



Transcript from September 15, 2010 to September 16, 2010

All times are Pacific Time

September 15, 2010

- 12:12 am **thunderchikin:** Speaking of Reading Ladders, I've used Teri Lesesne's @ProfessorNana texts in YA lit, Reading, & Methods classes. Always a big hit. #yalitchat
- 1:58 am **arialefev:** Seriously tonite has me thinking. We should set aside a night for a #pagan chat. Like the #scriptchat #yalitchat etc... Interested?
- 2:13 am **JennRHubbard:** @LadyHawkins You absolutely must put Cat People on your playlist! @Georgia_McBride & I were thinking of making it a #YALitChat theme song.
- 2:14 am **Georgia_McBride:** @TrayMMP Wow. How awesome is Austin? #smartchicks #yalit #yalitchat #austin
- 2:15 am **Georgia_McBride:** @JennRHubbard @LadyHawkins For sure. Or at least track 1 on our #YALitChat playlist! :-)
- 1:24 pm **Georgia_McBride:** Does your book need MOJO or is it what's inside that counts? <http://bit.ly/hJVmK> Tonight at #YALITCHAT 9PM EST
- 1:49 pm **CynLeitichSmith:** Inside the Writer's Studio with CSK author Sundee T. Frazier from Bethany Hegedus: <http://bit.ly/aolXrz> #kidlit #yalitchat
- 2:04 pm **4bbphoto:** RT @CynLeitichSmith: Inside the Writer's Studio with CSK author Sundee T. Frazier from Bethany Hegedus: <http://bit.ly/aolXrz> #kidlit #yalitchat
- 4:58 pm **gregpincus:** Tonight's #yalitchat is all about MOJO - <http://bit.ly/9smVSF> - I can't be there (real life schmoozing!), but you can at 9PM Eastern
- 4:59 pm **karenrivers:** RT @gregpincus: Tonight's #yalitchat is all about MOJO - <http://bit.ly/9smVSF> - I can't be there (real life schmoozing!), but you can at 9PM Eastern
- 5:01 pm **Georgia_McBride:** @gregpincus You've PLENTY of MOJO, my friend. xoxo #yalitchat
- 5:03 pm **restlessbjas:** @gregpincus RT Tonight's #yalitchat is all about MOJO - <http://bit.ly/9smVSF> I can't be there (RL schmoozing!), but you can at 9PM Eastern
- 5:06 pm **Georgia_McBride:** @TrayMMP Many of the SMART CHICKS are #YALITCHAT members and good writer girlfriends. I adore them and you. Always here to support. xoxo
- 5:14 pm **Georgia_McBride:** Back to the grind. Revisions before closing up the Book Fair. See u tonight at #YALITCHAT for talk about MOJO. 9PM EST. <http://bit.ly/hJVmK>
- 5:15 pm **LJBoldyrev:** RT @Georgia_McBride: Back to the grind. Revisions before closing up the Book Fair. See u tonight at #YALITCHAT for talk about MOJO. 9PM EST. <http://bit.ly/hJVmK>
- 5:16 pm **MeganCurd:** #YALitChat tonight @ 9 pm EST! Who's got your MOJO, baby? Come and talk about it with other awesome writers!!
- 5:23 pm **MilwaukeeReads:** RT @MeganCurd: #YALitChat tonight @ 9 pm EST! Who's got your MOJO, baby? Come and talk about it with other awesome writers!!
- 7:33 pm **Georgia_McBride:** What does it take to sell a YA novel? Magic? Luck? Mojo? [Http://georgiamcbridebooks.wordpress.com](http://georgiamcbridebooks.wordpress.com) #YALITCHAT 9pm EST
- 7:46 pm **MundieMoms:** RT @Georgia_McBride: What does it take to sell a YA novel? Magic? Luck? Mojo? [Http://georgiamcbridebooks.wordpress.com](http://georgiamcbridebooks.wordpress.com) #YALITCHAT 9pm EST
- 7:54 pm **alicepope:** RT @gregpincus: Tonight's #yalitchat is all about MOJO - <http://bit.ly/9smVSF> - I can't be there (real life schmoozing!), but you can at 9PM Eastern
- 8:01 pm **aecbks:** RT @Georgia_McBride: What does it take to sell a YA novel? Magic? Luck? Mojo? [Http://georgiamcbridebooks.wordpress.com](http://georgiamcbridebooks.wordpress.com) #YALITCHAT 9pm EST
- 10:01 pm **StefneMiller:** RT @Georgia_McBride: What does it take to sell a YA novel? Magic? Luck? Mojo? [Http://georgiamcbridebooks.wordpress.com](http://georgiamcbridebooks.wordpress.com) #YALITCHAT 9pm EST

- 10:21 pm **ScapeZine:** Our second issue will take a look at censorship in YA. What are your favourite YA #books that push the boundaries? #YALit #YALitchat #kidlit
- 11:05 pm **EbonyMcKenna:** I #amwriting but then will join #YALitChat and treat myself to a bit of Restaurant City on facebook as well. #tragic #ButItsSoPretty
- 11:05 pm **EbonyMcKenna:** RT @Georgia_McBride: What does it take to sell a YA novel? Magic? Luck? Mojo? [Http://georgiamcbridebooks.wordpress.com](http://georgiamcbridebooks.wordpress.com) #YALITCHAT 9pm EST
- 11:23 pm **MeganCurd:** Pssst...HEY! Guess what's in an hour and a half? #YALitChat!!! 9 pm EST!! I know ya'll are excited to go! Tonight's topic --> your MOJO! :)

September 16, 2010

- 12:01 am **Georgia_McBride:** Thanks for all the RTs re: tonight's #YALITCHAT topic re: selling YA in today's market. Got your MOJO working? See u at 9PM EST.
- 12:01 am **maryfranholm:** RT @Georgia_McBride: Thanks for all the RTs re: tonight's #YALITCHAT topic re: selling YA in today's market. Got your MOJO working? See u at 9PM EST.
- 12:01 am **janicebashman:** RT @Georgia_McBride: Thanks for all the RTs re: tonight's #YALITCHAT topic re: selling YA in today's market. Got your MOJO working? See u at 9PM EST.
- 12:10 am **sarahockler:** RT @Georgia_McBride: Thanks for all the RTs re: tonight's #YALITCHAT topic re: selling YA in today's market. Got your MOJO working? See u at 9PM EST.
- 12:12 am **sarahockler:** @Georgia_McBride Hi Georgia! Is #yalitchat members only now? And no longer on twitter?
- 12:13 am **Georgia_McBride:** @sarahockler #yalitchat is always on twitter every weds.
- 12:14 am **Georgia_McBride:** @sarahockler until there is no more twitter. LOL #yalitchat
- 12:21 am **sarahockler:** RT @dpeterfreund: In which I make up for lack of worldbuilding #yalitchat last night. Also: giveaway: <http://bit.ly/bhRBBt>
- 12:21 am **saundramitchell:** RT @dpeterfreund: In which I make up for lack of worldbuilding #yalitchat last night. Also: giveaway: <http://bit.ly/bhRBBt>
- 12:30 am **kjerstinwittwer:** Actually online and not at work for #yalitchat. It's going to be a good night!
- 12:33 am **MeganCurd:** @kjerstinwittwer isn't it great when you can actually attend? I'm stoked! #yalitchat
- 12:38 am **CA_Marshall:** Pls RT! #QueryChat in half an hour! 9pm EST with guests @AbsoluteWrite, @victoriastrauss <http://bit.ly/bEpSpb> #queries #amwriting #yalitchat
- 12:38 am **TinaLynn_:** RT @CA_Marshall: Pls RT! #QueryChat in half an hour! 9pm EST with guests @AbsoluteWrite, @victoriastrauss <http://bit.ly/bEpSpb> #queries #amwriting #yalitchat
- 12:39 am **cynditefft:** RT @CA_Marshall: Pls RT! #QueryChat in half an hour! 9pm EST with guests @AbsoluteWrite, @victoriastrauss <http://bit.ly/bEpSpb> #queries #amwriting #yalitchat
- 12:39 am **MeganCurd:** RT @CA_Marshall: #QueryChat in half an hour! 9pm EST with guests @AbsoluteWrite, @victoriastrauss <http://bit.ly/bEpSpb> #amwriting #yalitchat
- 12:39 am **Deleyna:** RT @CA_Marshall: Pls RT! #QueryChat in half an hour! 9pm EST with guests @AbsoluteWrite, @victoriastrauss <http://bit.ly/bEpSpb> #queries #amwriting #yalitchat
- 12:39 am **_KellyDaniels:** RT @CA_Marshall: Pls RT! #QueryChat in half an hour! 9pm EST with guests @AbsoluteWrite, @victoriastrauss <http://bit.ly/bEpSpb> #queries #amwriting #yalitchat
- 12:41 am **ksaugustin:** RT @CA_Marshall: #QueryChat at 9pm EST with guests @AbsoluteWrite, @victoriastrauss <http://bit.ly/bEpSpb> #queries #amwriting #yalitchat
- 12:41 am **BarbFerrer:** Oh man... yoga class or #yalitchat? Decisions, decisions...
- 12:42 am **MeganCurd:** @BarbFerrer is that even a question? Of course #yalitchat!! :) #yalitchat
- 12:57 am **BarbFerrer:** Yoga wins for tonight. I really need it. And I suspect #yalitchat will survive. :) If it's anything like last week, it'll still be going on.
- 12:58 am **4KidLit:** RT @dpeterfreund: In which I make up for lack of worldbuilding #yalitchat last night. Also: giveaway: <http://bit.ly/bhRBBt>

- 12:58 am **Georgia_McBride:** I blogged re book marketing MOJO, gimmicks, pr, blurbs, magic, luck, ads, social media, tours, etc. <http://bit.ly/hJVmK> #YALITCHAT
- 12:59 am **MeganCurd:** RT @Georgia_McBride: I blogged re book marketing MOJO, gimmicks, pr, blurbs, magic, luck, ads. <http://bit.ly/hJVmK> #yalitchat
- 12:59 am **Georgia_McBride:** Hosting #YALITCHAT for next 2 hours. Mute me if you don't care about MOJO!
- 1:00 am **houndrat:** I'm here. For now. Tho, the little one is already crying, so my participation might be short lived..... #yalitchat
- 1:01 am **BarbFerrer:** Ooh, wait-- I was off by half hour on class time. I can do BOTH, at least for a while! #yalitchat
- 1:01 am **Georgia_McBride:** Hello #YALITCHAT! 2 hours of book MOJO tonight. Some books have it, some don't. Do you need it or is it what's inside that counts?
- 1:01 am **sarahockler:** First time here in forEVER! Hi all! #yalitchat
- 1:02 am **jennymckmoss:** Hi Georgia :) #yalitchat
- 1:02 am **BarbFerrer:** @Georgia_McBride If a pub put their marketing muscle behind a book, its success already has a built in boost. #yalitchat
- 1:02 am **Barbaradee2:** RT @Georgia_McBride: I blogged re book marketing MOJO, gimmicks, pr, blurbs, magic, luck, ads, social media, tours, etc. <http://bit.ly/hJVmK> #YALITCHAT
- 1:02 am **cjohnsonbooks:** Popping in as a break from copyedits. Hi, all! #yalitchat
- 1:02 am **jennymckmoss:** @sarahockler Good to see you here :) #yalitchat
- 1:02 am **phoebenorth:** Good evening, all! #amwriting while I'm #yalitchat . . . ing!
- 1:02 am **Georgia_McBride:** Some say to sell a YA book you need a book trailer, a great cover, even better PR. What say you? #YALITCHAT
- 1:03 am **crisinterrill:** Can't believe I'm actually at a #yalitchat, it's been months!
- 1:03 am **jennymckmoss:** @Georgia_McBride Gosh, I hope not. ;) #yalitchat
- 1:03 am **4KidLit:** OMG I actually made it to #yalitchat. YAY! But question, is this about agents selling mss in today's market, or writers selling? #yalitchat
- 1:03 am **Jenn_BookCrazy:** @kailmeyra Hey do you all ever go to #yalitchat #camelot
- 1:03 am **CynthiaCWillis:** Hi all. Looks like a great topic! #YALITCHAT
- 1:03 am **EisleyJacobs:** @Georgia_McBride I think you need a high concept pitch and good writing skills ;) PR is just a bonus. #YALITCHAT
- 1:03 am **sarahockler:** @Georgia_McBride Word of mouth trumps all of that, but those things help spark WOM. #yalitchat
- 1:04 am **Georgia_McBride:** @BarbFerrer A boost but no guarantee. Though I would think if a tree falls in the forest and no one is around... #yalitchat
- 1:04 am **PattyJMurphy:** @Georgia_McBride: Great topic...I'm all ears tonight:) #yalitchat
- 1:04 am **Georgia_McBride:** @4KidLit We're talking about selling in stores. To consumers. #yalitchat #yalitchat
- 1:04 am **CynthiaCWillis:** RT @sarahockler: @Georgia_McBride Word of mouth trumps all of that, but those things help spark WOM. -- I agree. #YALITCHAT
- 1:04 am **kbettcher:** RT @Georgia_McBride: I blogged re book marketing MOJO, gimmicks, pr, blurbs, magic, luck, ads, social media, tours, etc. <http://bit.ly/hJVmK> #YALITCHAT
- 1:04 am **authorViviAnna:** I think you do need that extra something #yalitchat
- 1:05 am **DawnEmbers:** *watches chat to see if her posts from @DEcharacters shows up* another good #Yalitchat topic
- 1:05 am **kellyhashway:** Trying to follow along while I multi-task. #yalitchat
- 1:05 am **BarbFerrer:** The one think I don't want to do marketing-wise, is spend a lot of money. Did that once with nothing to show for it. #yalitchat
- 1:05 am **dawnmetcalf:** RT @sarahockler @Georgia_McBride Word of mouth trumps all of that, but those things help spark WOM. #yalitchat

