

SHOUTS & MURMURS

## SUBJECT: OUR MARKETING PLAN by Ellis Weiner

OCTOBER 19, 2009

Hi, Ellis—

Let me introduce myself. My name is Gineen Klein, and I've been brought on as an intern to replace the promotion department here at Propensity Books. First, let me say that I absolutely love "Clancy the Doofus Beagle: A Love Story" and have some excellent ideas for promotion.

To start: Do you blog? If not, get in touch with Kris and Christopher from our online department, although at this point I think only Christopher is left. I'll be out of the office from tomorrow until Monday, but when I get back I'll ask him if he spoke to you. We use CopyBuoy via Hoster Broaster, because it streams really easily into a Plaxo/LinkedIn yak-fest meld. When you register, click "Endless," and under "Contacts" just list everyone you've ever met. It would be great if you could post at least six hundred words every day until further notice.

If you already have a blog, make sure you spray-feed your URL in niblets open-face to the skein. We like Reddit bites (they're better than Delicious), because they max out the wiki snarls of RSS feeds, which means less jamming at the Google scaffold. Then just Digg your uploads in a viral spiral to your social networks via an FB/MS interlink torrent. You may have gotten the blast e-mail from Jason Zepp, your acquiring editor, saying that people who do this sort of thing will go to Hell, but just ignore it.

The vi-spi is cross-platform, but don't worry if you think you're not on Facebook, because you actually are. Jason enrolled you when you signed the contract last year, or at least he was supposed to, and he told Sarah Williams he did before he had to retire and Sarah left for nursing school. You currently have 421 Friends, 17 Pending Requests, 8 Pokes, 5 Winks, and 3 Proposals of "Marriage."

I've attached a list of celebrities we think would be great to blurb your book, so find out their numbers and call them up. Be sure to do all this by Monday, because Sales Conference starts Tuesday. We come back Friday and then immediately on Saturday (!) all of editorial (Janet, plus probably Michelle, her assistant) and I go to the Frankfurt Book Fair for a week. During that time the office will be closed, although to help cover the costs of the Germany trip it will actually be sublet to the John Lindsay Elementary School P.T.A. as a rehearsal space for this year's fund-raiser production of "The Music Man." I'm told that this was one of the things that Jason didn't understand and which contributed to his "condition."

Once we get back from Frankfurt, we'd like to see you on morning talk shows like the "Today" show and "The View," so please get yourself booked on them and keep us "in the loop." If I'm not here—which I won't be, since after the book fair I go on vacation for two weeks—just tell Jenni, my assistant, when she gets back from jury duty.

Remember in your blog to tabskim your readers' comments. You can use Twitter, Chitt-chaTT, or Nit-Pickr. When you reply to comments, try to post at least one photo per hour of you doing everyday tasks around the house, such as answering comments and posting photos. Please make sure they're pre-scorched. Let me know, when I get back from Retreat a week after my vacation, if self-surfing is a problem.

As re: personal appearances, to cut down on travel expenses we're trying something new this season called RAP, or Readings by Author by Proxy. We're asking authors in certain key areas of the country to stay "close to home" and give readings at local bookstores of both their own books and a few of our other new releases. We can send you a list of bookstores in your area once you fill out the My Local Bookstores list on your Author's Questionnaire. You'll be reading not only from your book but from "Code Blue Stat," a new medical thriller we're really excited about, and "Fifty Great Pan Sauces," a cool new cookbook. Their authors, Dr. Steven Rosenthal and Gail Freenye, will stay in Chicago and Boston, respectively, and read from each other's book and yours. This idea, apparently, is what made Jason take his clothes off and lock himself in a supply closet.

F.Y.I., we've migrated all the photos out of your book and onto the Web page. It makes the hard-copy version cheaper to produce (fewer pages; no photos) and the e-text more "Kindle- friendly." Sometime next week, call Christopher over an ISDN line and say your name, as distinctly as possible, at least two hundred times, so we can dub it as an AudioAutograph onto the podcast edition. (You may already have done this for a previous book, but somehow Jason managed to delete all the audio files before Security escorted him from the building.)

Don't hesitate to try to contact me if you have any questions. I sort of have my hands full, promoting twenty-three new releases this fall, but I'm really excited about working on your book, and I look forward to collaborating with you to make "A History of Moorish Architecture, 1200-1492" the biggest success it can be.

Best regards,  
Gineen Klein ♦

To get more of *The New Yorker's* signature mix of politics, culture and the arts: **Subscribe Now**