

January 26, 2012 - Thurs 4 p ET

Janet Goldstein joins us to help with when and how author's can get their message out.

1	BookMarketChat Welcome to #Bookmarket I'm Claudia Hall Christian, author of Denver Cereal, Alex the Fey thrillers, and @theQueenofCool #bookmarket -2:00 PM Jan 26th, 2012
2	BookMarketChat Please introduce yourself and remember this is a NO SELLING chat. You'll have a chance to promote yourself after the chat. #bookmarket -2:00 PM Jan 26th, 2012
3	BookMarketChat Today, we are joined by Janet Goldstein. Janet focuses on helping ppl w their publishing strategy. #bookmarket -2:00 PM Jan 26th, 2012
4	BookMarketChat She is the book pro who helped launch @gtdguy @harrietlerner @HowardBehar B. Kingsolver #bookmarket -2:00 PM Jan 26th, 2012
5	BookMarketChat She's here today to talk about when to tell people about your book? Who do you tell? How? #bookmarket -2:00 PM Jan 26th, 2012
6	janetgoldstein Hey here I am. M #bookmarket -2:01 PM Jan 26th, 2012
7	FriesenPress @bookmarketchat Looking forward to #bookmarket today! :D -2:01 PM Jan 26th, 2012
8	janetgoldstein My first time and I'm fumbling already. #bookmarket -2:01 PM Jan 26th, 2012
9	BookMarketChat @CandlemarkGleam Hi Kate! :) Congratulations on your launch! #bookmarket -2:02 PM Jan 26th, 2012
10	DavidRozansky Checking in to #bookmarket. David Rozansky, Flying Pen Press & writing Fishnets & Platforms: The Writer's Guide to Whoring Your Book. -2:02 PM Jan 26th, 2012
11	dwainsmith #ohyeah #bookmarket -2:02 PM Jan 26th, 2012
12	janetgoldstein Welcome and thrilled to be here. Thanks so much for inviting me. #bookmarket -2:02 PM Jan 26th, 2012
13	BookMarketChat @FriesenPress Hi Tak! :) How are you today? #bookmarket -2:02 PM Jan 26th, 2012
14	BookMarketChat @JanetGoldstein So let's jump right in Q.1 - When is the best time to tell people about your book? #bookmarket -2:02 PM Jan 26th, 2012
15	CarolBuchananMT @BookMarketChat Hi, @ClaudiaC @janetgoldstein & all! Carol Buchanan here, Winner of 2009 Spur award for best first novel #bookmarket -2:02 PM Jan 26th, 2012
16	BookMarketChat @dwainsmith Heya Dwain! #bookmarket -2:02 PM Jan 26th, 2012
17	TonyNoland There are deadlines still to meet today, so no #bookmarket for me. -2:02 PM Jan 26th, 2012
18	BookMarketChat @DavidRozansky Hi David #bookmarket -2:02 PM Jan 26th, 2012
19	BookMarketChat @CarolBuchananMT Heya Carol! :) #bookmarket -2:03 PM Jan 26th, 2012
20	FriesenPress @bookmarketchat great! Excited to learn from @janetgoldstein! :) #bookmarket -2:03 PM Jan 26th, 2012
21	janetgoldstein I loved listening to last week's chat and hope I (and all of us) can learn and that I can provide some fresh perspective. #bookmarket -2:03 PM Jan 26th, 2012
22	BookMarketChat @TonyNoland Hi Tony. I'll have the transcript up later today #bookmarket -2:03 PM Jan 26th, 2012
23	ruthseeley Less belatedly than usual checking into chat. CDN PR person who works with authors, scientists & authors who are scientists. #bookmarket -2:04 PM Jan 26th, 2012
24	ruthseeley @janetgoldstein You're doing just fine so far, Janet. Seems I've been signed into Tweetchat for more than a week. :) #bookmarket -2:04 PM Jan 26th, 2012
25	CarolBuchananMT @dwainsmith @DavidRozansky @FriesenPress @CandlemarkGleam @ruthseeley All the usual suspects & more, I see! :) #bookmarket -2:04 PM Jan 26th, 2012
26	BookMarketChat @ruthseeley Heya Ruth! :) #bookmarket -2:05 PM Jan 26th, 2012
27	BookMarketChat @JanetGoldstein So lets jump right in Q.1 - When is the best time to tell people about your book? #bookmarket -2:05 PM Jan 26th, 2012
28	ruthseeley @CarolBuchananMT Yes I think I've finally accepted the fact 2012 is in progress & I'd better get w/the program. :) #bookmarket -2:05 PM Jan 26th, 2012
29	janetgoldstein Thx, shall I wait for questions, or shall I throw out some thoughts? #bookmarket -2:06 PM Jan 26th, 2012
30	techtigger lurking today, been a busy week... #bookmarket -2:06 PM Jan 26th, 2012
31	BookMarketChat @janetgoldstein I've been sending you questions! Check your 'mentions' #bookmarket -2:06 PM Jan 26th, 2012

January 26, 2012 - Thurs 4 p ET

Janet Goldstein joins us to help with when and how author's can get their message out.