- 1:05 am **crisinterrill:** Lots of different routes to success, but promoting yourself (trailers, social media, etc) is one of the few in your control #yalitchat
- 1:05 am **KelleyVitollo:** @Georgia_McBride They're helpful, but I think word of mouth is the really helps a book gain popularity #yalitchat
- 1:05 am **4KidLit:** @Georgia_McBride Okay, I get it. Book marketing, not mss marketing. Sorry, I just sent out queries and my head isn't recovered. #yalitchat
- 1:05 am **Georgia_McBride:** @sarahockler WOM is great. Is how Twilight and HP got their start. #yalitchat
- 1:05 am **tehawesomersace:** Hello all. Are we talking marketing? #yalitchat
- 1:05 am **CA_Marshall:** Come join #QueryChat NOW with guests @AbsoluteWrite & @victoriastrauss <http://bit.ly/bEpSpb> #queries #amwriting #yalitchat
- 1:05 am **authorViviAnna:** there are a bunch of good well written YA on teh shelves, a book can get lost without an extra push #yalitchat
- 1:06 am **BarbFerrer:** @Georgia_McBride You're right. It's all a crap shoot. But if you put it in front of the consumer, they're likely to take 2nd look #yalitchat
- 1:06 am **houndrat:** @Georgia_McBride At SCBWI, several editors advised against making your own book trailer.... #yalitchat
- 1:06 am **dawnmetcalf:** @phoebenorth Wow. That's talent! ;-) #yalitchat
- 1:06 am **emilytastic:** Hi. Popping in briefly. Boyfriend is over and I have the flu, but I LOVE YOU GUYS! #yalitchat
- 1:06 am **CA_Marshall:** Oh hey, #YALitchat is going on too! Hey guys!
- 1:06 am **PattyJMurphy:** RT @BarbFerrer: With my book, Im working handinhand w/ my pub w/respect to marketing. Its a collaborative effort. <<So important! #yalitchat
- 1:06 am **janflora:** RT @writerice: heard frm Penguin Australia>FOREIGN WRITERS CAN SUBMIT UNSOLICITED MSS #writechat #kidlitchat #yalitchat <http://bit.ly/9w1Ea4>
- 1:06 am **BarbFerrer:** Ironically (and completely unaware of tonight's chat focus) I unveiled my revamped website today. <http://bit.ly/az31d6> #yalitchat
- 1:06 am **KelleyVitollo:** @authorViviAnna I agree! #yalitchat
- 1:06 am **Georgia_McBride:** @authorViviAnna How does you extra something reach readers 1,000 miles away? #yalitchat
- 1:07 am **CynthiaCWillis:** @houndrat That's interesting. Why were those editors opposed to book trailers? #YALITCHAT
- 1:07 am **planetavina:** Hi all! It's been a while, but thought I'd stop by for a bit. #YALitChat
- 1:07 am **Georgia_McBride:** Please no tweets with outside links during chat. #YALITCHAT
- 1:07 am **Tangynt:** *Slides in* #YALitChat
- 1:07 am **dawnmetcalf:** @Georgia_McBride @sarahockler Although, admittedly, SM did a huge amount of online presence and interaction w/fans first, too. #yalitchat
- 1:07 am **houndrat:** @KelleyVitollo Totally agree re: word of mouth. #yalitchat
- 1:07 am **WendyDelfosse:** #YALitchat @Georgia_McBride PR is GREAT. Buzz is still effective though if you don't get much marketing.
- 1:07 am **sarahockler:** @authorViviAnna WOM isn't something u can "get started" - it has to happen organically I think. #yalitchat
- 1:08 am **houndrat:** @CynthiaCWillis Because if they look amateur, they can actually be seen as a negative. #yalitchat
- 1:08 am **BarbFerrer:** The one thing that was important to me, w/ respect to site, was the it reflect me, the book, & be easy to update #yalitchat
- 1:08 am **Georgia_McBride:** @dawnmetcalf @sarahockler Yes. This is important. Very important. Being available to fans. #yalitchat
- 1:08 am **phoebenorth:** @dawnmetcalf Perhaps not so much talent as foolishness. ;) #yalitchat
- 1:08 am **houndrat:** @sarahockler Exactly what they said. :) #yalitchat
- 1:08 am **CynthiaCWillis:** @houndrat Ahhh, that makes perfect sense. Amateur is never good. #YALITCHAT

- 1:08 am **KelleyVitollo:** @houndrat did they say y? Just curious #yalitchat
- 1:08 am **sarahockler:** @dawnmetcalf Now SM uses the best marketing strategy ever - write that next book! #yalitchat
- 1:08 am **Georgia_McBride:** @houndrat I think there is a lot of mixed advice on that. Covers, trailers. You never know where your book will go. #yalitchat
- 1:09 am **Eileenwriter:** @BarbFerrer Marketing is the great mystery. I just made a video from my antagonist POV <http://www.youtube.com/user/popularlauren> #yalitchat
- 1:09 am **BarbFerrer:** @Georgia_McBride Sorry Georgia. #yalitchat
- 1:09 am **dawnmetcalf:** One thing I've heard is get your cover art out *often* - ppl are visual critters & will remember seeing it when at the bookstore! #yalitchat
- 1:09 am **janflora:** this should be fun :) #yalitchat and #QueryChat at the same time. Bet they blend. Sorry in advance to followers who don't care :~)
- 1:09 am **planetavina:** I agree that word of mouth is all important. What's the topic, though...marketing? Selling? #YALitChat
- 1:09 am **phoebenorth:** @houndrat What were their objections? I've seen some good trailers from authors--and seen some of them redone by their pubs! #yalitchat
- 1:09 am **cindysku:** @houndrat I have seen really bad book trailers that have given away the whole book and made me not want to read them. #yalitchat
- 1:09 am **dawnmetcalf:** @emilytastic We love you, too! (Although evidently not as much as boyfriend or germs...) #yalitchat
- 1:10 am **planetavina:** I think an intriguing title and striking cover go a long way to selling a book in the store. #YALitChat
- 1:10 am **cjohnsonbooks:** WOM and publisher marketing can both bring success. Different books need different marketing scenarios. Matching them is key. #yalitchat
- 1:10 am **sarahockler:** @planetavina Hey! :-) It's selling... does it take mojo or some other strategy? #yalitchat
- 1:10 am **Georgia_McBride:** #YALITCHAT Topic: <http://bit.ly/hJVmK>
- 1:10 am **PattyBlount:** First #YALITCHAT Hi, everyone.
- 1:10 am **kelcrocker:** @emilytastic...I've been yucky today, too. But excited to be here. been so long #YALitChat
- 1:10 am **houndrat:** @phoebenorth Just bc they say if you make one that doesn't look professional, it can have a negative impact on your book.... #yalitchat
- 1:10 am **katydidcamp:** Hey #yalitchat what's the topic?
- 1:10 am **jennymckmoss:** Marketing can be weary-making. Yearn to be 1920s writer w/ a typewriter & no Internet sometimes so there's less to think abt #yalitchat
- 1:10 am **janflora:** I think i need all the MOJO I can get...just in general :) #yalitchat
- 1:11 am **katydidcamp:** @planetavina True ... especially a good title for me #yalitchat
- 1:11 am **4KidLit:** @planetavina Do you see a writers willingness to market as an indication of success as an author? (cont'd from previous ?) #yalitchat
- 1:11 am **planetavina:** @4KidLit Doesn't play into my decision at all--it's all about the book. But it may help tip the scales at acquisitions meeting. #YALitChat
- 1:11 am **cindysku:** @Georgia_McBride Word of mouth is what drives teens in my library because if their friend likes it then they need to read it. #YALitChat
- 1:11 am **ChristinaFenko:** Hi there! #yalitchat
- 1:11 am **Georgia_McBride:** @sarahockler @dawnmetcalf Not because she doesn't want to interact with fans anymore. She is under lots of pressure/has no time. #yalitchat
- 1:11 am **sarahockler:** When budgeting 4 web marketing, think - who's going to see it? Book bloggers may <3 trailers & help promo, but teen readers? #yalitchat
- 1:11 am **jennwwrites:** AGREED. RT @planetavina: I think an intriguing title and striking cover go a long way to selling a book in the store. #yalitchat
- 1:12 am **janflora:** RT @cristinterrill: different routes to success but promoting yourself (trailers, social media, etc) 1 of the few in your control #yalitchat

- 1:12 am **EisleyJacobs:** Every time I hear MOJO I think of the PowerPuff Girls.. I can't be the only one. #weirdo #yalitchat
- 1:12 am **planetavina:** @dawnmetcalf I tell authors to do everything you can, because you never know what the tipping point will be. Don't be shy! #YALitChat
- 1:12 am **sarahockler:** @Georgia_McBride Right. I think she's just smart to focus on writing rather than marketing. #yalitchat
- 1:12 am **dawnmetcalf:** So Word-of-Mouth is obviously #1, but how do you *get* to have your book/name be the "word"? ;-) #yalitchat
- 1:12 am **katydidcamp:** @cindysku yikes! #yalitchat
- 1:12 am **jennymckmoss:** Yes! RT @cindysku: Word of mouth is what drives teens in my library because if their friend likes it then they need to read it. #yalitchat
- 1:12 am **BarbFerrer:** @jennymckmoss Oh, totally word. I've spent the last three days doing nothing but marketing. Haven't done ANY writing. #yalitchat
- 1:13 am **kellyhashway:** @cindysku My students used to pass books around between them. If one loved a book, the whole group would read it. #yalitchat
- 1:13 am **Georgia_McBride:** @sarahockler but the point is she doesnt NEED to focus on marketing like she did in the beginning. #yalitchat
- 1:13 am **cindypon:** @sarahockler i think much power behind word of mouth. but carried widely in bookstores helps 2. not good if buyer cant find book. #yalitchat
- 1:13 am **janflora:** RT @BarbFerrer: The one thing that was important to me, w/ respect to site, was the it reflect me, the book, & be easy to update #yalitchat
- 1:13 am **sarahockler:** Mostly, everyday teen readers aren't reading book blogs /looking 4 trailers or visiting author sites. They hear from friends. #yalitchat
- 1:13 am **katydidcamp:** RT @sarahockler: When budgeting 4 web marketing, think - who's going to see it? Book bloggers may <3 trailers & help promo, but teen readers? #yalitchat
- 1:13 am **Georgia_McBride:** @sarahockler there are entire bookstores and toystore aisles dedicated to her books. #yalitchat
- 1:13 am **dawnmetcalf:** RT @planetavina I tell authors to do everything you can, b/c you never know what the tipping point will be. Don't be shy! #YALitChat
- 1:13 am **kellybarnhill:** Oh, man. It's #yalitchat! And here I am, buried in work. Will try to peek in, guys.
- 1:13 am **cindysku:** I think even if you book is for teens you should market to bloggers and adult readers because they buy ya also. #yalitchat
- 1:13 am **Georgia_McBride:** @dawnmetcalf Word up. #yalitchat
- 1:13 am **Barbaradee2:** So hard for author to not get overwhelmed by PR efforts. I'm recovering from my spring launch! Was it worth it? Fingers crossed. #yalitchat
- 1:13 am **PaulWHankins:** Teacher/librarian excitement certainly helps sell YA. We are seeing this with the @Vordak book and @CherylRainfield's Scars. #YALitChat
- 1:13 am **planetavina:** @4KidLit Yes, I think after a book is published, the willingness of the author to "get out there" can make a big difference. #YALitChat
- 1:13 am **phoebenorth:** I'd <3 to say that covers don't impact whether I buy a book--but many of my reviews have lines like "Despite the awesome cover.." #yalitchat
- 1:14 am **kjerstinwittwer:** RT @dawnmetcalf: RT @planetavina I tell authors to do everything you can, b/c you never know what the tipping point will be. Don't be shy! #YALitChat
- 1:14 am **dawnmetcalf:** @kellybarnhill We see you peeking! Hi! #yalitchat
- 1:14 am **sarahockler:** @Georgia_McBride Exactly. #yalitchat
- 1:14 am **dawnmetcalf:** RT @planetavina: @4KidLit Yes, I think after a book is published, the willingness of the author to "get out there" can make a big difference. #YALitChat
- 1:14 am **janflora:** @PattyBlount Hi! welcome :) HAVE FUN!! #YALITCHAT
- 1:14 am **katydidcamp:** About 50% of my reading choices are due to WOM ... #yalitchat
- 1:14 am **Georgia_McBride:** @planetavina I agree. BUT, you also don't want to be pushy or overly book salesy. Get others to work your book for you. #YALitChat
- 1:14 am **kelcrocker:** how do the friends know? RT @sarahockler: Mostly, everyday teen readers ... hear from friends. #YALitChat

