

THE ROAD SO FAR: The first year after “The Call”
Presented by
Megan Kelly and Kimberly Killion

INTRODUCTION:

Megan Kelly – Harlequin American Romance - megankellybooks.com

Kimberly Killion – Kensington/Zebra - kimberlykillion.com

THE LONG AND BUMPY ROAD: Before “The Call”

- Local and online chapter benefits
- Critique group benefits
- Contest benefits
- Website vs. no website

GETTING ON THE FREEWAY: Receiving the “The Call”

- Agent vs. no agent
- Contracts
- Advance and earn-out
- Royalty rates
- Rights (i.e., electronic, foreign, movie)
- Option books
- Reserve against returns

ROADSIDE ADVERTISING: The look of the book

- Title
- Cover
- Art fact sheets
- Revisions and line edits

OFF-RAMPS AND DETOURS: Promotion

Before release

- Website revisited: You want to make a name for yourself? Not computer savvy? Then hire someone:
 - [Book a Design](#)
 - [Glass Slipper Web Design](#)
 - [J & J Designs](#)
 - [Kismet Designs](#)
 - [Romance Designs](#)
 - [The Romance Studio](#)
 - [Stonecreekmedia](#)
- Print materials
 - [Iconix.biz](#)
 - [ADGprinting.com](#)
 - [GotPrint](#)
 - [Mega Color](#)
 - [Onlineprinthouse.com](#)
 - [OvernightPrints.com](#)
 - [Printing for Less](#)

- [PrintRunner](#)
- [Printplace](#)
- [Vista Print](#)
- [E-postcards at WriterSpace](#)
- Promotional websites
- Book trailers
 - [Circle of Seven Productions](#)
 - [Phoenix Video Trailers and Banners](#)
 And once you get that book trailer, don't forget to upload it:

- [Barnes & Noble](#)
- [Booktrailers.net](#)
- [Go Fish](#)
- [MyspaceTV](#)
- [PreviewtheBook](#)
- [TheRomanceTheatre](#)
- [SpikeTV](#)
- [SumoTV](#)
- [TubeMongull.com](#)
- [Vimeo](#)
- [WatchtheBook](#)
- [Youtube](#)

- Networking communities (i.e., myspace, bebo, facebook, twitter)
- Book reviews and ARCs

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| <ul style="list-style-type: none"> ○ A Romance Review ○ All About Romance Novels ○ The Best Reviews ○ Beverly Romance Books ○ Cata-Network.com ○ CK2S Kwips and Kritiques ○ Cocktail Reviews ○ Coffee Time Romance ○ Cupid's Library Reviews ○ Curled Up with a Good Book ○ Fallen Angels Reviews ○ Fresh Fiction ○ Front Street Reviews ○ The Good, Bad and Unread ○ Huntress Reviews ○ Joyfully Reviewed ○ Long and Short Reviews ○ Loves Romance & More | <ul style="list-style-type: none"> ○ Merrimon Book Reviews ○ Mrs. Giggles ○ Night Owl Romances ○ Parnormal Romance Reviews ○ Publisher's Weekly ○ Rakehell (Regency) ○ Rendezvous ○ The Road to Romance ○ Romance Junkies ○ Romance Novel TV ○ The Romance Reader ○ Romance Reader at Heart ○ Romance Review Today ○ Romantic Times Advertising ○ Romance Readers Connection ○ The Romance Studio ○ Simply Romance Reviews ○ TwoLipsReviews.com |
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- Arrange booksignings, interviews, press releases

After release

- Guest blog
- Contest giveaway (starting a mailing list)
- Newsletter
- Booksignings (Solo vs. multi-author)

ALTERNATE TRANSPORTATION: First conferences as a published author

- Networking
- Booksignings
- Presentations

BACK ON THE ROAD: The journey continues

- Balancing writing and promotion
- Submitting the next book

FREE PARKING: Unexpected perks

- Tax write-offs
- Community support
- Acknowledgments and Awards
- Fan mail

Q&A