32	janetgoldstein Ahh.... OK Q 1 - Best time to tell someone about book is related but separate from when to tell about my ideas/story/message. #bookmarket -2:07 PM Jan 26th, 2012
33	BookMarketChat @ruthseeley I'm glad you had a nice break. Last year was a lot. Are you ready to take on 2012? #bookmarket -2:07 PM Jan 26th, 2012
34	janetgoldstein For most authors, you can't start sharing soon enough...getting people to associate your name with your work/voice. #bookmarket -2:08 PM Jan 26th, 2012
35	BookMarketChat @janetgoldstein How so? When would you tell someone about your message? your book? #bookmarket -2:08 PM Jan 26th, 2012
36	BookMarketChat @techtigger Hi there! :) #bookmarket -2:08 PM Jan 26th, 2012
37	CarolBuchananMT @techtigger Hi! Good to see you! #bookmarket -2:09 PM Jan 26th, 2012
38	janetgoldstein If you have a blog, join groups, going to readings--depending on your genre you want to expose people to your work. #bookmarket -2:09 PM Jan 26th, 2012
39	ruthseeley @BookMarketChat Getting there, yes. What choice do I have? :) #bookmarket -2:09 PM Jan 26th, 2012
40	FriesenPress @janetgoldstein Marketing wise, when does a new book seize to be new? 1 month? 6 months? Until next book? #bookmarket -2:09 PM Jan 26th, 2012
41	ruthseeley @janetgoldstein What about the long time-to-market aspect? Longer if/when you lose a publisher, as happened w/HALF BLOOD BLUES. #bookmarket -2:10 PM Jan 26th, 2012
42	CandlemarkGleam @FriesenPress Oooh, good question. We're always wondering when it's too late to ask for reviews, etc #bookmarket -2:11 PM Jan 26th, 2012
43	BookMarketChat There are obvious choices! ;) I'm glad they're not yours. RT @ruthseeley: Getting there, yes. What choice do I have? :) #bookmarket -2:11 PM Jan 26th, 2012
44	janetgoldstein @FriesenPress Authors need to stick with their work much longer than they tend to--it's not 6-8 weeks anymore and done. #bookmarket -2:11 PM Jan 26th, 2012
45	CarolBuchananMT @janetgoldstein Why depending on your genre? #bookmarket -2:12 PM Jan 26th, 2012
46	ruthseeley Instead of usual 1-2 year wait for publication, having to find a whole new publisher meant it was 3-4 years (bankrupt pub). #bookmarket -2:12 PM Jan 26th, 2012
47	ruthseeley @FriesenPress According to some reviewers it can be 3 weeks after publication. Which is hooped, in my view. #bookmarket -2:13 PM Jan 26th, 2012
48	janetgoldstein Major media outlets what books that are "news"/current, unless themes become news (say memoir w/Egypt angle during Arab Spring) #bookmarket -2:13 PM Jan 26th, 2012
49	DavidRozansky .@FriesenPress We divide marketing cycle up. 1st mo is "Rollout" & 1st year is "New". #bookmarket -2:14 PM Jan 26th, 2012
50	janetgoldstein Readers, bloggers, online publications want the right story/book at the right time. You can have new stories, reasons to engage. #bookmarket -2:14 PM Jan 26th, 2012
51	janetgoldstein It takes a LONG TIME for authors and books to become known. If you wait for publication, you don't have any wind in your sails. #bookmarket -2:14 PM Jan 26th, 2012
52	FriesenPress @ruthseeley @CandlemarkGleam Hmmm, it sounds like there's no real consensus about this then..? #bookmarket -2:15 PM Jan 26th, 2012
53	ruthseeley I had one book (sent in March) reviewed in September by mainstream media. Was still happy about it, esp. since it was a rave. #bookmarket -2:15 PM Jan 26th, 2012
54	ruthseeley @FriesenPress You have to know your outlets & accept that there can be a HUGE time lag between receipt of review copy & review. #bookmarket -2:16 PM Jan 26th, 2012
55	janetgoldstein The "launch" is the "asking for sale" moment - 2-4 months pre/post. But author/pub outreach bestmonths and 1-2 year before. #bookmarket -2:16 PM Jan 26th, 2012
56	BookMarketChat @CarolBuchananMT Congratulations on the review Carol! :) #bookmarket -2:16 PM Jan 26th, 2012
57	janetgoldstein @ruthseeley Email and online mentions/raves definitely connects with readers and they can "find" book with click of button. #bookmarket -2:17 PM Jan 26th, 2012
58	janetgoldstein One thing that's really helpful w/launch is having bunch of things happening at once --excitement, buzz, momentum, confidence. #bookmarket -2:18 PM Jan 26th, 2012

January 26, 2012 - Thurs 4 p ET

Janet Goldstein joins us to help with when and how author's can get their message out.

