\)](#)

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March 05, 2007

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## Good News/Bad News

Good News first: From the Washington Post:

Write an original short story inspired by the photograph above in 1,500 words or less. We'll publish the winning entry in next year's Valentine's Fiction issue. The story should deal with love -- the promise of romance, a broken heart or anything in between. All submissions should be sent as attached, double-spaced documents to [lovestory@washpost.com](mailto:lovestory@washpost.com) Please include your name and daytime phone number on the first page. The deadline for submissions is May 13. The contest winner will be announced in the July 1 edition of the Magazine.

Bad News:

From [The SFGate](#) - about the LA Times Book Review. It's just hard to see four pages of review space a week, cut.

*Media watchers are reacting to news that the Sunday Book Review, a stand-alone section for 30 years, may soon be combined with the opinion section, Currents, and run in Saturday editions. The pending changes were reportedly downplayed Thursday night when nominees for the 2006 Los Angeles Times Book Awards were announced in New York, although editor James O'Shea confirmed they are coming.*

*With readership dwindling, newspapers are scrambling for new ways to present content online and in digital formats that can be downloaded to many media, including iPods and cell phones. Meanwhile, advertising revenue is declining and online versions of papers are not yet making money.*

*"It's harder and harder to justify something that has no ad support," Chronicle Editor Phil Bronstein said in Publishers Weekly last fall. "We continue to do it because we think it is important to the cultural community of the Bay Area."*

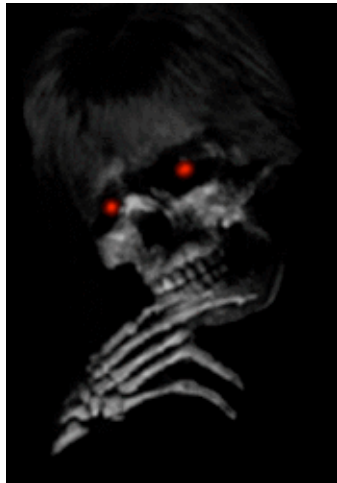
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March 05, 2007 | [Permalink](#) | [Comments \(0\)](#) | [TrackBack \(0\)](#)

## The First at Second Life

I've been waiting for this to happen. ( I swear, its easy for a writer to spend all of his time marketing and coming up with ways to get the book out there and never write another word. )

Dale A. Moses has released a virtual online horror novel 'He Still Watches' at [Second Life](#) to run parallel with the real life online version of the book.



"This online novel is definitely the first ever of its kind in that it is fully funded by advertising space that is being sold on each and every page, rather than by a conventional book deal." Says the Author, [Dale A. Moses](#). "Each ad space is a clickable link to the webpage of that business, and the Novel itself is free to the book reading public."

The novel in progress is being written and updated once a week both online and in-world at the rate of a page per day.

The press release says the book is "being composed this way in order to establish return readership and maximize ad space exposure. The novel will be given away in Second Life thanks to the publishing skills of 'Second Life Publisher' Andy Sullivan (aka - Maddy Schnook in Second Life). "This is a fantastic book and a fantastic concept for books in the real world and now my virtual world as well." states Andy. "This is a superb book, which is why I helped Dale in making it exist in this virtual world. I absolutely love it."

Andy, the release goes on to explain, runs his own very successful virtual business in Second Life by publishing and selling a series of virtual guides that are a 'how to do anything in Second Life'. So successful, it is now his real world living.

The virtual novel turns like a real book and has sound effects to simulate pages rustling.

Several residents of Second Life have apparently filmed short book trailers / commercials that are on YouTube.com.

"There has even been some interest expressed in filming a Second Life movie version of each chapter that can be watched online in the real world. It would be an online Serial movie just like in the old days when you would keep coming back every weekend to see what happens next" says Dale.

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March 05, 2007 | [Permalink](#) | [Comments \(3\)](#) | [TrackBack \(0\)](#)

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March 04, 2007

## Choice Overload in DVD's Too

Choice overload -- more titles than the reader can process

seems to be happening with the DVD market too.

BRYAN REESMAN writes in the NYT: [For Obscure DVDs, a Precarious Future](#)

"The Digital Entertainment Group, a nonprofit trade consortium, reported for the first time in 2006 that overall DVD shipments were stuck at about 1.65 billion units, roughly the same as 2005, after years of rapid growth. According to the weekly DVD Release Report, combined DVD releases dropped to 12,887 in 2006 from 13,712 in 2005.

In effect the video market is glutted. For big studios that means more jousting over future formats that may restart sales. But for specialty companies that have traded otherwise unavailable horror, action, art-house and "exploitation titles, the glut has meant a struggle to survive."

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March 04, 2007 | [Permalink](#) | [Comments \(0\)](#) | [TrackBack \(0\)](#)

## Don't Use the Community.

Congrats to the [LibraryThing.com](#) group for the [NYT article](#).

I've already gotten three letters from authors asking how to take advantage of social book sites like Librarything.

The truth is you shouldn't take advantage of them.

You can get involved with them as a reader, not a writer. Eventually if you are a good community member, you can let them know about your writing and benefit from the associations you've made.

But as all too many authors have learned over the years at reader communities like [Readerville](#) and before that at Salon's TableTalk book threads, shilling online is all too easy to spot.

An author shows up one day, makes a slight effort to be a participant, stays only long enough to shout out his own book, then disappears a week later. A year later, they're back to shout out the next title.

[And another NYT article on social networks of the future.](#)

This kind of stuff is actually more damaging than never showing up in the first place.

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March 04, 2007 | [Permalink](#) | [Comments \(1\)](#) | [TrackBack \(0\)](#)