- 1:14 am **planetavina:** @sarahockler Although a lot of teens are blogging about books and making their own book trailers! #YALitChat
- 1:14 am **houndrat:** @dawnmetcalf They just said if the trailer looked amateur, it could have a negative impact. I'm sure some are great... #yalitchat
- 1:14 am **malindalo:** I think the biggest mojo is getting into stores. It's easier to buy what's actually in front of you. #yalitchat
- 1:14 am **dawnmetcalf:** @phoebenorth I hate to admit it, but I *do* judge a book by its cover. (And later found books I loved when I got over it!) #yalitchat
- 1:14 am **sarahockler:** @cindypon That's key, too. #yalitchat
- 1:15 am **WendyDelfosse:** @dawnmetcalf #YALitChat - My opinion: 1. Good product 2. genuine relationships where people will want to help promote you.
- 1:15 am **Tangynt:** Peeking in on #YALitChat while getting some revising done.
- 1:15 am **kelcrocker:** @PaulWHankins interesting! #YALitChat
- 1:15 am **PaulWHankins:** And if your title lands in the presentation of a speaker within education circles, this cannot hurt promotion and sales. #YALitChat
- 1:15 am **kjerstinwittwer:** It's friends and Facebook... Once in a while a book will hit Facebook and the recommendations/talk will go crazy. #yalitchat
- 1:15 am **CynthiaCWillis:** RT @dawnmetcalf: @planetavina Is there anything you believe authors are best *not* doing themselves or not doing at all? #YALITCHAT
- 1:15 am **dawnmetcalf:** @houndrat Ah. Gotcha. Yes, I'd agree. #yalitchat
- 1:15 am **cindypon:** @sarahockler which is entirely beyond authors control... #yalitchat
- 1:15 am **Barbaradee2:** What's the best single way for author to get WOM going? Besides getting her book banned, I mean. #yalitchat
- 1:15 am **phoebenorth:** @dawnmetcalf Depends on the author. If one has art, vid or marketing skills, why not let them make their own sites or trailers? #yalitchat
- 1:15 am **jennymckmoss:** @cindypon I like the social part of Internet, tho - those 1920s writers could get rather lonely. They didn't have the Debs :) #yalitchat
- 1:15 am **cindysku:** RT @malindalo: I think the biggest mojo is getting into stores. It's easier to buy what's actually in front of you. #yalitchat
- 1:15 am **Georgia_McBride:** @sarahockler So true. But also don't discount how many adults buy YA and are doing exactly this. Two audiences. Feed both. #yalitchat
- 1:15 am **sarahockler:** @planetavina Yes, those are the teen bloggers I meant. Awesome 4 early buzz & web WOM. But still only a fraction of our readers. #yalitchat
- 1:15 am **planetavina:** @dawnmetcalf Hmm. Well, an author shouldn't step on their publisher's efforts--for example, don't write own press release, etc. #YALitChat
- 1:15 am **jbeemills:** Ditto RT @Tangynt Peeking in on #YALitChat while getting some revising done. #yalitchat
- 1:16 am **jordynface:** What's tonight's #yalitchat topic? I'm *sort of* here.
- 1:16 am **katydidcamp:** RT @phoebenorth: @dawnmetcalf Depends on the author. If one has art, vid or marketing skills, why not let them make their own sites or trailers? #yalitchat
- 1:16 am **houndrat:** Just more food for thought....a very senior editor also said that book tours often don't recoup the money spent on them... #yalitchat
- 1:16 am **kelcrocker:** So how do people get their books in stores? #YALitChat
- 1:16 am **RebeccaAgent:** HI all #yalitchat
- 1:16 am **PattyBlount:** #yalitchat My "mojo" opinion - it's all about spreading the word. Any way you can. Social media, librarians, fairs, all of it
- 1:16 am **authorViviAnna:** I've always wanted to know if street teams make a difference #yalitchat
- 1:16 am **houndrat:** And I'm just throwing it out there..I have zero knowledge of book tours personally. #yalitchat
- 1:16 am **dawnmetcalf:** @cindypon @jennymckmoss A-men. I was shocked at what I was expected to do. "I thought I'd just write books..." O_o #yalitchat

- 1:16 am **jennymckmoss:** RT @PaulWHankins: Teacher/librarian excitement certainly helps sell YA. Seeing this with @Vordak book & @CherylRainfields Scars #yalitchat
- 1:16 am **michcarlky:** checking in while revising, in dire need of inspiration #yalitchat
- 1:17 am **dawnmetcalf:** RT @malindalo: I think the biggest mojo is getting into stores. It's easier to buy what's actually in front of you. #yalitchat
- 1:17 am **Georgia_McBride:** @Barbaradee2 School visits. You have to get in front of the kids. Talk up the teachers and librarians. #yalitchat
- 1:17 am **sarahockler:** Hardest part is that w book marketing, it's tough to measure results & know which marketing effort got most bang for buck. #yalitchat
- 1:17 am **veschwab:** *sneaks in* #yalitchat
- 1:17 am **malindalo:** Publishers do it, not authors. RT @kelcrocker: So how do people get their books in stores? #yalitchat
- 1:17 am **molly_oneill:** Hi #yalitchat. I can't be here for the whole evening, but am stopping by for awhile. #yalitchat
- 1:17 am **dawnmetcalf:** @Barbaradee2 Come back and share your wisdom when you decided what worked and what didn't! #yalitchat
- 1:17 am **planetavina:** @RebeccaAgent Hello! #YALitChat
- 1:17 am **kelcrocker:** @dawnmetcalf @malindalo but can authors do anything themselves to get into stores? #YALitChat
- 1:17 am **janflora:** @dawnmetcalf i think the web helps a lot, as abuyer/reader I do notice books and names I see in stores and seek out some #1 #yalitchat
- 1:17 am **Jaime_Reed:** Can't rely too much on marketing. u can have a hot cover, book trailer, etc. but a crappy book, & trust me, WORD TRAVELS FAST #yAlitchat
- 1:18 am **malindalo:** @sarahockler I agree, that's why I'm starting to think you should only do what you enjoy. (Beyond what publisher does) #yalitchat
- 1:18 am **BarbFerrer:** Agree on the appealing to both sides of audience. Lot of adults buy YA for themselves as well as for relatives. #yalitchat
- 1:18 am **lauramanivong:** Oh, are we talking book promotion?? Giving a speech on that this Saturday. #yalitchat
- 1:18 am **shanasilver:** What about creative marketing, building a fanbase with videos unrelated to your book? Like this: <http://youtu.be/cL7IsVzPCzc> #yalitchat
- 1:18 am **janflora:** RT @sarahockler: Mostly, everyday teen readers aren't reading book blogs /looking 4 trailers or visiting author sites. They hear from friends. #yalitchat
- 1:18 am **heidi_stryker:** omg I haven't been here for a #yalitchat in months! what are we talking about tonight?
- 1:18 am **RebeccaAgent:** Just stopping by for a bit #yalitchat
- 1:18 am **michcarlky:** And how do you you ensure that all your marketing equates into book sales? #yalitchat
- 1:18 am **Barbaradee2:** As advances decline, author's own budget for PR suffers. What's most cost-effective PR? #yalitchat
- 1:18 am **dawnmetcalf:** @kelcrocker @malindalo Does praying count? ;-) #yalitchat #yalitchat
- 1:18 am **Georgia_McBride:** @planetavina @sarahockler and the number of teen bloggers grows daily. they are claiming this genre. #YALitChat
- 1:18 am **planetavina:** @Barbaradee2 Write a good book! (sorry, just being cheeky) #YALitChat
- 1:18 am **malindalo:** @kelcrocker Not really, it's out of our hands. It's up to publishers and their sales teams. #yalitchat
- 1:18 am **lauramanivong:** @michcarlky you can't. #yalitchat
- 1:18 am **houndrat:** @dawnmetcalf Ha, why not??? :D #yalitchat
- 1:18 am **janflora:** @sarahockler That's true, but the parents who buy books are. I talk to my son about books and we look online #yalitchat
- 1:18 am **RebeccaAgent:** not quite sure how to best talk about or advise on book mojo #yalitchat

- 1:18 am **kellybarnhill:** @houndrat Interesting. So, if book tours are typically a loss for the company, why do they still do them? #yalitchat
- 1:19 am **dawnmetcalf:** @RebeccaAgent Hi! Have any wisdom to share about how to get your book noticed (and better yet: picked up, bought & read)? #yalitchat
- 1:19 am **cindypon:** @dawnmetcalf @jennymckmoss i totally enjoy social networking too. esp as a sahm! easiest thing to do and fun! #yalitchat
- 1:19 am **KateMessner:** My 7th graders read a) Books their friends recommend and b) Books that trusted teachers put in their hands. #yalitchat
- 1:19 am **Georgia_McBride:** @planetavina @4KidLit Most authors do not lack will. Many funds, availability due to work and basic know-how. #YALitChat
- 1:19 am **kelcrocker:** @malindalo Thanks! I know that the sales teams pitch, etc...didn't know if there was something to be done on this end! :-) #YALitChat
- 1:19 am **sarahockler:** @malindalo Totally. I'm trying to figure out what marketing I like vs. what's too overwhelming / taking away from my writing. #yalitchat
- 1:19 am **dawnmetcalf:** @planetavina Actually, I think that's 100% correct. The best thing u can do is write another good book 2 follow the first! :-) #yalitchat
- 1:19 am **Georgia_McBride:** Please no outside links during chat. #YALITCHAT
- 1:19 am **houndrat:** @kellybarnhill Dunno, but it sounds like some houses spend less money on them than before. #yalitchat
- 1:19 am **jennymckmoss:** @Georgia_McBride @planetavina @sarahockler I do wonder how many teen readers are into talking abt books online #yalitchat
- 1:20 am **lauramanivong:** @kelcrocker I didn't get picked up by B&N nationally, but I called all the local stores & I'm in now. Have done signings as well. #yalitchat
- 1:20 am **WendyDelfosse:** RT @dawnmetcalf: A-men. I was shocked at what I was expected to do. "I thought I'd just write books..." O_o #yalitchat
- 1:20 am **planetavina:** @kellybarnhill We're making a long-term investment on the author. May take a loss the 1st book that will pay off for 3rd. #YALitChat
- 1:20 am **BarbFerrer:** @michcarlky You don't. I spent more money marketing my second book than my first; it sold worse. #yalitchat
- 1:20 am **dawnmetcalf:** @cindypon @jennymckmoss "sahm?" #yalitchat
- 1:20 am **phoebenorth:** Have to say, I've seen one or two trailers I love, but I don't know how effective they are as marketing . . . #yalitchat
- 1:20 am **cindysku:** I am sure booktours usually do not get the money back at the time but having readers go who will rec to more readers makes useful #yalitchat
- 1:20 am **sarahockler:** @janflora Maybe with MG and some involved parents, but I think many teens buy/borrow their own books w/o parent involvement. #yalitchat
- 1:20 am **janetgurtler:** just joining #yalitchat
- 1:20 am **katydidcamp:** RT @lauramanivong: @kelcrocker I didn't get picked up by B&N nationally, but I called all the local stores & I'm in now. Have done signings as well. #yalitchat
- 1:20 am **KateMessner:** @sarahockler @malindalo Totally agree - I'm approaching 2nd novel differently in terms of picking & choosing what I do. #yalitchat
- 1:20 am **tiffanytrent:** In my very humble opinion, it would behoove us to involve our audience in our marketing decisions. #yalitchat
- 1:20 am **veschwab:** For me, I love authors that make themselves accessible in one form or another. That and WRITING, imho, is their job. #yalitchat
- 1:20 am **kelcrocker:** @lauramanivong great ideas! I've also had BN order (for me) books that friends have written that I didn't see on the shelves. #YALitChat
- 1:20 am **RebeccaAgent:** a big part of getting the book read is how the publisher positions the book #yalitchat
- 1:20 am **malindalo:** @sarahockler Yes! did you read my blog post from yesterday? LOL. That's what I've been thinking about lately too. #yalitchat
- 1:21 am **janflora:** RT @lauramanivong: Oh, are we talking book promotion?? Giving a speech on that this Saturday. #yalitchat

- 1:21 am **jennymckmoss:** & this is as it shld b :) RT @dawnmetcalf: @planetavina The best thing u can do is write another good book 2 follow the first! #yalitchat
- 1:21 am **janetgurtler:** @sarahockler I always see Mom's with their kids in bookstores #yalitchat
- 1:21 am **dawnmetcalf:** @molly_oneill YAY! *sits back to soak in the wise words* #yalitchat
- 1:21 am **Georgia_McBride:** @Barbaradee2 Yes and also there is a council you can become a member of for a fee. #yalitchat
- 1:21 am **BloggersBooks:** RT @veschwab: For me, I love authors that make themselves accessible in one form or another. That and WRITING, imho, is their job. #yalitchat
- 1:21 am **jordynface:** RT @veschwab: I love authors that make themselves accessible in one form or another. That and WRITING, imho, is their job. #yalitchat
- 1:21 am **houndrat:** @cindysku I think that's a good point. And again, I'm just regurgitating what I heard. :) #yalitchat
- 1:21 am **Barbaradee2:** @planetavina Appreciate the cheek. Actually, I have! (Cheek back atcha.) #yalitchat
- 1:21 am **RebeccaAgent:** and the author should always prioritize their writing #yalitchat
- 1:21 am **janetgurtler:** @dawnmetcalf me too! #yalitchat
- 1:21 am **dawnmetcalf:** @cindypon At first I was like "You talkin' to me?" Then I'm like, "Oh...right." #obviouslytired #yalitchat
- 1:21 am **molly_oneill:** @dawnmetcalf Ha! You are too kind! #yalitchat
- 1:21 am **jchenwriter:** @RebeccaAgent Can you expand on what positioning the book means? #yalitchat
- 1:22 am **Jaime_Reed:** The best thing is be versatile, allow a time & place for everything, time to write, to edit, to conduct business, & to promote. #yalitchat
- 1:22 am **Georgia_McBride:** @RebeccaAgent it almost is what it is, no? at the end of the day, you can throw money at it and there is no guarantee. #yalitchat
- 1:22 am **cleemckenzie:** RT @RebeccaAgent: a big part of getting the book read is how the publisher positions the book #yalitchat
- 1:22 am **dawnmetcalf:** Yes yes yes. RT @RebeccaAgent and the author should always prioritize their writing #yalitchat
- 1:22 am **lauramanivong:** Also, if your book fits w/ curriculum at all, I ask B&N to set out my teacher's guides during educator events. #yalitchat
- 1:22 am **RebeccaAgent:** but they can also have an engaging website, social networking presence and know how to exploit their marketing strengths #yalitchat
- 1:22 am **jbeemills:** #querychat & #yalitchat at the same time. How am I supposed to get anything done?
- 1:22 am **Georgia_McBride:** @michcarlky you so can't. no guarantees. sometimes a book just does not resonate. nothing you can do. #yalitchat
- 1:22 am **veschwab:** I will admit it turns me off a little if an author has NO presence online, but I also know that it can get excessive/detrimental. #yalitchat
- 1:22 am **dawnmetcalf:** @Barbaradee2 @planetavina I have two cheeks... ;-) #yalitchat
- 1:22 am **Barbaradee2:** @Georgia_McBride Cd you give me the name of council? I'd be willing to pay fee. Thanx! #yalitchat
- 1:22 am **houndrat:** I bet having an awesome cover like @VeronicaRoth 's Divergent won't hurt sales. @molly_oneill =D #yalitchat
- 1:23 am **janflora:** I rember passing books around in school, but now WOW they have so many resources-sites, blogs, etc. I think WOM is only one step #YALITCHAT
- 1:23 am **BloggersBooks:** RT @veschwab: I will admit it turns me off a little if an author has NO presence online, but I also know that it can get excessive/detrimental. #yalitchat
- 1:23 am **cleemckenzie:** RT @Jaime_Reed: The best thing is be versatile, allow a time & place for everything, time to write, to edit, to conduct business, & to promote. #yalitchat
- 1:23 am **tiffanytrent:** I can recall getting far too swept up in promo and numbers such that writing productivity went way down. Balance is necessary. #yalitchat
- 1:23 am **dawnmetcalf:** @janetgurtler Hi! Welcome! #yalitchat

