

DISCOVER



BUZZ

**AN INTRODUCTION TO BUZZ
INTERACTIVE WORKBOOKS**

M.J. ROSE & DOUGLAS CLEGG

NOVELISTS & FOUNDERS
OF PIGEONHOLE PRESS

FREE

www.BuzzYour.com

discover buzz

BY M. J. ROSE AND DOUGLAS CLEGG



**A free pass-along publication of Pigeonhole Press
for the Buzz line of books**

Copyright Pigeonhole Press 2001

This special book and the BuzzYour logo are copyright 2001 **Pigeonhole Press**. All rights reserved. The recipient of Discover Buzz may send it to as many people as he or she wishes, but not one word of content can be changed or excerpted from Discover Buzz.

This is a publication of BuzzYour.com
To visit the web site, go to www.BuzzYour.com



No bees were harmed in the creation of this workbook.

“This is brilliant! As the speed of new ideas entering the community has increased, so has our respect for people who know. Rose and Clegg absolutely know. If you want to get Buzz, you must get one – no, strike that – you must get *all* of these books.”

– Seth Godin, author of *Unleashing the IdeaVirus*

buzzyour.com titles include:

- Buzz Your Online Auction
- Buzz Your Book
- Buzz Your Zine
- Buzz Your MP3

With more to come, including:

- Buzz Your Erotica
- Buzz Your Romance Novel
- Buzz Your Byline
- Buzz Your Hobby
- Buzz Your Business
- Buzz Your Movie
- Buzz Your Web Site
- and more ...

Get them all at www.BuzzYour.com

All our workbooks are interactive. Within the electronic pages of the Buzz workbooks are links to the BuzzYour.com site, where you can brainstorm with us and other creative types who are all trying – like you are – to figure out how to carve a little niche and get a book, or a song, or a film or a hobby seen and noted and sold.

Interactivity is the keyword to the Buzz line of workbooks. And that's a main advantage of an e-book like this over a print book. So, use it to its fullest extent. Read our workbooks and then come join our beehive of brainstormers at Buzzyour.com.

an invitation:

Don't keep this **Discover Buzz** e-book to yourself. Please feel free to email it to all of your friends and communities online who you think would be interested.

Yes, we actually want you to give **Discover Buzz** away as often as possible.

See, we know how important getting Buzz can be -- and how tough it is to figure out how to find it.

As a way to introduce you to the way Buzz works -- we want you to be part of it.

Right away -- right from the start.

Get our **Discover Buzz** book for free -- and with it, free tips on how to get started promoting your own project -- and then, email this e-book to a dozen or two dozen of your friends.

And then watch how it works. The way this little free e-book will get Buzz is how you can get some of the same Buzz if you follow our plan, take our tips, and use our ideas.

So test market what Buzz is: send this free e-book to everyone you know, and watch it Buzz itself around the Internet. Then, you'll begin to understand how Buzz works and what it can do -- for you.

ready to get started buzzing?

HERE'S WHAT'S IN THIS FREE E-BOOK:

- [All about BuzzYour.com](#)
- [Top Buzz Tips from Top Publicists](#)
- [From Buzz Your Book](#)
- [From Buzz Your Online Auction](#)
- [From Buzz Your Zine](#)
- [From Buzz Your MP3](#)
- [How to Get All the BuzzYour.com e-books](#)
- [About the Authors](#)
- [Get the Books](#)

what's all the buzz about buzzyour.com?

THE "BUZZ YOUR" PHILOSOPHY

While all our Buzz workbooks contain ideas for getting attention both on- and off-line, we think it's always best to start off marketing online because of a concept we call "The Intercom."

Think of how an intercom works.

You go to visit a friend who is expecting you. She lives in an apartment, so you press the buzzer to her floor and tell her it's you, and she lets you come up.

You sit and chat for a while. Have some coffee. Share some gossip. You mention a book you've read, or music you've heard, or a movie you've seen.

Then you leave. And chances are your friend will not only check out that movie or music or book that you mentioned, but she'll tell a few other people who will tell a few others, and before you know it – there's a buzz going.

Just think of the Internet like an intercom, and you've got the concept of Buzz – that much-sought-after hum that works better than any multimillion-dollar advertising campaign ever can or will, because it's not manufactured. It's real.

Buzz is real people talking about a product, person, or service because they like it.

In his book, *The Tipping Point*, Malcolm Gladwell points out that there is no recipe for Buzz – it can't be generated by PR, ads, or spam.

- Buzz built AOL and got Amazon started in the early '90s.
- Buzz made *The Blair Witch Project* the movie to see.

- Buzz got people visiting Salon when it first opened its doors.
- Buzz took Booklocker.com’s newsletter from 100 people to 55,000 in less than 36 months.