59	CandlemarkGleam .@janetgoldstein Is there such thing as gearing up for release too soon? If there's no preorder for book, etc, do u lose chance? #bookmarket -2:18 PM Jan 26th, 2012
60	CandlemarkGleam .@janetgoldstein How do you GET that bunch of things happening at once? Build that momentum/buzz? Nice to try for, hard to reach #bookmarket -2:19 PM Jan 26th, 2012
61	FriesenPress @ruthseeley Hmmm, I guess that's where the ARCs come in handy. Get them out before launch too. #bookmarket -2:19 PM Jan 26th, 2012
62	janetgoldstein If readers/reviewers are aware of your book, themes, voice, style--you can coordinate activities at one time- Twitter parties! #bookmarket -2:20 PM Jan 26th, 2012
63	ruthseeley @FriesenPress Absolutely. And I think it's insane of publishers to refuse to provide paper as well as eARCs. #bookmarket -2:21 PM Jan 26th, 2012
64	5rivers @BookMarketChat Lorina at 5R, late as usual, apologies. #bookmarket -2:21 PM Jan 26th, 2012
65	BookMarketChat @janetgoldstein Can you say more about doing things at one time? And what's a Twitter party? #bookmarket -2:21 PM Jan 26th, 2012
66	janetgoldstein Too much "it's coming, it's coming" wears thin. You want to engage, excite, entertain. Then plan mini launches or a big push. #bookmarket -2:22 PM Jan 26th, 2012
67	ruthseeley @FriesenPress I think NetGalley is a great idea. But you limit potential reviews to coincide w/launch if no paper ARCs. #bookmarket -2:22 PM Jan 26th, 2012
68	BookMarketChat @5rivers Heya Lorina - we have a chance to talk to @JanetGoldstein today about timing our launches/getting word out. #bookmarket -2:22 PM Jan 26th, 2012
69	5rivers @BookMarketChat I see that. I'm reading to catch up. #bookmarket -2:23 PM Jan 26th, 2012
70	janetgoldstein @CandlemarkGleam You can coordinate a mini launch when key relationships with the RIGHT people who love the book/author/work. #bookmarket -2:23 PM Jan 26th, 2012
71	DavidRozansky .@CarolBuchananMT My entire market cycle will be detailed Fishnets & Platforms. #bookmarket -2:23 PM Jan 26th, 2012
72	CandlemarkGleam @ruthseeley In defense of publishers, at least little ones, it's expensive for us to send out 100s of paper ARCs #bookmarket -2:23 PM Jan 26th, 2012
73	CandlemarkGleam @ruthseeley We can be MUCH more generous w/ digital copies, esp sending to reviewers outside the US #bookmarket -2:24 PM Jan 26th, 2012
74	CarolBuchananMT @BookMarketChat Obviously, self publishers must evaluate our publication schedules for arcs, pre-pub, etc.#bookmarket -2:24 PM Jan 26th, 2012
75	janetgoldstein It's really helpful to ground yourself in the audience for book and actual readers. The right quotes, right smaller venues. #bookmarket -2:24 PM Jan 26th, 2012
76	janetgoldstein An aside... I'm starting every Tweet with "I think" and then my Tweets are too long. Need to be firm and declarative. :) #bookmarket -2:24 PM Jan 26th, 2012
77	ruthseeley @CandlemarkGleam Absolutely understand that - careful balancing act required - paper ARCs ONLY to those who WILL review. #bookmarket -2:25 PM Jan 26th, 2012
78	CandlemarkGleam @ruthseeley Exactly! We'll send paper ARCs to major outlets on spec, but really only to bloggers we know, trust #bookmarket -2:26 PM Jan 26th, 2012
79	FriesenPress @candlemarkgleam @ruthseeley Ditto with self-pub authors. Have to extra smart about who/when you send them to. #bookmarket -2:26 PM Jan 26th, 2012
80	janetgoldstein I wonder if there are creative book-specific ways to get content out --I've been thinking a lot abt storytelling... #bookmarket -2:26 PM Jan 26th, 2012
81	teresasreading I do this in blog posts sometimes. Have to remember that people should know its what I think! @janetgoldstein @BookMarketChat #bookmarket -2:26 PM Jan 26th, 2012
82	CandlemarkGleam @ruthseeley Digital, we'll take a lot more chances on sending out ARCs to folks whose reading stacks are already huge #bookmarket -2:26 PM Jan 26th, 2012
83	CarolBuchananMT @5@CandlemarkGleam Self-pubbers have the same problem. #bookmarket -2:26 PM Jan 26th, 2012
84	ruthseeley @janetgoldstein Ha - firm and declarative can backfire on you too. :) #bookmarket -2:26 PM Jan 26th, 2012

January 26, 2012 - Thurs 4 p ET

Janet Goldstein joins us to help with when and how author's can get their message out.