- 1:23 am **RebeccaAgent:** @planetavina hmmm how to best define publisher positioning #yalitchat
- 1:23 am **sarahockler:** Still, it's all so hard to measure. Was it the author's marketing efforts? The publisher's? Tour? Web? Just a great book? Combo? #yalitchat
- 1:23 am **PaulWHankins:** RT @lauramanivong: Also, if your book fits w/ curriculum at all, I ask B&N to set out my teacher's guides during educator events. #yalitchat
- 1:23 am **Georgia_McBride:** @phoebenorth sadly readers have viewed my trailer then gone 2 purchase book which is not yet published. at least 45 I'm aware of. #yalitchat
- 1:23 am **dawnmetcalf:** @LauraManivong How did you do that? Who did you talk to at your local B&Ns? #yalitchat
- 1:23 am **jennymckmoss:** I yesyesyes your yesyesyes! RT @dawnmetcalf: Yes yes yes. RT @RebeccaAgent and the author should always prioritize their writing #yalitchat
- 1:24 am **kelcrocker:** @lauramanivong 2 friends have novels that take place in the '60s, involving race and class. They do team school visits. #YALitChat
- 1:24 am **Barbaradee2:** Publishers devote PR budgets to books/authors that sell. Vicious cycle? #yalitchat
- 1:24 am **jennymckmoss:** @sarahockler It's v hard to measure - esp since it's still relatively new & changing so quickly #yalitchat
- 1:24 am **kellybarnhill:** @RebeccaAgent Could you explain what that means? How does a publisher "position" a book and how does it relate to sales? #yalitchat
- 1:24 am **planetavina:** @RebeccaAgent Not sure I want to go there. #YALitChat
- 1:24 am **cindysku:** How did books get popular before the internet? #yalitchat
- 1:24 am **dawnmetcalf:** @veschwab Aww, but I *ADORE* MT Anderson and he's not online. #yalitchat
- 1:24 am **lauramanivong:** @dawnmetcalf I always ask for the CRM. Some stores have them, some don't, then you end up talking to a manager. #yalitchat
- 1:24 am **cindypon:** @bethrevis i agree. #yalitchat
- 1:24 am **phoebenorth:** @Georgia_McBride Really?! That's awesome! . . . sneaking off to watch your trailer now. ;) #yalitchat
- 1:24 am **katydidcamp:** @Siberian_Cats same here! I rely on bloggers, recommendations from friends, authors I already love, and reviews online #yalitchat
- 1:24 am **janetgurtler:** @veschwab It's hard to not get caught up with online "stuff" #yalitchat
- 1:25 am **tiffanytrent:** @veschwab It is! And it's hard to know how much or how little to do, esp. when you want so much for your book to succeed! #yalitchat
- 1:25 am **bethrevis:** I have not bought books because the author used poor grammar/spelling/punctuation in blog. #yalitchat
- 1:25 am **CynthiaCWillis:** Sometimes it's a huge relief to know that in the end, the writer needs to write, write, write. The marketing can wear one out. #YALITCHAT
- 1:25 am **cleemckenzie:** @malindalo Love the smell of those books as well. Old fashioned. That's me. #yalitchat
- 1:25 am **veschwab:** @janetgurtler SO hard. #yalitchat
- 1:25 am **kellybarnhill:** RT @tiffanytrent: In my very humble opinion, it would behoove us to involve our audience in our marketing decisions. #yalitchat
- 1:25 am **janflora:** @sarahockler yes, true. I know most parents aren't as obsessed as I am :) but teachers, librarians, give recommendations too #yalitchat
- 1:25 am **dawnmetcalf:** SO so true! RT @veschwab @tiffanytrent So true. I've had to cut back & my book isn't even out yet!! It's addictive & consuming. #yalitchat
- 1:25 am **Georgia_McBride:** A given. And so important. RT @RebeccaAgent: and the author should always prioritize their writing #yalitchat
- 1:25 am **Barbaradee2:** My agent says: Authors shd prioritize writing, but can't hide out in author's cave. #yalitchat
- 1:25 am **veschwab:** @dawnmetcalf I have people I will forgive, but when I see a debut, I do wonder why! #yalitchat
- 1:26 am **cindypon:** @sarahockler id venture it's impossible to measure. otherwise there'd be a set formula everyone follows. #yalitchat

- 1:26 am **malindalo:** @bethrevis Ouch! However, my inner copyeditor high-fives you. #yalitchat
- 1:26 am **HeatherMcCorkle:** I believe successful author mojo comes down to writing an outstanding book and getting it in the right hands, then word of mouth. #yalitchat
- 1:26 am **kellybarnhill:** @tiffanytrent Totally agree. In the end, it's all about the *relationship* we have with our readers, you know? #yalitchat
- 1:26 am **sarahockler:** @janflora Yes! I <3 teachers & librarians who share books w teens. They're key to WOM too, & to encouraging reading in general. #yalitchat
- 1:26 am **4KidLit:** @Georgia_McBride @planetavina Good point, but there are ways to promote w/out \$\$\$ or much time -- ? is effectiveness & ROI #YALITCHAT
- 1:26 am **RebeccaAgent:** it helps for writer to come up with interesting reasonable ideas pubs might not have thought of #yalitchat
- 1:26 am **dawnmetcalf:** RT @RebeccaAgent if ur not into blogging, u shouldn't do it. Ditto school visits. That=exploiting strengths v. time not well spent #yalitchat
- 1:26 am **janetgurtler:** @Barbaradee2 There's a cave? lol #yalitchat
- 1:26 am **cleemckenzie:** @bethrevis Yeah! Someone who pays attention to grammar/spelling/punctuation! I'm excited. #yalitchat
- 1:26 am **dawnmetcalf:** RT @lauramanivong: @dawnmetcalf I always ask for the CRM. Some stores have them, some don't, then you end up talking to a manager. #yalitchat
- 1:26 am **michcarlky:** Attended webinar "How To Sell More Books to Schools"-it had some good ideas that YA/MG authors could use,requires lots of legwork #yalitchat
- 1:26 am **cindypon:** @RebeccaAgent well said. #yalitchat
- 1:26 am **planetavina:** Yes! RT @RebeccaAgent: it helps for writer to come up with interesting reasonable ideas pubs might not have thought of #YALitChat
- 1:27 am **cindysku:** I have not bought a book because an author was rude about other authors #yalitchat
- 1:27 am **BarbFerrer:** @Barbaradee2 Which is a shame, because that cave, she is very comfy and cozy. #yalitchat
- 1:27 am **RebeccaAgent:** writer might know how to target a niche audience that publisher doesn't go to for every bk #yalitchat
- 1:27 am **janetgurtler:** RT @RebeccaAgent: it helps for writer to come up with interesting reasonable ideas pubs might not have thought of #yalitchat
- 1:27 am **DeeScribe:** Wondering how others have found online launch parties and blog tours? #yalitchat
- 1:27 am **Georgia_McBride:** @4KidLit Lets hear some ideas. #YALITCHAT
- 1:27 am **SteveEmond:** I'll be quiet tonight. I'm a poor marketer. But I do make a point to do anything my publisher invites me to do if it'll help! #YALitChat
- 1:27 am **bethrevis:** Agree--debut authors do tend to need a bit of online presence. Something to make them accessible. But do most teens care? #yalitchat
- 1:27 am **Barbaradee2:** @janetgurtler Well, a writer's room or something. Sounds cozy, right? Sigh. #yalitchat
- 1:27 am **Jaime_Reed:** True, I pick up a book based on the cover. I read the book jacket & skim the pages for dialogue. If it's bad, I leave it there. #Yalitchat
- 1:27 am **tiffanytrent:** @kellybarnhill We get caught up in what other *writers* think, which is understandable, but our audience is important, too. :) #yalitchat
- 1:27 am **dawnmetcalf:** @sarahockler @janflora Teachers, librarians & book bloggers are the angels of this industry, IMO! #yalitchat
- 1:27 am **SteveEmond:** To think I wanted to write because it's so solitary! Now I am flying around and talking to crowds. #YALitChat
- 1:28 am **Georgia_McBride:** @planetavina but there are many good books that dont sell well. And quite a few mediocre ones that do due to good MOJO. #YALitChat
- 1:28 am **KateMessner:** @planetavina @RebeccaAgent What kinds of reasonable, unique ideas have you seen be successful? Would love to hear examples! #yalitchat
- 1:28 am **janetgurtler:** RT @RebeccaAgent if ur not into blogging, u shouldnt do it. Ditto school visits. That=exploiting strengths v. time not well spent #yalitchat

- 1:28 am **phoebenorth:** @bethrevis I try not to hold that against authors, but it does make me cringe. 1 typo or 2 is fine, but riddled with errors? #yalitchat
- 1:28 am **planetavina:** @SteveEmond Yes, we like an obedient author. Haha. #YALitChat
- 1:28 am **MyraMcEntire:** @bethrevis I don't think most teens care. #yalitchat
- 1:28 am **dawnmetcalf:** @bethrevis Out on a limb, I say "no." Research is finding that most kids do not follow author blogs, although gatekeepers do. #yalitchat
- 1:28 am **janetgurtler:** @Georgia_McBride I'd love some of that mojo #yalitchat
- 1:28 am **tiffanytrent:** @ixtumea That was my problem. And part of why it's taking so long for the next book to come out. ;) #yalitchat
- 1:28 am **kellybarnhill:** @planetavina INTERESTING. I've been so focused on the process of book-making, that the economics baffle me. Must fix this. #yalitchat.
- 1:28 am **sarahockler:** OMG totally! RT @SteveEmond: To think I wanted to write because its so solitary! Now I am flying around and talking to crowds. #yalitchat
- 1:28 am **MyraMcEntire:** YES. RT @dawnmetcalf: Teachers, librarians & book bloggers are the angels of this industry, IMO! #yalitchat
- 1:28 am **cindypon:** @bethrevis @cleemckenzie i admit to saving all that for my ms. irony is, more errors in my posts since becoming published. =O #yalitchat
- 1:28 am **SteveEmond:** Do events like the teacher and librarian conventions make a big difference in WOM? #YALitChat
- 1:28 am **Barbaradee2:** @BarbFerrer I know. Like a womb. And they probably serve chai lattes. #yalitchat
- 1:28 am **lauramanivong:** I think the need for online presence varies with genre. Don't think that many MG readers read blogs. Thoughts? #yalitchat
- 1:28 am **jennymckmoss:** RT @dawnmetcalf: @sarahockler @janflora Teachers, librarians & book bloggers are the angels of this industry, IMO! #yalitchat
- 1:28 am **dawnmetcalf:** Right. What @MyraMcEntire said. (Although I *love* her blog!) #yalitchat
- 1:29 am **planetavina:** @Georgia_McBride Yes, but being a good book never hurt sales. So that's the #1 thing an author can do for themselves. #YALitChat
- 1:29 am **lauramanivong:** @SteveEmond what is wom? #yalitchat
- 1:29 am **DeeScribe:** @dawnmetcalf What if author is a teen? #yalitchat
- 1:29 am **BarbFerrer:** @Barbaradee2 Mine has an endless supply of Diet Coke and Pretzel M&Ms. #yalitchat
- 1:29 am **MyraMcEntire:** @dawnmetcalf Awww. *smooshy hugs* #yalitchat
- 1:29 am **Georgia_McBride:** @planetavina Sometimes ppl like to jump on the bandwagon, see what they're missing, be part of the crowd, embrace mediocre work. #YALitChat
- 1:29 am **Barbaradee2:** @bethrevis That's an even tougher question when you're readers are tweens. #yalitchat
- 1:29 am **veschwab:** @MyraMcEntire @bethrevis I don't know if most teens care, but those that do, I think, would LOVE a way to contact authors they <3 #yalitchat
- 1:29 am **bethrevis:** It also helps for authors to have something (ideas) to bring to the marketing table. Shows you're invested in your own career. #yalitchat
- 1:29 am **kelcrocker:** RT @Georgia_McBride: @planetavina but there are many good books that dont sell well. & quite a few mediocre ones that do #YALitChat
- 1:29 am **BrendaBarber:** My first #yalitchat! :)
- 1:29 am **janflora:** RT @jbeemills: #querychat & #yalitchat at the same time. How am I supposed to get anything done? <(*I know! I'm reading both on TD!)
- 1:29 am **elle_stone:** Good to hear! So much emph on blogging when I'd rather write! RT @RebeccaAgent if you're not into blogging, you shouldn't do it. #yalitchat
- 1:30 am **Christina_Lee04:** Hi Everybody! #yalitchat
- 1:30 am **cleemckenzie:** @SteveEmond You've succeeded, so hasta la vista solitude. #yalitchat
- 1:30 am **PaulWHankins:** RT @dawnmetcalf: @sarahockler @janflora Teachers, librarians & book bloggers are the angels of this industry, IMO! #yalitchat