Buzz is not just having a web site or an e-book to use as a marketing device. And it’s not just hiring a publicity firm (though the good ones can help get Buzz going and may be great Buzzers themselves).

How do you go forth and buzz? What are some of the most important things you can do to generate attention? How do you get started?

It’s all in our new line of workbooks at www.BuzzYour.com

A real book is not
one that’s read,
but one that reads us.

–W.H. Auden

Just remember – you aren’t going to reach thousands or millions of people today about your book, your MP3, your online auction, or your zine.

You are going to start by reaching one person at a time.

In Pigeonhole Press’s exclusive line of Buzz books, we’ve got experts offering tips and suggesting ways for you to build your Buzz Plan to really start getting the word out on your creation: whether it’s music in an MP3, your novel, your nonfiction book, your online auction, or your zine.

And these workbooks are by people who are out there, reaching others, and getting Buzz.

Here in *Discover Buzz*, we’re offering you a Sneak Peek at some of what’s in these e-books.

Let’s start with advice from a professional publicist.

top publicists give their top tips for getting buzz

We've asked five top PR professionals to offer advice for those of us who can't afford to hire them. Each BuzzYour.com book has the tips within its pages.

Here's an excerpt:

The following tips are from Sandi Mendelson, president and chief operating officer, Hilsinger-Mendelson Inc.

What Are the Top Five Mistakes Do-It-Yourselfers Make When It Comes to PR?

1. The first big mistake they make is not having a thorough understanding of the media they are pitching. You really only get one shot to make an impression with the media, so the first contact must be on target. Individuals should study the media; know who they are pitching to; be aware of alternative potential TV, radio, print and web venues, as well as possible magazine or newspaper columns that might be appropriate for their message; and develop specific angles to address media interest.
2. Another error made by those conducting their own promotional campaigns is trying to secure national media before they are ready. It's the same concept behind taking a Broadway show on the road to get the kinks out. Often, a do-it-yourselfer's presentation needs refining and polishing, or the distribution and fulfillment end for their product is not yet in place to handle the attention that exposure will bring. I'm very big on starting from a grassroots base, building up a strong portfolio of local or regional newspaper and TV clips, and then broadening the scope.
3. Newcomers to PR often mistake phone harassment for tenacity. It's one thing to learn to turn a no into a yes; it's quite another to keep calling when you've gotten the definitive no." It's a very important and sometimes subtly defined line. A good listener can hear when a pitch is not being received well. They then could

change the pitch or come from another angle, or ask if there is anyone else at the particular venue that might be interested in doing a piece that the information may possibly complement. When the answer is no, it's time to say thanks and move on. The only reason to go back, possibly, would be when there's a news tie-in or something dramatic has occurred around the project, or there is fresh material to support the story. Then the individual can regroup and return to the media with a very solid effort.

4. The Internet has opened up the lines of communication, making it possible to reach people anytime. This can be a great convenience, but the privilege should not be abused. Do-it-yourselfers should not hound the media via the Internet. I would also suggest making an effort to put any critical information in the body of their e-mail message, rather than sending an attachment. People are leery of opening up attachments from unfamiliar sources.
5. Do-it-yourselfers should also avoid the temptation of conducting interviews before they are ready. Everyone must do his or her homework in preparing a pitch and then presenting the material with the most scintillating sound bite possible. Once a person does any type of media and doesn't deliver, it's going to be a long time before she will be asked back or the media will want to interview her again.

What Are Your Top Five Tips for Getting PR?

1. Create solid press kit materials for you and your work, including a press release on the product, an up-to-date bio, topics for discussion, a Q&A, and a targeted pitch letter with a strong hook. Make sure the materials have been proofed and are printed on quality paper for the most professional look. If you can, send any articles or mentions of things that you have done that are related to the product's theme and can position you well. And don't stretch the truth. Refrain from hyperbole or an overemphasis of your accomplishments or stature. You will be found out.
2. Pursue a story or an item in print to further your cause. Clips are important additions to your press materials. Work with the editors at your local paper to publish an article on you.
3. Speak at your neighborhood library, participate in local events, become a presence in your community. This is your base of

support, and it will give you helpful experience in expressing yourself, honing your message, and addressing groups of people.

What's the Best Example of Creative PR You've Seen?

Get out from behind your computer. Get out into the world and make connections. Don't be caught waiting for the phone to ring. Take a proactive role in making as many contacts as possible. Participate in as many conventions, seminars, conferences, and similar networking opportunities as you can. You never know whom you might meet, or what idea may come forth.

It's important to create a presence for yourself on the Internet with your own designated web site. Reach out and identify other appropriate web sites, groups, and chat rooms. Think of creative ways to have people read your work on the Web.

