



CREATING USEFUL TIP SHEETS

The Basics

Send via on-line submission form:

- go to: www.nbnbooks.com
- Click on NBN PUBLISHERS
- Click on CATALOGS/PRODUCTION
- Click on TIP SHEET FORM
- Type in text, view, **print**, and click submit

Send via e-mail using MS Word:

- Create tipsheets with MS Word using the Tipsheet guidelines below.
- Include a color cover in upper right corner of tipsheet. (See sample tipsheet attached for reference)
- Save each tipsheet individually--do not save as one continuous file.
- E-mail each tipsheet to production@nbnbooks.com. (don't forget to include your publisher name in the subject line.)

IMPORTANT!! CONSISTENCY IS CRITICAL! TIP SHEETS *MUST* MATCH ALL INFORMATION IN YOUR CATALOG COPY.

Discrepancies between the tip sheets and the catalog result in the rep spending time **away from selling** to determine which price, subtitle, binding, etc. is correct.

PRIOR TO SENDING THE SALES KITS TO THE PRINTER, YOUR TIPSHEETS ARE COMPARED TO THE CATALOG. IF DISCREPANCIES ARE FOUND, YOUR TIPSHEETS ARE CHANGED TO MATCH THE CATALOG.

Guidelines

SIZE: Tip sheets must be vertical, on 8 1/2 x 11 paper, and one page, single-sided. (Note to our overseas publishers: if you need to use A4 paper, please leave a blank 1" margin on the top or bottom of your tip sheets so that we can copy your tip sheets without losing information or reducing their size.)

At the Top

- Publishing company name and/or logo
- Title
- Subtitle
- Author, editor, foreword by, translated by, etc.
- Publication month
- Brief description (**Do not repeat the copy from the catalog.**)

Left Column

It is critical that this information matches the catalog.

- Standard 10–digit ISBN (include dashes)
- ISBN 13 (with dashes)
- Category (for NBN options see:
<http://www.nbnbooks.com/production/CategoriesSubCategories.xls>)
- Price (U.S. only.)
- Format (paperback, cloth, audio, etc.)
- Discount (put in brackets—example: [T])
- Trim size (indicate if there is a special binding i.e.: lay flat, spiral, etc.)
- Number of pages
- Number of illustrations, color photos, b&w photos, etc. (Be specific i.e. 10 b&w photos plus 3 color line drawings)
- Number of recipes if applicable
- Carton Quantity
- Author bio and City and State where the author(s) reside(s):
Be specific regarding author’s current academic credentials. Examples: author is an Adjunct professor at “” college, city/state. Or Author recently taught at X high school in city, state.
If the city is obscure, mention the nearest large city. Example: John Smith lives in Arlington Heights, Illinois near Chicago.
- Provide ISBNs and titles of author’s previous books here.
- ISBN of Previous Edition if applicable—include the pub. year and title
- If this is a new paperback edition, include the ISBN of the cloth edition and denote it as such.

Right Column

- Marketing Plans
 - Discuss your plans for trade advertising, BEA, ALA, regional book trade show attendance, bookstore mailings, author tours, tie-ins, etc.
- Sales Handles
 - List as many concise sales handles as possible. When writing these, think of why the book should be bought and not what the book is about. What are the customers going to find appealing about the book? (example: Teacher Resource Guide available for reading groups)
 - Stating that your title is unique is not enough. You must explain **why** the book is unique. Detailed information is also appropriate. Example: “There are 3 million people in the U.S. with this affliction,” or “The main hubs for this activity are NY, LA, and Chicago.”

In addition, please remember these details:

- If it is a paperback edition, which was previously released as cloth, include review excerpts from cloth edition.
- List who is endorsing the book.
- Remember that every piece of information you provide will be used by the reps as appropriate.

■ Audience

- Be specific. Instead of “anyone interested in travel” try “budget conscious, travel-savvy, middle-aged adventurer.”
- If there is no specific audience beyond the obvious readership, do not include this section.

■ Competition

For detailed notes see:

<http://pdfs.nbnbooks.com/NB/NAr/NBNArticleHowToSelectComparison.pdf>

- Limit your selection to the three most relevant competitive titles:
 - similar topics published in the last three years (2004 – 2006)
 - published in similar format.
 - provide ISBN, title, publisher and pub date.
 - Never say “no competition”.
- **Suggestion:** look up the topic on *Bookscan* (book.bookscan.com). **Recent** books on similar topics with the same basic price point and format are best. **This is key sales information that can make the difference at the account.** Please spend time doing this analysis, since in today’s market it will truly pay off.

■ Sales Materials Provided/to be Provided

- include a list of sales materials our reps will have to support your book.

And Finally . . .

Include the following tagline at the bottom of all tip-sheets:

“Distributed to the trade through National Book Network”

*If you have any questions about the content on your tip sheets,
contact your Account Manager.*