- 1:30 am **BarbFerrer:** All right- this is remarkably fascinating, but gotta motor to make my yoga class. Have fun taters. #yalitchat
- 1:30 am **MyraMcEntire:** I still can't think of Twitter as "promo" ... to me it is "SUPPORT!" #yalitchat
- 1:30 am **KateMessner:** @SteveEmond The bigger teacher/library conventions where I've spoken have are at the top of my list in terms of what worked. #yalitchat
- 1:30 am **BloggersBooks:** @bethrevis I care that an effort's made. I've discovered books I LOVE that way. But, I'm not exactly the "average" teen. #yalitchat
- 1:30 am **john_zeleznik:** Topic? I'm going to be lurking since I have lesson plans to write. #yalitchat
- 1:30 am **nkrell:** RT @bethrevis: It also helps for authors to have something (ideas) to bring to the marketing table. Shows you're invested in your own career. #yalitchat
- 1:30 am **lauramanivong:** @dawnmetcalf I can't tell what post you're responding to??? Tweetchat fail. #yalitchat
- 1:30 am **SteveEmond:** Goodreads seems to be a huge thing the past year or so. I wonder how that affects WOM. #YALitChat
- 1:30 am **kellybarnhill:** @tiffanytrent The danger of writers creating insular communities, writing for one another. In the end, only the reader matters #yalitchat
- 1:30 am **dawnmetcalf:** @DeeScribe I'm not sure I understand the question. Then will most teens follow them online? I dunno. But prolly not. #yalitchat
- 1:30 am **Jaime_Reed:** may sound harsh, but dialogue says a lot about writing skills & maturity level of the characters. I check that 1st b4 buying. #yalitchat
- 1:30 am **tiffanytrent:** @ixtumea Completely understandable! #yalitchat
- 1:30 am **KarlaKT:** #yalitchat in addition to school visits...get to English teacher/reading / library conventions and connect with many teachers at once.
- 1:31 am **janetgurtler:** @MyraMcEntire Livjournal is my support... #yalitchat
- 1:31 am **PaulWHankins:** @SteveEmond When I present workshops that center on high interest titles, you would be surprised by the sound of scribbling. #YALitChat
- 1:31 am **kelcrocker:** Before Random House found him, Paolini used to dress up in costume & sell his self-pubbed book at grocery stores. :-) #YALitChat
- 1:31 am **EmilyGale:** @DeeScribe I decided not to go down that route because as a consumer I find them, on the whole, quite dull. #yalitchat
- 1:31 am **jbeemills:** @janflora I don't know if I have enough brain power to handle this (#querychat & #yalitchat at the same time). #querychat
- 1:31 am **bethrevis:** True--for the teens that DO care, an online presence is HUGE. And in future, more teens WILL care. @veschwab #yalitchat
- 1:31 am **AMBeaufort:** *butts in* I think it's amazing when authors take the time to read their fan emails & reply. We just want you to know we loved it #yalitchat
- 1:31 am **janetgurtler:** I think the writer has to matter too. #yalitchat
- 1:31 am **kelcrocker:** @KarlaKT ::: waves ::: great idea about conferences #YALitChat
- 1:31 am **Georgia_McBride:** @planetavina Absolutely. It's just hard because I don't writers to feel like their books are not good if sales were poor. #YALitChat
- 1:31 am **robinmellom:** Taking a break from revisions for #yalitchat
- 1:31 am **MyraMcEntire:** @janetgurtler LJ totally stumps me (as a user). But I understand what you're saying. #yalitchat
- 1:31 am **veschwab:** @bethrevis Exactly. #yalitchat
- 1:31 am **dawnmetcalf:** @janetgurtler @MyraMcEntire Yes! Amen for supportive online communities: not just for marketing but for sanity!! #yalitchat
- 1:32 am **4KidLit:** @Georgia_McBride I'm already thinking of curriculum tie-ins for my ms. Certainly for my new WIP. Like product placement #YALITCHAT
- 1:32 am **janflora:** @sarahockler i clearly remember 5th gr teacher recommending WRINKLE IN TIME to me...loved her! :) #yalitchat
- 1:32 am **jamieharrington:** PLUS it gives us friends in the griting biz. That's huge. RT @bethrevis: And in future, more teens WILL care. @veschwab #yalitchat

- 1:32 am **jchenwriter:** RT @AMBeaufort: *butts in* I think it's amazing when authors take the time to read their fan emails & reply. We just want you to know we loved it #yalitchat
- 1:32 am **bethrevis:** @bloggersbooks But I do think more teens will be like you in future... hopefully, anyway! :) #yalitchat
- 1:32 am **Georgia_McBride:** @lauramanivong Librarians and teachers are where it's at. #yalitchat
- 1:32 am **janetgurtler:** Why do you think more writers will care about online presence. #yalitchat
- 1:32 am **tiffanytrent:** @kellybarnhill It took me a long time to figure that out, b/c you so rarely interact with your primary audience, you know? #yalitchat
- 1:32 am **dawnmetcalf:** @DeeScribe No. I think they follow FB more than anything but don't really "follow" much, they're reading the books they love. #yalitchat
- 1:32 am **DeeScribe:** @EmilyGale I did one with reading and writing activities relevant to book - lots of teachers tuned in -some direct sales:-) #yalitchat
- 1:32 am **planetavina:** @KateMessner Trying to think of examples...I know they exist! @RebeccaAgent? #YALitChat
- 1:32 am **nkrell:** @MyraMcEntire Oh really? I do think of Twitter as promo. That's how I hear about most of the books in my TBR pile. #yalitchat
- 1:32 am **lauramanivong:** @dawnmetcalf My thoughts are to share MY experience and say it's kind of a crap shoot. Very hard to know what works & can drain u #yalitchat
- 1:32 am **kellybarnhill:** RT @HeatherMcCorkle: I believe successful author mojo comes down to writing an outstanding book and getting it in the right hands, then word of mouth. #yalitchat
- 1:32 am **jamieharrington:** @RebeccaAgent I agree, a lot of us are former teachers, so school bisits are second nature... #yalitchat
- 1:32 am **donnacooner:** Writers are natural introverts, so the marketing game is sometimes a harsh reality #yalitchat
- 1:32 am **MyraMcEntire:** @dawnmetcalf I've met so many precious, precious friends through Twitter. They keep me laughing and sane. #yalitchat
- 1:32 am **malindalo:** @AMBeaufort I think that most authors LOVE to hear from their readers! :) #yalitchat
- 1:32 am **landroecker:** @bethrevis The teens in our book club do not care about blogs. They choose books based on cover and recommendations from friends. #yalitchat
- 1:33 am **KateMessner:** @Barbaradee2 Publishers pitch authors to speak at these, often as part of a panel. #yalitchat
- 1:33 am **veschwab:** @jamieharrington Exactly! I've met some of my CLOSEST writing friends through Twitter. #yalitchat
- 1:33 am **janetgurtler:** @robinmellom Hi Robin the Revising Author #yalitchat
- 1:33 am **PaulWHankins:** RT @Georgia_McBride: @lauramanivong Librarians and teachers are where it's at. #yalitchat
- 1:33 am **Barbaradee2:** @KariaKT Just show up? How do you get invited? #yalitchat
- 1:33 am **RebeccaAgent:** @planetavina I can think of more examples for pbs #yalitchat
- 1:33 am **dawnmetcalf:** Good pt! RT @bethrevis True--for the teens that DO care, online presence is HUGE. And in future, more teens WILL care. @veschwab #yalitchat
- 1:33 am **PattyBlount:** #yalitchat Follow @kierstenwhite. Think she's someone who really 'gets' social networking for promo.
- 1:33 am **phoebenorth:** RT @landroecker: @bethrevis The teens in our book club do not care about blogs. They choose books based on cover and recommendations from friends. #yalitchat
- 1:33 am **planetavina:** @Georgia_McBride Oh, totally. I think we all know that there are wonderful books that don't end up selling well. Sad. #YALitChat
- 1:33 am **Georgia_McBride:** @4KidLit This is something that many authors overlook or don't think is possible for their book. Very schmart. #YALITCHAT
- 1:33 am **tiffanytrent:** @ixtumea Thanks--that's really sweet of you. #yalitchat
- 1:33 am **MyraMcEntire:** @veschwab *looks atchoo* Friend. #yalitchat

- 1:33 am **Eileenwriter:** Part of the secret is focusing on what you feel comfortable doing versus trying to do everything. #YALitChat
- 1:33 am **bethrevis:** @jamieharrington makes a good point. Online presence not just about marketing --also networking, connecting with other authors. #yalitchat
- 1:33 am **dawnmetcalf:** @MyraMcEntire Yes. GREAT people on Twitter. (I'm looking at all of you...) #yalitchat
- 1:33 am **lauramanivong:** @Georgia_McBride Yep...I've connected more easily with them than bloggers, but mostly because my book is for school/library #yalitchat
- 1:33 am **BloggersBooks:** YES x1000 RT @AMBeaufort I think it's amazing when authors take the time to read their fan emails&reply. We love it #yalitchat
- 1:33 am **janflora:** RT @cindysku: I have not bought a book because an author was rude about other authors #yalitchat (*Good for you! I understand that!)
- 1:34 am **janetgurtler:** Libraries are where shhhhhhhh happens. (fave shirt I recently saw) #yalitchat
- 1:34 am **kellybarnhill:** @RebeccaAgent Yay for school visits! It is, hands down, my absolute favorite part of this job. #yalitchat
- 1:34 am **jchenwriter:** I ask other YA authors what they're reading and that's where I find my new books to read. #yalitchat
- 1:34 am **Georgia_McBride:** @kelcrocker Hmmm. *searching for angel wings.... * #YALitChat
- 1:34 am **DeeScribe:** Agreed RT @Eileenwriter: Part of the secret is focusing on what you feel comfortable doing versus trying to do everything. #yalitchat
- 1:34 am **RebeccaAgent:** but for example, a book like Revolution could really target Francophiles, not every marketing plan for every YA would #yalitchat
- 1:34 am **jamieharrington:** Heh, me too. RT @LandLroecker: teens choose books based on cover and recommendations from friends. #yalitchat
- 1:34 am **tiffanytrent:** I think if I had been able to talk to authors I admired online as a teen, it would have made a huge difference in my life. #yalitchat
- 1:34 am **veschwab:** I think part of me is jealous of those who can exist for any period of time WITHOUT the glorious distraction of Twitter :p #yalitchat
- 1:34 am **MyraMcEntire:** @nkrell Me too, but it's not the first reason I'm here. Although if I love an author, I'm more likely to pick up their book. #yalitchat
- 1:34 am **dawnmetcalf:** RT @landlroecker Teens in our book club don't care about blogs. They choose books based on cover & recommendations from friends. #yalitchat
- 1:34 am **Barbaradee2:** @BarbFerrer Is there room for me? I'll bring Snickers and sugarless bubble gum. #yalitchat
- 1:34 am **janetgurtler:** @Eileenwriter Wise words! #yalitchat
- 1:34 am **jamieharrington:** @bethrevis and when you have other author friends, they will tell their audience about your book. #yalitchat
- 1:34 am **bethrevis:** @LandLroecker But if a book became something they really LOVED, would they seek out online material? Thinking of HP online fandom. #yalitchat
- 1:34 am **dawnmetcalf:** RT @jchenwriter: I ask other YA authors what they're reading and that's where I find my new books to read. #yalitchat
- 1:34 am **kellybarnhill:** @jamieharrington Or, introverted writers who can play the extrovert when need be ;-) #yalitchat
- 1:34 am **4KidLit:** @Georgia_McBride My new MS also involves a female fencer Olympic hopeful, so I am looking for ways to get into the niche early #YALITCHAT
- 1:35 am **tiffanytrent:** @veschwab I do it, but I don't like it! #yalitchat
- 1:35 am **veschwab:** @MyraMcEntire In the words of my 4-year-old British cousin, HUGGLES. #yalitchat
- 1:35 am **bethrevis:** RT @janetgurtler: Libraries are where shhhhhhhh happens. (fave shirt I recently saw) #yalitchat
- 1:35 am **kellyhashway:** @jamieharrington I think we all do. #yalitchat
- 1:35 am **Georgia_McBride:** @Eileenwriter I totally agree. Being comfortable in your own skin often will bring most success. #YALitChat

