

# Book Marks

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## Intent to Sell

*Marketing the Genre Novel*

*Intent to Sell* is the next title out for me. Subtitled *Marketing the Genre Novel*, this book will cover all aspects of how to best promote genre fictional works in today's publishing climate.

It will be out in time for Left Coast Crime in March – so keep an eye out. From my research, this is the first book dedicated to the business of marketing genre fiction. Most works deal more with non-fiction, which can be much simpler to market and easier to garner media attention.

The book walks a writer through the process of self-promotion from the early, heady days of selling a first novel to the publication of the ARCs to the actual publication of the book itself.

One of the difficulties in promoting genre fiction is hooking into the networks of dedicated mystery fans. Despite everyone's desire to write a best-seller, these people will make up

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## Julia Takes the Stand

*Answers to frequently asked questions about the Grant series.*

One of the questions I'm asked most often is "Was Julia Grant really as bad as you make her out to be?". The answer is a resounding yes. While obviously in love with her husband and a dutiful wife, she had ambitions for him that made Lady Macbeth look reticent.

Julia had a multitude of nicknames for her husband during the war. She referred to him as "Victor" and "Philip", after Philip of Macedonia, father to Alexander the Great. She called her first born son, Alexander, in reference to his father.

Grant had his wife accompany him on many of his war campaigns. He had learned from his Mexican War experience that Julia was the worst of letter writers. Alone on the West Coast, Grant waited for nearly two years for news of the birth of his second child.

For all her ambitions, she became something of a political liability to her husband. Her father, the self-titled Colonel Dent, had been a slaveholder in Missouri before the war. Many of the more radical Northerners suspected Julia's motivations and accused her of harboring Southern sympathies and pro-slavery views.

But for all that, no one was happier to see her husband elected president than Julia Grant. There's an apocryphal story that at the close of the Oath of Office on Inauguration Day, Grant turned to his wife and asked if she was now satisfied.

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the bedrock of your fan base. For that reason, you need to make sure that they know about your book.

*Intent to Sell* will take the reader through a number of different marketing ideas, and explain why some of them are more productive than others. While no book can guarantee sales, a writer can certainly do things to maximize his or her chances for success.

One of the most requested chapters deals with the creation of the press kit. While many authors are doing promotion and national book tours, most of them do not know how to create the type of press kit that interests bookstores as well as media outlets in the cities being visited. *Intent to Sell* walks the author through each item in the press kit, explaining its importance and preferred formats.

Without getting into detailed marketing theory, the book discusses why it's difficult to accurately gauge the success of a particular campaign as well as any given marketing technique. *Intent to Sell* explains what techniques are more effective and provide a benefit that is not exceeded by its cost. I explain the need for a website that lists the canon of books from the author.

The book also has a forty page appendix that lists a number of vendors for promotional materials and services. Additionally, names, addresses and e-mail addresses for reviewers, bookclubs, and other sales outlets are included in the appendices.

This will be a unique challenge for me, because I'll be marketing this book more to new and aspiring authors rather than mystery lovers. So I'll be talking with writers groups and writers' conferences. If you participate in one, feel free to contact me. I'll be happy to add you to my schedule. I can be reached by e-mail at [JeffrMarks@aol.com](mailto:JeffrMarks@aol.com).

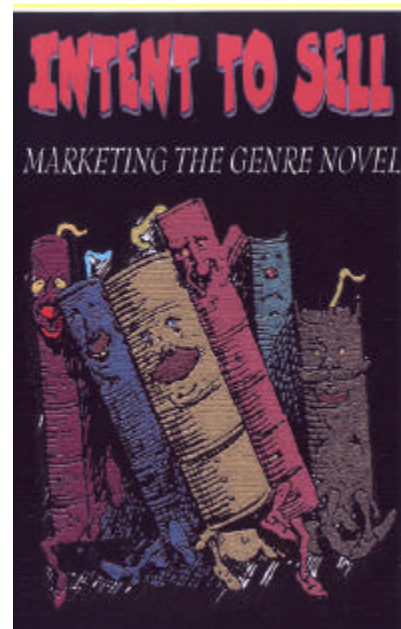
### **What People are Saying about *Intent to Sell*:**

"Writing is a business, even for the most literary of authors, and novelist Jeffrey Marks--who just happens to be an MBA--tells genre writers how to handle that reality. His advice is sharp, realistic, to the point, and practical. Authors who follow even 10 percent of what Marks advises will do themselves the biggest favor of their careers. Marks has been there with his own books, fiction and nonfiction, and as the editor of short story compilations. He knows the markets and is savvy. Newly published and even self-published writers will do well to begin as soon as possible to devour this must-have book."