You might want to offer to do book reviews for local newspapers.

experts divulge their best buzz tips

[BUZZ YOUR BOOK](#)



In **Buzz Your Book** by M.J. Rose and Douglas Clegg, we asked some best-selling novelists to give us their tips for Buzz. We heard back from Janet Evanovich, Terry Brooks, Nora Roberts, John Saul, Eileen Goudge, Tess Gerritsen, Neil Gaiman, Mary Jo Putney and others.

Here's one:

Tess Gerritsen is a *New York Times* best-selling novelist of mainstream suspense novels. Her recent thriller, *Gravity*, was a knockout, and her current medical thriller, *The Surgeon*, will keep you turning pages.

Regarding what helps get a book across, Tess said, "I still contend that the number one sales factor is the book's cover design." Tess emphasized the author's presence via a web site: "With a web site, the number of possible contacts is endless, while the price of the outlay remains fixed.

"I've tried mailings of bookmarks, which I suspect got tossed in the trashcan. I've mailed flyers and tchotchkes to bookstores – appreciated by them, but I'm sure they're inundated with such things. Plus, there's all that postage to pay.

"The one thing I think has intrigued people most is a little newsletter I write (now published only online) called [Creepy Biological Facts](#). I compile interesting, weird, or just plain gross facts from the scientific literature and put them up on my web site. Subjects have included the use of maggots by modern physicians, hairballs in human stomachs, and the Candiru fish in the Amazon, which swims up men's urethras, gets lodged there, and causes so much pain it is probably one of the few elective reasons for penile amputation. (Didn't I say it was gross stuff?) When I analyze where in my web site surfers are most likely to visit, it's the Creepy Facts page."

And she does have a great web site – check it out at www.tessgerritsen.com

[BUZZ YOUR ONLINE AUCTION](#)



In **Buzz Your Online Auction**, our writer and auction expert, Matt Schwartz brought in more than 40 tips that will help you really get your auction Buzzing. Matt should know! He's run a successful online auction business for quite awhile, and he's learned the tricks of the trade over time.

Here's just one of his many tips from *Buzz Your Online Auction*:

Be aware of your auction site's search engine limitations.

In order to generate Buzz, you need to make sure your auctions reach as many people as possible. Your auctions will live and die based on people's stumbling across your auction via the search engine. Be aware of the site's shortcomings.

For instance, on eBay, word searches must be exact. If your auction is titled "Magazines about Cats," a search for the word "cat" or the word "magazine" will *not* bring up your auction – although a search for "cats" or "magazines" would.

Before listing your auction, see how the majority of people are listing similar items on the site. If you're selling a video of the movie *Titan A.E.*, you'll have to try to figure if most people search for this item by typing in "ae" or "a.e." In cases like this, you should also try to use part of your title space in the auction (see next tip) to cover your bases. For instance, if you're selling the *Titan A.E.* movie poster, you may put the listing as "Titan A.E. Movie Poster AE A E" Look stupid? Yup. But the title of your auction is not the place to demonstrate your grammatical and spelling prowess. Do what you need to in order for your auction to come up in as many search results as possible.

BUZZ YOUR ZINE



Angela Hoy is the author of **Buzz your Zine**. She's also the co-author (with M.J. Rose) of the groundbreaking book, *How to Publish and Promote Online* (St. Martin's Press), and she also runs one of the top zines online for freelance writers, called *Writer's Weekly*. She's written several books on email and e-book publishing, as well.

But wait, there's more!

She and her husband, Richard Hoy, run the wildly successful and yes, again groundbreaking online bookseller and publisher, Booklocker.com.

Here, from her book, **Buzz Your Zine**, Angela talks about what has kept her zine, WritersWeekly.com, in the press so often and for so long. Here are just a handful of the reasons:

Do something completely new.

We've secured hundreds of mentions online and off because of our unique 24-Hour Short Story Contest.

Do something for nothing.

Our Warnings page is generating a ton of press and Buzz (writers emailing our issues to their friends who may have written for the naughty publishers). Why? Because we're doing it as a public service.

Be an expert.

Richard's reputation as an Internet marketing expert has resulted in many interview requests from large media. Most recently? CNET ... just last week.

Be a vigilante.

Our hard-line stance against e-book piracy landed us the feature spot in an article on copyright infringement in the *Dallas Morning News*.

Be at the forefront of a new technology.

E-books – A Hot Topic! When we purchased Booklocker.com, we quickly became known as the most generous e-publisher in existence. Being the “good guys” brought the media out of their shells, and for several months I was getting interview requests daily.

[BUZZ YOUR MP3](#)



Brian Freeman is the author of **Buzz your MP3**. And he's a bit of a prodigy. In his early 20s, he's already accomplished more than most of us will in our lifetimes. He's written two novels, worked as a publicist and promoter for authors, artists, musicians, and publishers – besides running a top zine online.