- 1:35 am **janflora:** RT @DeeScribe: Wondering how others have found online launch parties and blog tours? #yalitchat <(*here! Goodreads, other sites & blogs etc)
- 1:35 am **jbeemills:** I tweeted about a book I read & the author contacted me to thank me. Smart move because I can't stop spreading the word... #yalitchat
- 1:35 am **jamieharrington:** @veschwab YES! I even found my offline writing group because of twitter! #yalitchat
- 1:35 am **cleemckenzie:** @janetgurtler Loved the "shhhhhhh" shirt. Have to pass that one on. #yalitchat
- 1:35 am **PaulWHankins:** Remember: few teachers have opps to attend large conferences like ALA or BEA. Find ones who do. They are sharing your titles. #YALitChat
- 1:35 am **kelcrocker:** @Georgia_McBride LOL #YALitChat
- 1:36 am **AMBeaufort:** @malindalo Hopefully! I love sending authors fan-email and love it even more if they reply back! Doesn't matter if it takes time! #yalitchat
- 1:36 am **landroecker:** @janetgurtler They LOVE covers. They literally go into a bookstore and grab what looks cool. It's kind of unnerving. #yalitchat
- 1:36 am **4KidLit:** @Georgia_McBride Niche marketing is a way to built out from a core interest group to larger audience in a manageable way, I hope #YALITCHAT
- 1:36 am **veschwab:** @tiffanytrent Much respect!! I can get away for a few days, but I always come back *has abusive relationship with the internet* #yalitchat
- 1:36 am **planetavina:** Okay, gotta get back to editing before bedtime. Nice chatting with you all! #YALitChat
- 1:36 am **MyraMcEntire:** Sometimes taking the Twitter app off my phone and turning on Mac Freedom is the only cure for the distraction. #yalitchat
- 1:36 am **RebeccaAgent:** for @triciarayburn's Siren, played up fact that Tricia's own seaside town served as an inspiration to get local press #yalitchat
- 1:36 am **jchenwriter:** @tiffanytrent I agree! It would've been really cool to a get a letter (the days before email) back from your favorite author #yalitchat
- 1:36 am **veschwab:** @jamieharrington Same!! And then it just acts as further justification for me being online! #yalitchat
- 1:36 am **jamieharrington:** @planetavina I agree about title and cover. Who doesn't use both of those to pick out books? #YALitChat
- 1:36 am **cleemckenzie:** @4KidLit I really love that idea. I have a girl in my family that is hot to be in Olympics. She'd love it! #yalitchat
- 1:36 am **KateMessner:** I have a SUGAR & ICE Facebk ad, pointing to page I set up to promote Dec. launch - targeted figure skaters w/ great results. #yalitchat
- 1:37 am **pinkhair:** RT @BloggersBooks: YES x1000 RT @AMBeaufort I think it's amazing when authors take the time to read their fan emails&reply. We love it #yalitchat
- 1:37 am **landroecker:** @bethrevis The girls in our club don't really get online for book stuff. I'm not sure they even realize that it's out there. #yalitchat
- 1:37 am **WendyDelfosse:** @DeeScribe I think they still follow FB most. Then Twitter. Then blogs. #YALITCHAT
- 1:37 am **dawnmetcalf:** @DeeScribe Personally, I find maintaining an online presence both exciting & exhausting. Haven't launched, so that's all I got. #yalitchat
- 1:37 am **janetgurtler:** @jchenwriter It would still be cool to get a letter (or email) from Judy Blume. #yalitchat
- 1:37 am **bethrevis:** Anything to make a writer more "human" to a reader is a good thing--be it irl visits, online, etc. #yalitchat
- 1:37 am **jamieharrington:** @veschwab yes, because we have to keep up with our writer friends! #yalitchat
- 1:37 am **cleemckenzie:** RT @PaulWHankins: Remember: few teachers have opps to attend large conferences like ALA or BEA. Find ones who do. They are sharing your titles. #YALitChat
- 1:37 am **Barbaradee2:** Hard to remember!@Eileenwriter: Part of the secret is focusing on what you feel comfortable doing versus trying to do everything. #yalitchat
- 1:37 am **RebeccaAgent:** every book should have its own mojo. It's about tapping into it, often in a v. grass roots way (aka on the cheap) #yalitchat

- 1:38 am **BloggersBooks:** RT @bethrevis: Anything to make a writer more "human" to a reader is a good thing--be it irl visits, online, etc. #yalitchat
- 1:38 am **dawnmetcalf:** @jamieharrington @planetavina And, oddly enough, these decisions often aren't up to the author. We're writers not marketers... #yalitchat
- 1:38 am **DeeScribe:** @dawnmetcalf I agree. I had four hour online launch. Hectic but fun:-) #yalitchat
- 1:38 am **EmilyGale:** RT @DeeScribe: Agreed RT @Eileenwriter: Part of the secret is focusing on what you feel comfortable doing versus trying to do everything. #yalitchat
- 1:38 am **veschwab:** @jamieharrington I know! I feel the need to check in on everyone. #yalitchat
- 1:38 am **tiffanytrent:** @jchenwriter I corresponded with Madeleine L'Engle when I was 9. That was HUGE for me. Can't imagine if we'd had Internet! #yalitchat
- 1:38 am **landroecker:** @bethrevis That said, we show book trailers at our meetings and they just joined the Teen Fire Ning to enter our contest. #yalitchat
- 1:38 am **CynthiaCWillis:** RT @RebeccaAgent: every book should have its own mojo. Its about tapping into it, often in a v. grass roots way (aka on the cheap) #YALITCHAT
- 1:38 am **sarahockler:** RT @RebeccaAgent: every book should have its own mojo. Its about tapping into it, often in a v. grassroots way #yalitchat
- 1:38 am **Christina_Lee04:** @MyraMcEntire Me too! Twitter can definitely become a sickness. Like the flu bug that won't leave your system! #yalitchat
- 1:38 am **AMBeaufort:** Talking to authors online makes the image of them a LOT less intimidating. Reminds us authors are human like us :) #yalitchat
- 1:38 am **janetgurtler:** @RebeccaAgent Sometimes finding that mojo is tougher than it should be #yalitchat
- 1:38 am **Barbaradee2:** RT @jbeemills: I tweeted about a book I read & the author contacted me to thank me. Smart move because I can't stop spreading the word... #yalitchat
- 1:38 am **MyraMcEntire:** I agree with this general rule for social media - if you aren't comfortable doing it, don't. If only that worked for laundry. #yalitchat
- 1:38 am **cleemckenzie:** I'm presenting at NCTE, Fla in Nov. Hope to meet some of those wonderful teachers. #yalitchat
- 1:39 am **dawnmetcalf:** @jamieharrington @planetavina ...and yet here we are talking about marketing b/c so much is left up to the author! #yalitchat
- 1:39 am **BloggersBooks:** RT @AMBeaufort: Talking to authors online makes the image of them a LOT less intimidating. Reminds us authors are human like us :) #yalitchat
- 1:39 am **kelcrocker:** wonder what role review pubs play for teachers, librarians? Great review has to help, right? Wonder % of books that get reviewed? #YALitChat
- 1:39 am **Georgia_McBride:** RT @AMBeaufort: Talking 2 authors online makes the image of them a LOT less intimidating. Reminds us authors are human like us :) #yalitchat
- 1:39 am **jchenwriter:** @KateMessner So you found FB ads work? Who pays for that? You or publisher? #yalitchat
- 1:39 am **dawnmetcalf:** RT @RebeccaAgent: every book should have its own mojo. Its about tapping into it, often in a v. grassroots way #yalitchat
- 1:39 am **janflora:** RT @PattyBlount: #yalitchat Follow @kierstenwhite. Think she's someone who really 'gets' social networking for promo.
- 1:39 am **janetgurtler:** Dear YA readers. I am totally a human. Just ask my husband. #yalitchat
- 1:39 am **sarahockler:** :-) RT @AMBeaufort: Talking to authors online makes them a LOT less intimidating. Reminds us authors are human like us :) #yalitchat
- 1:39 am **veschwab:** RT @MyraMcEntire: general rule for social media - if you arent comfortable doing it, dont. If only that worked for laundry. #yalitchat
- 1:39 am **kellyhashway:** @MyraMcEntire wouldn't that be great? #yalitchat
- 1:39 am **tiffanytrent:** @MyraMcEntire Ha! For realz! #yalitchat
- 1:39 am **jamieharrington:** RT @MyraMcEntire: I agree with this general rule for social media - if you aren't comfortable doing it, don't. If only that worked for laundry. #yalitchat
- 1:39 am **kelcrocker:** RT @MyraMcEntire: I agree w/ this for social media-if you arent comfortable doing it, dont. If only that worked for laundry. #YALitChat

- 1:39 am **dawnmetcalf:** @jchenwriter @AMBeaufort But, thinking as a kid, did we want them to be human or to be heroes from afar? #yalitchat
- 1:39 am **lauramanivong:** @cleemckenzie I think that's huge. My editor is taking my teacher's guide there, but speaking will be da bomb! #yalitchat
- 1:40 am **BrendaBarber:** The internet is a godsend for introverted authors (like me) who still want to connect with readers. #yalitchat (remembered the hashtag!)
- 1:40 am **Georgia_McBride:** I show your book trailers and books at my school visits since I have not published books. You are my YA stars. #YALITCHAT
- 1:40 am **cindypon:** @cleemckenzie my emails are chock full of typos too! esp from iphone. =X I'll be at ALAN!! #yalitchat
- 1:40 am **janetgurtler:** @veschwab And exercise... #yalitchat
- 1:40 am **dawnmetcalf:** HA! RT @MyraMcEntire: I agree w/this for social media-if you aren't comfortable doing it, dont. If only that worked for laundry. #yalitchat
- 1:40 am **Irpresley:** RT @BloggersBooks: YES x1000 RT @AMBeaufort I think it's amazing when authors take the time to read their fan emails&reply. We love it #yalitchat
- 1:40 am **BloggersBooks:** RT @veschwab: RT @MyraMcEntire: general rule for social media - if you arent comfortable doing it, dont. If only that worked for laundry. #yalitchat
- 1:40 am **dawnmetcalf:** @Georgia_McBride *squee!* #yalitchat
- 1:40 am **michcarlky:** Should we be thinking "branding" at such an early stage-prepub? #yalitchat
- 1:40 am **PaulWHankins:** RT @Georgia_McBride: I show your book trailers and books at my school visits since I have not published books. You are my YA stars. #YALITCHAT
- 1:40 am **KateMessner:** @jchenwriter I'm paying for this one - it's cheap - an experiment to see if I could reach niche market & I think it's effective. #yalitchat
- 1:40 am **4KidLit:** @MyraMcEntire I'll do more marketing to get away from laundry. Any day. :D #yalitchat
- 1:41 am **BloggersBooks:** I feel like every time I stop to check twitter, I'm RTing at least one point made in #yalitchat tonight. Such a good topic.
- 1:41 am **MyraMcEntire:** @cindypon iPhone won't let me write the word Hell. It changes it to he'll EVERY TIME. This ANGERS ME. #yalitchat
- 1:41 am **elle_stone:** @dawnmetcalf I've heard the argument that TMI ruins author mystique for some readers #yalitchat
- 1:41 am **dawnmetcalf:** RT @PaulWHankins RT @cleemckenzie: @janflora Teachers are the best mojo. #yalitchat
- 1:41 am **cleemckenzie:** @lauramanivong It should be interesting. Topic: Why Ain't and Gotta Gotta be in Books for Kids and Teen. #yalitchat
- 1:41 am **janflora:** I DID! sign her guest book :) RT @janetgurtler: @jchenwriter It would still be cool to get a letter (or email) from Judy Blume. #yalitchat
- 1:41 am **DeeScribe:** Me too. RT @4KidLit: @MyraMcEntire Ill do more marketing to get away from laundry. Any day. :D #yalitchat
- 1:41 am **Jaime_Reed:** A cool author replies to fan mail. i've seen some who take a month out a year to answer them. #yalitchat
- 1:41 am **PaulWHankins:** Whether we have a relationship or not, we promote your titles. When we do, it's special for us. DM for DTs. We want to help. #YALitChat
- 1:41 am **AMBeaufort:** @dawnmetcalf Writers were something you couldn't touch. With twitter and the blog, authors are heros, humans AND friends. #yalitchat
- 1:41 am **BrendaBarber:** Mine are both. @AMBeaufort But, thinking as a kid, did we want them to be human or to be heroes from afar? #yalitchat
- 1:41 am **janflora:** fer sure :) >> RT @cleemckenzie: @janflora Teachers are the best mojo. #yalitchat
- 1:42 am **veschwab:** @AMBeaufort I love that. #yalitchat
- 1:42 am **lauramanivong:** @cleemckenzie I LOVE that topic. SO fantastic! #yalitchat
- 1:42 am **Georgia_McBride:** @RebeccaAgent Absolutely. Some books are BORN with MOJO. So true. They have that something. Already from the start. #yalitchat