85	janetgoldstein In addition to ARCs, manifestos, backstory to a character, a round-table on a theme. Small publishers can get ahead of Big 6? #bookmarket -2:27 PM Jan 26th, 2012
86	janetgoldstein @teresasreading ha ha #bookmarket -2:27 PM Jan 26th, 2012
87	DavidRozansky .@CandlemarkGleam We include cost of about 100 ARCs when budgeting acquisition & production. #bookmarket -2:27 PM Jan 26th, 2012
88	CarolBuchananMT @janetgoldstein Yes! You're saying wise things, excellent perspective. Very valuable. #bookmarket -2:27 PM Jan 26th, 2012
89	BookMarketChat @teresasreading Hey! How are you? How's the baby? #bookmarket -2:27 PM Jan 26th, 2012
90	CandlemarkGleam @janetgoldstein How do you mean? Manifestos, backstory, etc.? Author can have those, but how do you get them out? #bookmarket -2:28 PM Jan 26th, 2012
91	CandlemarkGleam @ruthseeley In the US, postage isn't TOO bad sending media mail. But costs \$7+ to send 1 book to Canada! #bookmarket -2:28 PM Jan 26th, 2012
92	janetgoldstein What about WHERE you're finding your readers and reviewers? Have you had success (for fiction titles) with Good Read and such? #bookmarket -2:28 PM Jan 26th, 2012
93	FriesenPress @janetgoldstein Hmm, what would you consider a successful ARC giveaway? Out of 100, how many reviews should you aim for? #bookmarket -2:29 PM Jan 26th, 2012
94	FriesenPress @ruthseeley @CandlemarkGleam Agreed - postage is very expensive! #bookmarket -2:29 PM Jan 26th, 2012
95	FriesenPress @candlemarkgleam @janetgoldstein Videos tend to work really well I find. #bookmarket -2:30 PM Jan 26th, 2012
96	janetgoldstein @CandlemarkGleam Well, there's Scribed,Facebook, pdfs via email to lists that author and publisher develop? #bookmarket -2:30 PM Jan 26th, 2012
97	CandlemarkGleam @janetgoldstein A lot of this assumes that author already has a big platform/following. Harder for a debut author #bookmarket -2:31 PM Jan 26th, 2012
98	janetgoldstein @FriesenPress Video is huge now. A must. Livestream/Ustream - ppl LOVE the spontaneity and informality. free and paid tiers. #bookmarket -2:31 PM Jan 26th, 2012
99	CandlemarkGleam @janetgoldstein And esp hard if author is retiring type. Building buzz w/ little author engagement = rough #bookmarket -2:31 PM Jan 26th, 2012
100	BookMarketChat @FriesenPress Video? Of? What works the best? #bookmarket -2:31 PM Jan 26th, 2012
101	5rivers @janetgoldstein We use Goodreads successfully. Largest response 1680 peeps. Exposure is exponential #bookmarket -2:32 PM Jan 26th, 2012
102	BookMarketChat Good point! RT @CandlemarkGleam: @janetgoldstein assumes author already has a big platform/following. Harder for a debut author #bookmarket -2:32 PM Jan 26th, 2012
103	BookMarketChat nice! RT @5rivers: @janetgoldstein We use Goodreads successfully. Largest response 1680 peeps. Exposure is exponential #bookmarket -2:32 PM Jan 26th, 2012
104	BookMarketChat @5rivers How did you use Goodreads? What worked the bst? #bookmarket -2:33 PM Jan 26th, 2012
105	FriesenPress @bookmarketchat Everything really. Even an announcement is better if it's the author doing it on a video. #bookmarket -2:33 PM Jan 26th, 2012
106	5rivers @BookMarketChat Which is why you take the long view & build followers & market #bookmarket -2:33 PM Jan 26th, 2012
107	janetgoldstein @CandlemarkGleam That's why debut au needs to start early (at acq)--and support over time. I'm believe in LIVE/LOCAL + online. #bookmarket -2:33 PM Jan 26th, 2012
108	CandlemarkGleam @5rivers How did you use Goodreads to get that response? Thru giveaway? Ads? #bookmarket -2:33 PM Jan 26th, 2012
109	DavidRozansky .@FriesenPress More bookstores are bringing in Espresso Book Machine. We'll use that to send to reviewer, when possible. #bookmarket -2:33 PM Jan 26th, 2012
110	5rivers @CandlemarkGleam We use giveaways. Ads not as effective. #bookmarket -2:33 PM Jan 26th, 2012
111	FriesenPress @5rivers nice! congrats. #bookmarket -2:33 PM Jan 26th, 2012

January 26, 2012 - Thurs 4 p ET

Janet Goldstein joins us to help with when and how author's can get their message out.