G. Miki Hayden, *Writing the Mystery* (Intrigue Press)

"Solid advice from the trenches of self-promotion."

--Donald Maass, president of the Donald Maass Literary Agency and author of *Writing the Breakout Novel*



## CALENDAR OF EVENTS

### SPECIAL EVENTS

**January 11<sup>th</sup>**, Joseph-Beth Booksellers,  
Lexington, KY, 7pm

**January 19<sup>th</sup>**, Barnes and Noble, Polaris  
Pkwy, Columbus, 1pm

**January 22<sup>nd</sup>**, Barnes and Noble, Newport,  
KY, 7pm

**February 16<sup>th</sup>**, Joseph-Beth, Cleveland, OH

**March 22-24<sup>th</sup>**, Left Coast Crime, Portland,  
OR

**April 19<sup>th</sup> and 20<sup>th</sup>**, Southern Kentucky  
Festival of Books, Bowling Green, KY

**April 30<sup>th</sup>**, Edgar Awards, New York City

**May 1<sup>st</sup>-3<sup>rd</sup>**, BookExpo America, New York  
City

**May 3<sup>rd</sup>-5<sup>th</sup>**, Malice Domestic, Washington,  
DC

Ellery, my companion and the owner of my home!



While in the White House, Julia became a lightning rod for criticism. She wanted to update the décor and the furnishing after nearly two decades of strife and neglect. Her expenses were high, and Congress balked at paying them on top of the already significant debt from the war.

Yet for her shortcomings, Grant truly loved her and she him. They were a happy couple who enjoyed each others' company. Even when they had to live in a home built by Grant's own hand on land given to them by her father, Julia was an uncomplaining wife who never uttered a word against her husband.

Julia will again feature prominently in the second book of the US Grant series, *A Good Soldier*, to be released from Overmountain Press in August. The story picks up shortly after Grant's departure from Georgetown, Ohio, and follows him to Bethel, a hamlet about 15 miles from Georgetown. When he arrives, Grant discovers that all of his friends from his West Point days have struck it rich. It's even more unbelievable since the group of friends had spent most of the war in Andersonville, the notorious prisoner of war camp.

I've already started researching the third book in the Grant series, which will be set in Cincinnati. The murder of a former slave sets the city on edge. When Grant sees the man's ghost, he decides to get to the bottom of the mystery.

For more information on Julia Grant:

*The Personal Memoirs of Julia Dent Grant (Mrs. Ulysses S. Grant)*

*Grant* by Jean Edward Smith

*Ulysses S. Grant: Triumph Over Adversity, 1822-1865* by Brooks D. Simpson

**A Good Soldier (A US Grant Mystery)** Due out in August 2002

Overmountain Press; ISBN: 1570722153 \$23.95  
Overmountain Press; ISBN: 1570722161 \$13.95

**Intent to Sell: Marketing the Genre Novel**

Deadly Alibi Press; ISBN 1-886199-16-7; \$18.99

**Murder, Mystery, and Malone** (Craig Rice short story collection) Intro by Jeffrey Marks

Crippen and Landru; ISBN: 1885941706  
Crippen and Landru; ISBN: 1885941714

**The Ambush of My Name (A US Grant Mystery)**

Overmountain Press; ISBN: 157072184X \$23.95  
Overmountain Press; ISBN: 1570721858 \$13.95

**Who Was That Lady? Craig Rice: The Queen of Screwball Mystery**

Delphi Books; ISBN: 0966339711, \$21.95

**Magnolias and Mayhem** (Anthony Nominee)

Overmountain Press; ISBN: 1570721122 \$24.50  
Overmountain Press; ISBN: 1570721289 \$15.00

**Canine Christmas**

Ballantine Books; ISBN: 0345436571 \$5.95

**Canine Crimes** (Maxwell and Agatha Nominee)

Ballantine Books; ISBN: 0345424115 \$5.95

## Short Takes on the President

I have written a number of short stories about Ulysses Grant in addition to the novels. Each of the short stories is entitled "Under something", and features Grant during the Civil War or just after it. Each of the stories begin prior to *Ambush*.

The next story to come out in the series is "Under Hoof", which will be appearing in *Presidential Pet Detectives*, edited by Carole Nelson Douglas of Midnight Louie fame. She requested a story about Grant and his pets. While Grant didn't have any dogs or cats, he did have a prized thoroughbred horse, named Cincinnati. The horse had an excellent lineage, and Grant passed up offers to sell the horse. So Cincinnati plays a prominent part in solving a murder blamed on one of the other horses in the compound outside of Petersburg, Virginia in 1865.

In 2003, "Under Cooked" will appear in *Criminal Appetites* from Silver Dagger Mysteries as well.

### BOOK MARKS

A Jeffrey Marks Newsletter  
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