- 1:42 am **dawnmetcalf:** @michcarlky I waited to "brand" until I knew which mss was going to be first. I wanted the editor to call it b4 I did anything. #yalitchat
- 1:42 am **cindypon:** @MyraMcEntire i turn auto correct off because i rarely capitalize anything. esp "i". =) #yalitchat
- 1:42 am **bethrevis:** RT @veschwab: RT @MyraMcEntire: general rule for social media - if you arent comfortable doing it, dont. If only that worked for laundry. #yalitchat
- 1:42 am **4KidLit:** @Georgia_McBride It's just another layer in the ms. I don't think we can overlook building in saleability from the ground up. #yalitchat
- 1:42 am **dawnmetcalf:** @PaulWHankins You. Are. The. BEST. #yalitchat
- 1:42 am **veschwab:** As reader, writers are this faraway thing to me. As writer, they've become a closer-up, REAL thing. And I respect them even more. #yalitchat
- 1:42 am **StefneMiller:** Hoping to find my mojo on #yalitchat tonight!
- 1:42 am **Georgia_McBride:** RT @PaulWHankins: Whether we have a relationship or not, we promote ur titles. When we do, it's special for us. DM for DTs. #YALitChat
- 1:43 am **KateMessner:** Love this... RT @AMBeaufort Writers were something you couldn't touch. W/ twitter & blog, authors are heroes,humans AND friends. #yalitchat
- 1:43 am **PattyBlount:** @elle_stone @dawnmetcalf #yalitchat Not for everyone. For me, author's online presence made me buy books I would have skipped.
- 1:43 am **NovelistLauren:** @bloggersbooks Why wouldn't we want to talk to you guys. You readers make us. We're proud to have you as fans. #yalitchat
- 1:43 am **cleemckenzie:** @lauramanivong Thanks. Will be sharing what happens. #yalitchat
- 1:43 am **veschwab:** That might not make sense lol. #yalitchat
- 1:43 am **jennymckmoss:** Aww! RT @PaulWHankins: Whether we have a relationship or not we promote ur titles. When we do, its special 4 us. We want to help. #yalitchat
- 1:43 am **lauramanivong:** The only absolute about author marketing is that there ARE no absolutes. Depends on author personality, readership, genre. #yalitchat
- 1:43 am **bethrevis:** Agree SO MUCH that you shd only do what you're comfortable with. Twitter/FB/blogs do NOT a book deal make. #yalitchat
- 1:43 am **janflora:** @jbeemills lol! i have crossed eyes from reading my tweetdeck columns :) #querychat #yalitchat
- 1:43 am **writrrrrrll:** Right on! RT @janflora: fer sure :) >> RT @cleemckenzie: @janflora Teachers are the best mojo. #yalitchat
- 1:43 am **robinmellom:** @4KidLit Haha! I think laundry and stair vacuuming are the reasons why I'm on twitter. #yalitchat
- 1:43 am **veschwab:** @MyraMcEntire Can I just RT EVERYTHING you say? GAWD why do you have to be so smart? #yalitchat
- 1:43 am **bethrevis:** @veschwab It does! I feel the same way! #yalitchat
- 1:43 am **janflora:** RT @bethrevis: Anything to make a writer more "human" to a reader is a good thing--be it irl visits, online, etc. #yalitchat
- 1:44 am **dawnmetcalf:** @BrendaBarber S'gotta be tough for introverts, but it's tough being an extrovert & only hanging w/peeps via computer!! ;-) #yalitchat
- 1:44 am **thereadingzone:** I love promoting YA in my room. Kids love how accessible authors are these days, but doesn't affect if they read book or not #yalitchat
- 1:44 am **crisinterrill:** Some mystery can be good. I got to know an author I love v. well and now can't read his books w/o "seeing" him behind the words #yalitchat
- 1:44 am **Georgia_McBride:** What about book blurbs? Having NY Times bestselling authors blurb your book. Does it help? Hurt? Matter? #YALITCHAT
- 1:44 am **dawnmetcalf:** I'll RT that! RT @veschwab @MyraMcEntire Can I just RT EVERYTHING you say? GAWD why do you have to be so smart? #yalitchat
- 1:44 am **janflora:** RT @tiffanytrent: @jchenwriter I corresponded with Madeleine L'Engle when I was 9. That was HUGE for me. Can't imagine if we'd had Internet! #yalitchat
- 1:44 am **thereadingzone:** But at the same time, they love being able to tweet at an author, or get the inside scoop on a blog #yalitchat

- 1:44 am **MyraMcEntire:** @veschwab *buys you extra fruit tea at next support meeting* #yalitchat
- 1:44 am **SteveEmond:** @cleemckenzie Well, the actually writing is still in solitude. Is the B&N cafe considered solitude? If I have earplugs? #YALitChat
- 1:44 am **tiffanyrent:** I think what someone said re: mystique vs. TMI is very interesting. Some people really have an "ideal author" in mind. #yalitchat
- 1:44 am **kelcrocker:** @Georgia_McBride @RebeccaAgent, I agree, re: some bks born w/ mojo. I reviewed Twilight (for large np): didn't see what wld come! #YALitChat
- 1:44 am **jchenwriter:** So is book mojo just reserved for the high concept books or can literary novels make a WOM splash too? #yalitchat
- 1:44 am **Georgia_McBride:** @bethrevis We're talking sales to consumers not editors/publishers. LOL. #yalitchat
- 1:44 am **ktubb:** Hi, all! The topic is mojo? Yes? #yalitchat
- 1:44 am **janflora:** RT @Georgia_McBride: What about book blurbs? Having NY Times bestselling authors blurb your book. Does it help? Hurt? Matter? #YALITCHAT
- 1:44 am **PaulWHankins:** When you do well, our readers do better. We're getting so much more than we give in writer/reader relationship. Thanks, authors. #YALitChat
- 1:45 am **MyraMcEntire:** @dawnmetcalf *tries to figure out how to MAIL you fruit tea* @veschwab #yalitchat
- 1:45 am **veschwab:** @MyraMcEntire Yessssss... #yalitchat
- 1:45 am **jennymckmoss:** I'm very in awe of my favorite authors. I'm not sure I want to meet them but I do want to read their next book & their next . . . #yalitchat
- 1:45 am **PaulWHankins:** RT @thereadingzone: I love promoting YA in my room. Kids love how accessible authors are these days, but doesn't affect if they read book or not #yalitchat
- 1:45 am **Shannon_Delany:** RT @AMBeaufort: @dawnmetcalf Writers were something you couldn't touch. With twitter and the blog, authors are heros, humans AND friends. #yalitchat
- 1:45 am **dawnmetcalf:** @cristinterrill Yeah, I have friends who later became authors and I CAN'T GET THEIR VOICE OUT OF MY HEAD when reading! <-;) #yalitchat
- 1:45 am **RebeccaAgent:** I think blurbs really depend on who the author is and how often they provide blurbs. #yalitchat
- 1:45 am **veschwab:** @jchenwriter I am coming to believe that ANY book, if strong enough, can make a WOM splash. #yalitchat
- 1:45 am **KateMessner:** I also think Skype visits give authors a lot of promotional bang for their buck in terms of time commitment. #yalitchat
- 1:45 am **dawnmetcalf:** @MyraMcEntire Use a stamp. ;-) #yalitchat
- 1:45 am **BrendaBarber:** Sometimes get nostalgic for the days when writers wrote in their garretts and no one knew who they really were! LOL! #yalitchat
- 1:45 am **EbonyMcKenna:** #YALitChat oooohhhhhh I am so late to this. Hi everyone.
- 1:45 am **phoebenorth:** @Georgia_McBride It helps. Definitely. Get someone, like, say, Stephenie Meyer to blurb and you're gold. Or platinum. #yalitchat
- 1:46 am **AMBeaufort:** Talking 2 authors opens people to more books types! I read a lot more contemp. now that I know more authors that write it #yalitchat
- 1:46 am **MyraMcEntire:** @dawnmetcalf *giggles* #yalitchat
- 1:46 am **lauramanivong:** @PaulWHankins Well we think the kids who talk to us online are the bigger stars. I mean what teens wanna talk with grownups? #yalitchat
- 1:46 am **thereadingzone:** @janflora from the respect of selling to teens, blurbs rarely affect whether they pick up title. Exceptions for "trendy" authors #yalitchat
- 1:46 am **kelcrocker:** some writers are enjoying doing quick Q&As via Skype w/ classrooms. Don't have to prepare (or even really shower) & spreads word. #YALitChat
- 1:46 am **BloggersBooks:** RT @AMBeaufort: @dawnmetcalf Writers were something you couldn't touch. With twitter and the blog, authors are heros, humans AND friends. #yalitchat
- 1:46 am **cristinterrill:** @dawnmetcalf It can be frustrating, right? Esp. because I got to know him HALFWAY through his amazing trilogy. #yalitchat

- 1:46 am **StefneMiller:** I know I do!!! /// RT @malindalo: @AMBeaufort I think that most authors LOVE to hear from their readers! :) #yalitchat
- 1:46 am **tiffanytrent:** I think blurbs mean more to us as writers than they often do to the reader. Not always, but often. #yalitchat
- 1:46 am **lisagailgreen:** I'm here!! Sorry I'm so late. Hello all! #yalitchat
- 1:46 am **donalynbooks:** #yalitchat My students feel special when they hear from authors. Connections build a devoted audience. Authors' fans= enthusiastic readers.
- 1:46 am **dawnmetcalf:** RT @thereadingzone I love promoting YA in my rm. Kids love how accessible authors are, but doesn't affect if they read bk or not #yalitchat
- 1:46 am **PaulWHankins:** RT @KateMessner: I also think Skype visits give authors a lot of promotional bang for their buck in terms of time commitment. #yalitchat
- 1:46 am **NovelistLauren:** RT @AMBeaufort: @dawnmetcalf Writers were something you couldn't touch. With twitter and the blog, authors are heros, humans AND friends. #yalitchat
- 1:46 am **malindalo:** I think blurbs can't hurt. I have had people read my book b/c of the blurbs (they told me). #yalitchat
- 1:46 am **janetgurtler:** @janflora That is so cool. :) I love her. #yalitchat
- 1:46 am **AMBeaufort:** @Georgia_McBride I won't lie, i've bought books becuase my favorite authors have blurbed them on the back #yalitchat
- 1:46 am **kellybarnhill:** All right ladies and gents. Back to work (lego robotics hand-outs, grant applications, WIP, new short story, and laundry) #yalitchat Cheers!
- 1:46 am **cleemckenzie:** @SteveEmond Oh, earplugs! Of course they make all the difference. Ahh! Silence. #yalitchat
- 1:46 am **dawnmetcalf:** @michcarlky You say, "HOORAY!" (That's not so hard, right?) ;-) #yalitchat
- 1:46 am **RebeccAgent:** Stephenie Meyer saying she had to take Hunger Games out to dinner w/ her & sneakily hold under table to finish had real impact #yalitchat
- 1:46 am **lisa_schroeder:** What's hard is feeling like you should do more, but if you do, family, friends, real life suffers. I don't want that to happen! #yalitchat
- 1:47 am **Georgia_McBride:** @RebeccAgent I was thinking that a frequent blurber is like the boy who cried wolf. #yalitchat
- 1:47 am **BloggersBooks:** I won't lie, I VERY RARELY pay attention to who has blurbed the book until after I've bought it. #yalitchat
- 1:47 am **ktubb:** @tiffanytrent: @jchenwriter Spoke with Madeleine L'Engle in 6th grade. Told her I wanted to write. She said, "You can do it." #yalitchat
- 1:47 am **Shannon_Delany:** @AMBeaufort You need a hug for saying that! *HUG* #yalitchat Although I sometimes wonder if being too accessible doesn't = loss of mystique.
- 1:47 am **dawnmetcalf:** @AMBeaufort You are awesome! #yalitchat
- 1:47 am **tiffanytrent:** @jennymckmoss I think there's this real desire to get naked on the Internet that's sometimes not useful to one's career. #yalitchat
- 1:47 am **PaulWHankins:** @KateMessner We did an hour long Skype w/ @RileyCarney Monday. It made her very real to our Room 210 learners. Great contact. #YALitChat
- 1:47 am **pinkhair:** RT @AMBeaufort: @dawnmetcalf Writers were something you couldn't touch. With twitter and the blog, authors are heros, humans AND friends. #yalitchat
- 1:47 am **MeganCurd:** I feel like unless the blurb is from someone super well known, it's more for the author than the reader. #yalitchat
- 1:47 am **jennymckmoss:** @malindalo Don't you know him personally already? ;) #yalitchat
- 1:47 am **dawnmetcalf:** @RebeccAgent Better than a blurb, that! #yalitchat
- 1:47 am **DanFriedman81:** The best people to sell books to consumers are booksellers. The best people to sell books to booksellers are the sales team. #yalitchat
- 1:47 am **PaulWHankins:** RT @ktubb: @tiffanytrent: @jchenwriter Spoke with Madeleine L'Engle in 6th grade. Told her I wanted to write. She said, "You can do it." #yalitchat
- 1:47 am **janetgurtler:** When I get an email from an author I've written to, I am thrilled. #yalitchat
- 1:47 am **veschwab:** @BloggersBooks Same, actually. I don't really look at blurbs. #yalitchat

- 1:47 am **Georgia_McBride:** @kelcrocker Crap. I didn't have to shower? Will remember that next time. #YALitChat
- 1:48 am **SteveEmond:** Is online presence marketing mojo? Or is it like Snakes On A Plane, and doesn't really transfer offline? #YALitChat
- 1:48 am **KaSondraLeigh:** @janflora definitely matters. One Amazon reviewers said they buy books recommended by Stephenie Meyer. #yalitchat
- 1:48 am **jennymckmoss:** @tiffanytrent Generational, do you think? #yalitchat
- 1:48 am **dawnmetcalf:** @tiffanytrent @jennymckmoss I'm reeeeeeeally hoping you didn't mean that literally. #yalitchat
- 1:48 am **Georgia_McBride:** RT @malindalo: I think blurbs can't hurt. I have had people read my book b/c of the blurbs (they told me). #yalitchat
- 1:48 am **MyraMcEntire:** Sold it to me. RT @RebeccaAgent: S. Meyer saying...take Hunger Games out to dinner w/ her & hold under table...had real impact #yalitchat
- 1:48 am **MeganCurd:** plus getting a blurb from someone who blurbs all the time vs. 1 that's a harder catch = better blurb is 4rm person who gives less #yalitchat
- 1:48 am **janetgurtler:** RT @Georgia_McBride: @RebeccaAgent I was thinking that a frequent blurber is like the boy who cried wolf. #yalitchat
- 1:48 am **kelcrocker:** @DanFriedman81 role of author in marketing? spreadingt he word? #YALitChat
- 1:48 am **malindalo:** @jennymckmoss Agh! If i ever met him I would NEVER stop screaming! Like a total girl! LOL. #yalitchat
- 1:48 am **kelcrocker:** @Georgia_McBride you're killing me tonight! #YALitChat
- 1:48 am **tiffanytrent:** @jennymckmoss @dawnmetcalf Ahahaha. Um yeah. Figurative nudity. That's what I meant. Yes. #yalitchat
- 1:48 am **jchenwriter:** With book blurbs, I like seeing who is on there for me to check out other authors, but I don't know how much it influences teens #yalitchat
- 1:48 am **dawnmetcalf:** RT @malindalo: I think blurbs can't hurt. I have had people read my book b/c of the blurbs (they told me). #yalitchat
- 1:48 am **BloggersBooks:** @veschwab I think the only one I paid attention to was Stephenie Meyer on The Hunger Games. Made me want to NOT read it really... #yalitchat
- 1:48 am **LadyHawkins:** Late to #yalitchat, but everyone is saying such genius things, I feel like all I'll do is RT! ;-)
- 1:48 am **janflora:** @MyraMcEntire well there are a few ppl I might ignore irl :) but I do try to keep @ convo going (except for random spm-tweets) #yalitchat
- 1:49 am **DanFriedman81:** Authors should go to local bookstores, shake hands and sign stock. Blog if you enjoy it, but it doesn't yield sales. #yalitchat
- 1:49 am **veschwab:** I don't think blurbs hurt at all, but on my list of factors (cover, jacket copy, etc) it is toward the bottom. #yalitchat
- 1:49 am **KateMessner:** @ixtumea Kim, were you asking which conferences? (hard to keep up!) I love NCTE, IRA, ALA - doing ALAN for the 1st time this year #yalitchat
- 1:49 am **ChristinaFerko:** I've bought book too b/c other fav. authors have blurbed or recommended them #yalitchat
- 1:49 am **dawnmetcalf:** @kelcrocker @DanFriedman81 Maybe that and being available. And knowing your own niche markets best? #yalitchat
- 1:49 am **molly_oneill:** Remember, marketing isn't just about big-scale stuff! Simple, genuine relationship-building is often a foundation for success. #yalitchat
- 1:49 am **dawnmetcalf:** RT @veschwab: I dont think blurbs hurt at all, but on my list of factors (cover, jacket copy, etc) it is toward the bottom. #yalitchat
- 1:49 am **janetgurtler:** @veschwab Do you look at blurbs if they're a "name"? #yalitchat
- 1:49 am **Shannon_Delany:** @Georgia_McBride I was told not to worry about blurbs. #yalitchat I *still* wonder and worry about them. ;-)
- 1:49 am **ktubb:** @PaulWHankins Hi! Ms. L'Engle's full quote: "Good for you! Keep reading, and you can do it!" (At least that's what I remember!) #yalitchat
- 1:49 am **MeganCurd:** @BloggersBooks that's the prob w blurbs. What if reader REALLY dislikes blurber? May turn off reader to new book. #yalitchat