112	janetgoldstein @BookMarketChat Video interviews, chats live this, video trailers (but hard to pull off), or just 2-4 minute intros w/author. #bookmarket -2:34 PM Jan 26th, 2012
113	CandlemarkGleam @5rivers Yeah, that's what we've found, too. How many copies do you tend to offer on Goodreads? #bookmarket -2:34 PM Jan 26th, 2012
114	5rivers @CandlemarkGleam However FB ads we found effective. #bookmarket -2:34 PM Jan 26th, 2012
115	CandlemarkGleam We've started doing Librarything giveaways, too, thru Early Reviewer #bookmarket -2:34 PM Jan 26th, 2012
116	teresasreading @DavidRozansky that is interesting. #bookmarket -2:34 PM Jan 26th, 2012
117	5rivers @CandlemarkGleam Between 10-25 copies, depending on book #bookmarket -2:34 PM Jan 26th, 2012
118	janetgoldstein About ratio of ARCs to reviews, I'm not a publicity so I hope someone else will comment. #bookmarket -2:35 PM Jan 26th, 2012
119	5rivers @CandlemarkGleam We found LT not as effective, but you may find differently. #bookmarket -2:35 PM Jan 26th, 2012
120	5rivers @janetgoldstein Ah yes, video can be effective also. #bookmarket -2:35 PM Jan 26th, 2012
121	AudryT Interesting! RT @DavidRozansky: @FriesenPress bookstores are bringing in Espresso Book Machine...use that to send to reviewer #bookmarket -2:36 PM Jan 26th, 2012
122	BookMarketChat @janetgoldstein I think radio ARC to reviews depends on your relationship w review/reviewing service & what you're doing. #bookmarket -2:36 PM Jan 26th, 2012
123	5rivers @janetgoldstein We get about 75% review:arc ration on Goodreads, about 10% on LT #bookmarket -2:36 PM Jan 26th, 2012
124	janetgoldstein I'd love to hear what's worked when you/author finds the sweet spot with strong book and readers/groups you can tap into. #bookmarket -2:37 PM Jan 26th, 2012
125	janetgoldstein @5rivers Awesome stats. Thx for sharing. #bookmarket -2:38 PM Jan 26th, 2012
126	5rivers @BookMarketChat Curious how others develop & use blog tours #bookmarket -2:38 PM Jan 26th, 2012
127	BookMarketChat This is interesting b/c we usually hear the opposit GR ads work FB no.RT @5rivers: However FB ads we found effective. #bookmarket -2:38 PM Jan 26th, 2012
128	5rivers @BookMarketChat Think it depends on type of book. #bookmarket -2:38 PM Jan 26th, 2012
129	techtigger @CarolBuchananMT hi carol! i'm just skimming posts today, not really 'here' ;) #bookmarket -2:38 PM Jan 26th, 2012
130	BookMarketChat @janetgoldstein Janet, since this came up,do you have any specific advice for building new authors career? #bookmarket -2:39 PM Jan 26th, 2012
131	ruthseeley @BookMarketChat FB ads can work depending on subject matter. General interest - cookbooks, self help, etc. more than novels. #bookmarket -2:39 PM Jan 26th, 2012
132	janetgoldstein We haven't talked a lot about Facebook, but lots happening there. Conversation, photos, personal. #bookmarket -2:39 PM Jan 26th, 2012
133	5rivers @BookMarketChat Have found Google ads least effective, & more expensive #bookmarket -2:39 PM Jan 26th, 2012
134	BookMarketChat Good point - was your fiction? nf? RT @5rivers: @BookMarketChat Think it depends on type of book. #bookmarket -2:39 PM Jan 26th, 2012
135	BookMarketChat @janetgoldstein What can you tell us about Facebook? Are there good ways to use it more effectively? #bookmarket -2:40 PM Jan 26th, 2012
136	ruthseeley @5rivers Very interesting re GR vs LT review disparity. That's a huge difference. Any experience w/Shelfari? #bookmarket -2:40 PM Jan 26th, 2012
137	5rivers @BookMarketChat We publish fiction & non-fiction, & use FB ads for both. #bookmarket -2:40 PM Jan 26th, 2012
138	DavidRozansky .@janetgoldstein We've hit 100% ARC to review ratio (maybe more like 115%, what with "bandwagon" marketing.) #bookmarket -2:40 PM Jan 26th, 2012
139	janetgoldstein One concept to mention is idea of "going to your audience." Connecting in person, subscribing and commenting on blogs. #bookmarket -2:40 PM Jan 26th, 2012

January 26, 2012 - Thurs 4 p ET

Janet Goldstein joins us to help with when and how author's can get their message out.