So, when Brian wrote **Buzz Your MP3**, he decided to ask some artists and bands out there just what they were doing to get Buzz for their music. Here is a brief excerpt:

For me, promoting music is the hardest part (read: daunting) about being an artist. It takes many hours of networking and organizing to stay on top of the music business. Many of the songs that I have available were written in one day, however, it's taken YEARS to promote them to where they are now. That said, the best part about having the Internet to promote music is this: there is ALWAYS a market out there - somewhere. The "trick" is to find the market and go after it! But the biggest and most important promotion tip of all is: write some good music! I learned from experience that a good song can go a long way and news travels FAST on the Internet. If an artist has good songs, people will find out about it and they will tell everyone they know.

– Robert Jansen, <http://mp3.com/robertjansen>

Promotion is a must for any band. If you can't get your name out there you are wasting your time. Self promotion is the best kind there is. Word of mouth works just as good as any flyer or anything you can do. Our street team is over 300 kids across the US who call and request us on radio, pass out flyers to shows and hype the releases. Personally I love to promote my band because it shows people that we are hard working and makes people respect who you are. Self promotion has opened up a ton of doors for us that wouldn't have been there other wise.

We joined MP3.com a few years back and launched a "make Chaos Theory #1 on MP3" contest. We got to number one in a few weeks and held the position for almost a month. We have a 5000+ name emailing list that keeps everyone in the loop with what is going on with the band. We have also booked our last two tours totally through the net, networking our name with hundreds of other bands and clubs. Our web site has gotten over 20,000 hits in less that two years, and keeps

all our fans up to date on everything that is happening, as well as hosting contests and live dates.

– Brian Schleper of Chaos Theory,
<http://members.aol.com/chaostheory>

ready to get buzz?

Got a zine, an MP3, an auction, or a book that you want to try to get more attention for?

Well, with BuzzYour.com, we've got more than just e-books. These are genuine workbooks, and they don't work the old-fashioned way!

We've created a special [web site](#) where all of you who want to figure out ways to get word out there on your creative project to put your heads together in one place – to post your Buzz Plans*, work on your Buzzlines*, and generate Buzzstorms* for yourself.

*These are terms from the BuzzYour line of books. You'll want to know all about them – and they're in the books.

about m.j. rose and douglas clegg

owners of Pigeonhole Press,
and publishers of BuzzYour.com e-books

[M.J. ROSE](#), novelist and columnist for www.WiredNews.com.

Rose is the author of three novels: *Lip Service*, *Private Places*, and *In Fidelity*, which was chosen by *Cosmopolitan* magazine as the July 2001 Book of the Month. Her next novel, *Flesh Tones* will be out in July 2002. But Rose also has been involved in advertising and marketing. At twenty-six she was one of the youngest creative directors of an ad agency in NYC and one of her commercials in NY's Museum of Modern Art.

Time magazine called M.J. Rose the "poster girl for e-books" and cited her as one of the first authors to use the Internet as a means as an alternative publishing channel. In 1998 BK (Before Stephen King) she self-published her novel *Lip Service* as an e-book and then in print and sold it online, where it was discovered by the NY publishing community.

She has been written up in *Time*, *Newsweek*, *The New York Times*, *Salon*, *Business Week*, *The Wall Street Journal*, *Writer's Digest* and *Poets and Writers*. And she has appeared on the *Today Show*, *Fox News Five*, *The Jim Lehrer NewsHour* and *C-Span*.

The guide-book that she co-authored with Angela Adair-Hoy, [How to Publish and Promote Online](#), has been praised in [Publishers Weekly](#) as "informative and ground-breaking." Visit her web site at www.mjrose.com.

[DOUGLAS CLEGG](#), novelist, editor, [Internet junkie](#).

Doug Clegg is the award-winning author of several novels, including the Internet's first publisher-sponsored email serial, *Naomi*, which *Publishers Weekly* called "arguably ... the first major work of fiction to originate in cyberspace." *Naomi* then went on to sell both hardcover and paperback rights. A virtual book auction went into effect for his second net serial, *Nightmare House* (published online during the summer of 2000).

Within just a few months, upwards of 80,000 readers had downloaded his e-book, *Purity*, from his web site. One of Clegg's novels was made into a movie in 2001 (*Bad Karma*, starring British actress Patsy Kensit). Currently, his novel *The Infinite* is in stores.

Right now, almost all of his novels are in print, with more to come. He has been written up in *Time*, *BusinessWeek*, *Business 2.0*, *Publishers Weekly*, *Writer's Digest*, and many other international, national, and regional

publications, as well as having been interviewed on National Public Radio and BBC Radio. Visit Doug's web site at www.douglasclegg.com.