140	AudryT @5rivers The ads may not be too effective, but paying for them keeps GR running so that it can be used for other things. #bookmarket -2:41 PM Jan 26th, 2012
141	5rivers @BookMarketChat But I think GR ads more effective for romance, erotica, thriller, paranormal and so forth #bookmarket -2:41 PM Jan 26th, 2012
142	BookMarketChat That's my experience too but I was just hearing how awesome they work. RT @5rivers: Google ads least effective, & more expensive #bookmarket -2:41 PM Jan 26th, 2012
143	janetgoldstein Yes, about new authors. I wish there was one Joy of Authorhood master cookbook. Sigh. #bookmarket -2:41 PM Jan 26th, 2012
144	5rivers @AudryT Agreed, but I'm not in the business of underwriting another business. ;-) #bookmarket -2:41 PM Jan 26th, 2012
145	teresasreading @janetgoldstein yes!!! #bookmarket -2:41 PM Jan 26th, 2012
146	5rivers @DavidRozansky Explain bandwagon marketing, please. #bookmarket -2:42 PM Jan 26th, 2012
147	AudryT @BookMarketChat Haven't used Google ads in a long time, but didn't find them all that helpful in selling pub'd manga yrs ago. #bookmarket -2:42 PM Jan 26th, 2012
148	janetgoldstein New authors can start. Make shift from writing to publishing. Creating and Selling are intertwined + make each aspect better. #bookmarket -2:42 PM Jan 26th, 2012
149	BookMarketChat Right. RT @janetgoldstein: Yes, about new authors. I wish there was one Joy of Authorhood master cookbook. Sigh. #bookmarket -2:42 PM Jan 26th, 2012
150	ruthseeley @CandlemarkGleam Book that sells online 4 \$14 can cost \$12 in CDN postage since 'book rate' done away w/in 1980s. It's horrific. #bookmarket -2:43 PM Jan 26th, 2012
151	5rivers @ruthseeley No experience with Shelfari. You can get consumed in social media, & have to be selective. #bookmarket -2:43 PM Jan 26th, 2012
152	AudryT @janetgoldstein But if you want or need 1000s of readers, personal connection would devour author's time. #bookmarket -2:43 PM Jan 26th, 2012
153	BookMarketChat @janetgoldstein I think "going to the audience" is more challenging for fiction authors. What do you recommend to your folks? #bookmarket -2:43 PM Jan 26th, 2012
154	BookMarketChat RT @janetgoldstein: Yes, about new authors. I wish there was one Joy of Authorhood master cookbook. Sigh. #bookmarket -2:43 PM Jan 26th, 2012
155	janetgoldstein New authors can craft + launch something small - it makes one's work stronger and you go thru many of the steps, even a teaser. #bookmarket -2:44 PM Jan 26th, 2012
156	ruthseeley @janetgoldstein Many authors 'just can't bring themselves' to devise a blog comment strategy - it's a shame. #bookmarket -2:44 PM Jan 26th, 2012
157	ruthseeley One thing I notice about authors on Goodreads is they rarely review books there. Too political for them perhaps? It's a shame. #bookmarket -2:45 PM Jan 26th, 2012
158	DavidRozansky .@janetgoldstein What this publisher will publish: The Joy of Authorship. I'll need an editor, several writers. #bookmarket #writing -2:45 PM Jan 26th, 2012
159	BookMarketChat Oh gosh, we only have 15 minutes left with @JanetGoldstein! GAAH!! LURKERS speak up!! This is a great opportunity! #bookmarket -2:45 PM Jan 26th, 2012
160	CandlemarkGleam @ruthseeley A lot of fiction authors are hesitant to review others' books publicly, in case they don't like them #bookmarket -2:45 PM Jan 26th, 2012
161	5rivers @ruthseeley I'm an exception. I do review. #bookmarket -2:45 PM Jan 26th, 2012
162	BookMarketChat @ruthseeley Oh goodness, I don't have any idea what a 'blog comment strategy' means or is.... #bookmarket -2:46 PM Jan 26th, 2012
163	FriesenPress @ruthseeley I've noticed that too. It also means that it's more noticeable for the author that does! :D #bookmarket -2:46 PM Jan 26th, 2012
164	CandlemarkGleam @ruthseeley Admittedly, I post up my Goodreads thoughts whenever I manage to read a book. I'm shameless #bookmarket -2:46 PM Jan 26th, 2012
165	janetgoldstein @ruthseeley Writing first blog comments (baby steps) is HUGE. I remember how scared I was to do it. That's emotional game. #bookmarket -2:46 PM Jan 26th, 2012
166	FriesenPress @candlemarkgleam @ruthseeley We tell our authors to only review positive ones. You want to be associated with quality anyway. #bookmarket -2:47 PM Jan 26th, 2012

January 26, 2012 - Thurs 4 p ET

Janet Goldstein joins us to help with when and how author's can get their message out.

167	janetgoldstein @CandlemarkGleam Writer's can have their own approach - review what u like/love. Review in your genre and what works, for ex. #bookmarket -2:47 PM Jan 26th, 2012
168	5rivers @BookMarketChat Gotta scoot. Sorry, peeps. See you next week. #bookmarket -2:47 PM Jan 26th, 2012
169	FriesenPress True! RT @janetgoldstein: Writing first blog comments is HUGE. I remember how scared I was to do it. That's emotional game. #bookmarket -2:48 PM Jan 26th, 2012
170	DavidRozansky @5rivers Bandwagon marketing my term for getting others to act (like review) because others already have. Clips, tweet links. #bookmarket -2:48 PM Jan 26th, 2012
171	BookMarketChat @5rivers have a great week! :) #bookmarket -2:48 PM Jan 26th, 2012
172	dwainsmith @CandlemarkGleam As an author, it feels like bad form to talk about books I don't like - I'll rave about books I do though. #bookmarket -2:48 PM Jan 26th, 2012
173	janetgoldstein If a writer isn't part of a community, engaged--and same with publishers--hard to expect others to engage, support, share. #bookmarket -2:49 PM Jan 26th, 2012
174	CandlemarkGleam @dwainsmith Personally, I use my Goodreads as "notes to self" about books I've read. TOTALLY understand "bad form" feeling tho #bookmarket -2:49 PM Jan 26th, 2012
175	AudryT As a writer, I always want feedback, so I always give feedback when I read a book, by posting comments on GR live as I read. #bookmarket -2:49 PM Jan 26th, 2012
176	CarolBuchananMT @BookMarketChat Had to leave #bookmarket Why does it depend on type of book or genre? - 2:49 PM Jan 26th, 2012
177	BookMarketChat @dwainsmith @CandlemarkGleam I think there's good point there. I don't diss anything - there's much of that in the world anyway #bookmarket -2:50 PM Jan 26th, 2012
178	ruthseeley Unless a book has REALLY annoyed me by being overhyped, I tend to merely rate those I dislike on Goodreads rather than review. #bookmarket -2:50 PM Jan 26th, 2012
179	Jothebooky but as reviewer then get emails why book was not reviewed on site even if wasn't enjoyed @dwainsmith #bookmarket -2:51 PM Jan 26th, 2012
180	teresasreading One can always provide feedback without being overly negative. Just because it doesn't work for one, it may be perfect for other #bookmarket -2:51 PM Jan 26th, 2012
181	ruthseeley (Sorry was emailing and missed a lot of @ messages - hope that statement covers it.) #bookmarket - 2:51 PM Jan 26th, 2012
182	DavidRozansky .@AudryT Many authors have a marketing director, usually an apprentice, assistant, spouse, or the exceptional agent. #bookmarket -2:51 PM Jan 26th, 2012
183	dwainsmith @CandlemarkGleam Too bad - I read your goodreads notes and use them to find new books. #bookmarket -2:51 PM Jan 26th, 2012
184	CarolBuchananMT @BookMarketChat Re: Social Media. We have to find what works, limit time & balance with life, writing. #bookmarket -2:51 PM Jan 26th, 2012
185	Jothebooky that's a good idea. Simply dislike on goodreads. #bookmarket @ruthseeley -2:52 PM Jan 26th, 2012
186	janetgoldstein Other book 2 be written: 8fold Path of Successful Publishing - spiritual self-help 4 authors--right thinking, right speech... #bookmarket -2:52 PM Jan 26th, 2012
187	CandlemarkGleam @teresasreading That's actually precisely how I think. i've chosen to read books before b/c blogger's issues w/ it intrigued #bookmarket -2:52 PM Jan 26th, 2012
188	CandlemarkGleam @dwainsmith Hah, well, glad to provide a service! I'm not planning to stop doing my GR reviews as I've always done #bookmarket -2:53 PM Jan 26th, 2012
189	janetgoldstein Yes, on balancing it all.... But "practicing" or "tasting" or "experimenting" can be great. #bookmarket - 2:53 PM Jan 26th, 2012
190	ruthseeley @ClaudiaC A blog comment strategy flows naturally from a blog reading strategy - weigh in when/if appropriate. :) #bookmarket -2:53 PM Jan 26th, 2012
191	DavidRozansky .@BookMarketChat "Blog Strategy." Fishnets & Platforms has a chapter on that. #bookmarket - 2:53 PM Jan 26th, 2012
192	teresasreading @CandlemarkGleam I've done the same thing which is why I always try to spell out what worked and what didn't #bookmarket -2:53 PM Jan 26th, 2012

January 26, 2012 - Thurs 4 p ET

Janet Goldstein joins us to help with when and how author's can get their message out.

193	BookMarketChat @janetgoldstein I was hoping that was a referral! ;) We're almost out of time. What did we miss? Anything you'd like to add? #bookmarket -2:53 PM Jan 26th, 2012
194	CarolBuchananMT @BookMarketChat I used to review books, then got badly flamed for a poor review. Even found my cell number & left crank calls. #bookmarket -2:54 PM Jan 26th, 2012
195	CandlemarkGleam @teresasreading You're the kind of blogger I love to read. Constructive criticism/thoughtful discussion rules! #bookmarket -2:54 PM Jan 26th, 2012
196	FriesenPress @ruthseeley @ClaudiaC That's true. Bloggers will know when it's not a genuine comment by a reader anyway. #bookmarket -2:54 PM Jan 26th, 2012
197	BookMarketChat @DavidRozansky Thanks for continuing to spam the chat David. I don't know what we'd do with out the snacks you provide. STOP IT #bookmarket -2:54 PM Jan 26th, 2012
198	ruthseeley And @ClaudiaC a blog comment strategy is v similar to notion of how you conduct yourself on Twitter. It's not about selling. #bookmarket -2:54 PM Jan 26th, 2012
199	janetgoldstein I was working on a complicated Tweet.... #bookmarket -2:54 PM Jan 26th, 2012
200	teresasreading @CandlemarkGleam Thank you! #bookmarket -2:54 PM Jan 26th, 2012
201	CarolBuchananMT @FriesenPress Only want to be associated w/ quality -- YESSS! #bookmarket -2:54 PM Jan 26th, 2012
202	BookMarketChat Oh... I've been there... RT @janetgoldstein: I was working on a complicated Tweet.... #bookmarket -2:55 PM Jan 26th, 2012
203	ruthseeley I'm loving one negative discussion on Goodreads re Ann Patchett's STATE OF WONDER, which I wanted to burn. #bookmarket -2:55 PM Jan 26th, 2012
204	CandlemarkGleam @CarolBuchananMT Yipes, that's scary! Some authors go WAY overboard regarding reviews. #bookmarket -2:55 PM Jan 26th, 2012
205	janetgoldstein I think relationship piece is really essential. Authors sometimes don't know where to start cuz they don't yet know audience. #bookmarket -2:56 PM Jan 26th, 2012
206	janetgoldstein This has been great.... #bookmarket -2:56 PM Jan 26th, 2012
207	BookMarketChat @janetgoldstein One last question, I believe everyone has a super secret ninja skill. What's yours? #bookmarket -2:57 PM Jan 26th, 2012
208	janetgoldstein @BookMarketChat Caring, that's mine. My mom called me true blue. #bookmarket -2:58 PM Jan 26th, 2012
209	DavidRozansky Sorry, I'll to tone it down. @BookMarketChat #bookmarket -2:59 PM Jan 26th, 2012
210	FriesenPress @janetgoldstein @BookMarketChat great answer! #bookmarket -2:59 PM Jan 26th, 2012
211	BookMarketChat Love it! :) I think there aren't enough ppl like you in the world. RT @janetgoldstein: Caring, My mom called me true blue. #bookmarket -2:59 PM Jan 26th, 2012
212	janetgoldstein And a last bit of advice, email is the biggest driver to convert people to action. Publishers and authors need email list. #bookmarket -3:00 PM Jan 26th, 2012
213	willentrekin Nicely put @teresasreading. I can't count people I've seen be negative to point of mean as "honest." @CandlemarkGleam #bookmarket -3:00 PM Jan 26th, 2012
214	BookMarketChat Ok Folks! Please thank @JanetGoldstein for her fabulous chat today! *applause* *applause* *applause* #bookmarket -3:00 PM Jan 26th, 2012
215	CarolBuchananMT @CandlemarkGleam The blessing from it was that ppl defended me & I met some great friends still with me. #bookmarket -3:00 PM Jan 26th, 2012
216	janetgoldstein @BookMarketChat Thanks so much. I'm not alway nice, but I do care. And we should all write and work on books that matter to us. #bookmarket -3:00 PM Jan 26th, 2012
217	dwainsmith @BookMarketChat One of these days, I want to the guest to respond: 'nun-chucks' #bookmarket -3:00 PM Jan 26th, 2012
218	janetgoldstein Bow, bow, bow. #bookmarket -3:00 PM Jan 26th, 2012
219	willentrekin Or, of course, "constructive," which is a word people tend to misuse a lot. @CandlemarkGleam @teresasreading #bookmarket -3:00 PM Jan 26th, 2012
220	ruthseeley Thanks to @janetgoldstein, @ClaudiaC and participants for yet another great chat. Here's to 2012! #bookmarket -3:01 PM Jan 26th, 2012

January 26, 2012 - Thurs 4 p ET

Janet Goldstein joins us to help with when and how author's can get their message out.

221	CandlemarkGleam @willentrekin @teresasreading Agreed! You can be critical and constructive, helpful. Not just shoot something down #bookmarket -3:01 PM Jan 26th, 2012
222	BookMarketChat @dwainsmith No one every asked me! ;) #bookmarket -3:01 PM Jan 26th, 2012
223	FriesenPress @bookmarketchat @janetgoldstein Thank you for the wonderful chat! #bookmarket -3:01 PM Jan 26th, 2012
224	CandlemarkGleam @willentrekin @teresasreading I've reviewed books I HATED, but still found something good to talk about... #bookmarket -3:01 PM Jan 26th, 2012
225	janetgoldstein This was a great experience. Hope to stay in touch with some of you. #bookmarket -3:01 PM Jan 26th, 2012
226	BookMarketChat Thank you @janetgoldstein! You're awesome! #bookmarket -3:01 PM Jan 26th, 2012
227	CandlemarkGleam Many thanks to @janetgoldstein for a great #bookmarket, and to our fantastic host @claudiac! -3:02 PM Jan 26th, 2012
228	ruthseeley @dwainsmith LOL - nun-chucks is someone's super secret ninja skill? Yours, perhaps? Googling frantically. ;) #bookmarket -3:02 PM Jan 26th, 2012
229	teresasreading Absolutely! @CandlemarkGleam @willentrekin #bookmarket -3:02 PM Jan 26th, 2012
230	dwainsmith @janetgoldstein Thanks so much for all the great info and @claudiac for moderation fantastication! #bookmarket -3:02 PM Jan 26th, 2012
231	willentrekin ("Constructive" isn't "This is bad." It's, "These parts could use some improvements, perhaps in these ways." Same with honest.) #bookmarket -3:02 PM Jan 26th, 2012
232	janetgoldstein Wow, the criticism and book reviewing topic seems to need a chat of it's own. Cuts to the bone. #bookmarket -3:02 PM Jan 26th, 2012
233	ruthseeley @dwainsmith They're those twirly sticks attached to each other by chains, yes? Martial arts thingies? #bookmarket -3:03 PM Jan 26th, 2012
234	janetgoldstein Yes, big thanks @claudiac and everyone. #bookmarket -3:03 PM Jan 26th, 2012
235	DavidRozansky @janetgoldstein Thanks for the appearance. Good info. I'll be looking at your site for possible assistance. #bookmarket -3:03 PM Jan 26th, 2012
236	BookMarketChat Next week, we have a rare appearance by Victoria Strauss from Writer Beware(r). I'm excited! #bookmarket -3:03 PM Jan 26th, 2012
237	CarolBuchananMT @janetgoldstein Thank you so much for sharing your expertise! Invigorating & lots of new ideas to try. #bookmarket -3:03 PM Jan 26th, 2012
238	CandlemarkGleam @dwainsmith Do your nun-chuks come with a cat-apult? http://t.co/8schvsx7 #bookmarket -3:03 PM Jan 26th, 2012
239	janetgoldstein @DavidRozansky Thx, and the 7 Steps are useful. #bookmarket -3:04 PM Jan 26th, 2012
240	BookMarketChat @janetgoldstein Indeed re: negative reviews. We tried one w @jonathonfields but it got off track w narcissistic look at me. erg #bookmarket -3:04 PM Jan 26th, 2012
241	CarolBuchananMT @ruthseeley @dwainsmith @CandlemarkGleam @FriesenPress @BookMarketChat Thank you all for contributing & hosting a great #bookmarket -3:05 PM Jan 26th, 2012