- 1:49 am **jchenwriter:** @PaulWHankins Cool idea! Way to connect authors and students. Best use of technology. #yalitchat
- 1:49 am **tiffanytrent:** @jchenwriter @ktubb Awesome! Don't know what I would have said to her. Kind of like when I met Ursula Le Guin. Sooo nervous. #yalitchat
- 1:49 am **veschwab:** @BloggersBooks Haha a good point. I have, ONCE OR TWICE, been turned off because I didn't like a blurber's books. Gives me pause. #yalitchat
- 1:49 am **DanFriedman81:** If you were to add up the royalties you earn as a result of social networking, it would probably be less than \$1 an hour. #yalitchat
- 1:49 am **MyraMcEntire:** My understanding is that blurbs are a bigger issue when it comes to selling to booksellers, not the general public. Yes? No? #yalitchat
- 1:50 am **cindypon:** @AMBeaufort @Shannon_Delany i admit i dont understand Author Mystique. we're just writers. =) #yalitchat
- 1:50 am **KaSonndraLeigh:** @MyraMcEntire exactly the point made in my last tweet #yalitchat
- 1:50 am **LadyHawkins:** As for blurbs, I'm in the "can't hurt (usually!)" camp. They're great, but blurbs have never made me want to read a book. #yalitchat
- 1:50 am **cathschaffstump:** RT @tiffanytrent: I think if I had been able to talk to authors I admired online as a teen, it would have made a huge difference in my life. #yalitchat
- 1:50 am **JennRHubbard:** On #yalitchat tonight (going on now) the discussion is: what gives books that special audience-finding Something? (I'm paraphrasing)
- 1:50 am **AMBeaufort:** Depends the author who's blurbing. Anything Scott Westerfeld blurbs, I won't lie, i'll buy. #yalitchat
- 1:50 am **janetgurtler:** I bought a book based on a Stephen King blurb. The book disappointed me and sadly his blurbs have less power to me now. #yalitchat
- 1:50 am **Georgia_McBride:** @MyraMcEntire Well S. Meyer saying anything: H. Games. Percy Jackson, Mortal Instruments. See a pattern? #yalitchat
- 1:50 am **veschwab:** @janetgurtler I do, BUT if I had a NEG reaction to the blurber's book, it will dissuade me. Whereas no blurb = not dissuaded #yalitchat
- 1:50 am **veschwab:** @LadyHawkins Precisely. #yalitchat
- 1:50 am **KateMessner:** I respectfully disagree... RT @DanFriedman81 Blog if you enjoy it, but it doesn't yield sales. #yalitchat
- 1:50 am **lauramanivong:** RT @DanFriedman81: If you added up royalties you earn as result of social networking, it would probably be less than \$1 an hour. #yalitchat
- 1:50 am **Christina_Lee04:** Blurbs definitely help--if you read them! ;-) I'll admit hearing about Hunger Games from S. Meyers--so glad I did! #yalitchat
- 1:50 am **PaulWHankins:** @KateMessner You and I are both doing ALAN for first time this year! I am introducing a panel on Monday afternoon. Excited. #YALitChat
- 1:51 am **4KidLit:** @BloggersBooks But that's such an insane blurb. Not remotely similar book. #yalitchat
- 1:51 am **jennymckmoss:** @tiffanytrent I'd've been nervous too. But then I'm nervous when I meet anyone. :) #yalitchat
- 1:51 am **janflora:** RT @NovelistLauren: @bloggersbooks Why wouldn't we want to talk to you guys. You readers make us. We're proud to have you as fans. #yalitchat
- 1:51 am **SteveEmond:** I always hear "I saw that big smiley face on the cover, asking me to pick it up!" So props to designer @royalsapien #YALitChat
- 1:51 am **AMBeaufort:** But COVERS are really what sell a book. I won't pick up a cover I don't like unless i've gotten recommended it like twice. #yalitchat
- 1:51 am **robinmellom:** @LadyHawkins Yay, Rachel! (I'm reading Hex Hall right now. Awesome!) #yalitchat
- 1:51 am **dawnmetcalf:** RT @molly_oneill Mktg isn't just about big-scale stuff! Simple, genuine relationship-building is often a foundation for success. #yalitchat
- 1:51 am **Georgia_McBride:** @MeganCurd @BloggersBooks Odds of that many readers disliking blurber is slim. Is Blurber a word? Think I created 2 words today. #yalitchat
- 1:51 am **EmilyGale:** As a consumer I definitely pay attention to cover puffs so I stuck my neck out to get my own from a long-admired author. #yalitchat

- 1:51 am **NovelistLauren:** @MeganCurd Good point #yalitchat
- 1:51 am **jennymckmoss:** @PaulWHankins @KateMessner Kate is AWESOME. :) #yalitchat
- 1:51 am **janetgurtler:** @veschwab Yup. What you said. #yalitchat
- 1:51 am **KateMessner:** RT @molly_oneill: Marketing isn't just big-scale stuff! Simple, genuine relationship-building is often a foundation for success. #yalitchat
- 1:51 am **Georgia_McBride:** @Shannon_Delany I have my blurbers lined up already. Though they may quit now for being called blurbers. #yalitchat
- 1:51 am **tiffanytrent:** @jennymckmoss Oh, me too. Me TOO. #yalitchat
- 1:51 am **sullivankate:** @MyraMcEntire Yes, blurbs can be very effective when selling to booksellers. #yalitchat
- 1:52 am **basma_aal:** RT @AMBeaufort: But COVERS are really what sell a book. I won't pick up a cover I don't like unless i've gotten recommended it like twice. #yalitchat
- 1:52 am **KateMessner:** @PaulWHankins Me too- can't wait! #yalitchat
- 1:52 am **tiffanytrent:** @cathschaffstump It's hard to strike a balance, yes? I mean, the angle needs to be just right. #yalitchat
- 1:52 am **veschwab:** @jchenwriter VERY strong. Strong enough to sell to those in the opposite "camp" or skeptics. #yalitchat
- 1:52 am **PaulWHankins:** Honoring @Georgia_McBride's request for no outside links, but our YA author guests should really look into a ALAN membership. #YALitChat
- 1:52 am **Barbaradee2:** Blurbs are not necessarily for readers, but for teachers, librarians, booksellers? #yalitchat
- 1:52 am **malindalo:** @KateMessner Kate! I love your blog. I squealed when I saw ASH on your classroom bookshelf! #yalitchat
- 1:52 am **Georgia_McBride:** @janetgurtler Stephen King is nothing to you now? Wow. Sucks. He's proly hurt. #yalitchat
- 1:52 am **MyraMcEntire:** @sullivankate :D You would know!!! #yalitchat
- 1:52 am **DanFriedman81:** Whatever causes books to "go viral," beyond the quality of the work, it is pretty much beyond the author's control. #yalitchat
- 1:52 am **BloggersBooks:** @AMBeaufort A cover will push me over sometimes, but I try REALLY hard not to let it dictate what I'm interested in. #yalitchat
- 1:52 am **AMBeaufort:** Concerning author mystique, unless I live in your basement (and i'm pretty sure i don't), you're still pretty mysterious. Promise #yalitchat
- 1:52 am **BrendaBarber:** Ever worry that readers spend too much time reading blogs and don't have time to read BOOKS? #yalitchat
- 1:52 am **malindalo:** @PaulWHankins OK, wait, authors can become MEMBERS of ALAN? This is news to me! #yalitchat
- 1:52 am **cleemckenzie:** @cindypon Ah, at last. We are only writers. These are only books. Some are good. Some are great. Publicity only does so much. #yalitchat
- 1:52 am **tiffanytrent:** @molly_oneill I think we overlook that simple truth a lot, in search of some more elegant solution. #yalitchat
- 1:53 am **4KidLit:** RT @Jaime_Reed: Be versatile, allow a time & place for everything, time to write, to edit, to conduct business, & to promote. #yalitchat
- 1:53 am **MyraMcEntire:** She knows these things. :D RT @sullivankate: @MyraMcEntire Yes, blurbs can be very effective when selling to booksellers. #yalitchat
- 1:53 am **veschwab:** @jchenwriter If enough people rave about something I'm unsure about, it will DEF get me to pick it up. #yalitchat
- 1:53 am **kelcrocker:** Or magic fairies. RT @DanFriedman81: Whatever causes books to "go viral," ... is pretty much beyond the authors control. #YALitChat
- 1:53 am **PaulWHankins:** @jennymckmoss @KateMessner is super! She cited us in her recent SLJ blog and we were absolutely thrilled. Showed my principal! #YALitChat
- 1:53 am **Georgia_McBride:** @MyraMcEntire I think yes and yes/no/maybe. Blurbs from fave author can influence a consumer for sure. #yalitchat

- 1:53 am **4KidLit:** RT @cindypon Ah, at last. We are only writers. These are only books. Some are good. Some are great. Publicity only does so much. #yalitchat
- 1:53 am **EbonyMcKenna:** RT @DanFriedman81: books to "go viral," beyond the quality of the work, it is pretty much beyond the author's control. #yalitchat
- 1:53 am **donalynbooks:** @DanFriedman81 Disagree about blogging-- many of my students follow authors' blogs. Pre-order new releases when mentioned. #yalitchat
- 1:53 am **the_familiars:** @PaulWHankins What grade do you teach? Would our book be appropriate for a Skype chat? We'd love to do it some time!! #YALitChat
- 1:53 am **StefneMiller:** Talking to the incredible bloggers and "fans" via e-mail and twitter is my favorite part of the job!!! #yalitchat
- 1:53 am **Georgia_McBride:** @PaulWHankins For sure. We'll link to it before we close. DM me the link if you need to leave before 11. #YALitChat
- 1:53 am **KateMessner:** @malindalo ASH went out Monday to one of my returning 8th graders - came back today - she loved it! #yalitchat
- 1:53 am **dawnmetcalf:** @MyraMcEntire @sullivankate But...not all publishers ask for/want blurbs. What then? #yalitchat
- 1:54 am **janetgurtler:** @Georgia_McBride No no! His Blurbs are not potent. Stephen King is still my homie. #yalitchat
- 1:54 am **dawnmetcalf:** RT @donalynbooks: @DanFriedman81 Disagree about blogging-- many of my students follow authors' blogs. Pre-order new releases when mentioned. #yalitchat
- 1:54 am **PaulWHankins:** @malindalo Oh yes. You certainly can. And it helps me in my position as a state representative to ALAN to bring you on board. #YALitChat
- 1:54 am **Georgia_McBride:** @the_familiars @PaulWHankins Do it. These guys are awesome. #YALitChat
- 1:54 am **Georgia_McBride:** @janetgurtler Whew. Thanks the gods. #yalitchat
- 1:54 am **kirstenhubbard:** interesting. I'm more influenced by blurbs than I used to be. I definitely pay attention when a favorite author blurbs a book. #yalitchat
- 1:54 am **Shannon_Delany:** @Georgia_McBride lol--Yes, a sexier term is probably in order. "Blurber" just doesn't convey it. ;-) #yalitchat
- 1:54 am **cindypon:** @Shannon_Delany intriguing! #yalitchat
- 1:54 am **jennymckmoss:** @PaulWHankins @katemessner Wait. Kate has a SLJ blog? Where have I been not to know this? Yay for SLJ & Kate. #yalitchat
- 1:55 am **the_familiars:** @KateMessner Skype chats - do u know some teachers/librarians/schools that are open to this? We really want to pursue... #yalitchat
- 1:55 am **MyraMcEntire:** I think if teens are aware of author blogs/sites, it's largely due to kick butt librarians and teachers. #yalitchat
- 1:55 am **janetgurtler:** @kirstenhubbard But what if you don't like the book the "blurber" blurbed. #yalitchat
- 1:55 am **BloggersBooks:** @AMBeaufort This is true. But the plot summary still has to be intriguing. Gorgeous cover does not a good book make. #yalitchat
- 1:55 am **lauramanivong:** The drive to social network can snowball, fester in brain. Just one more tweet. One more blog interview. Can get out of control #yalitchat
- 1:55 am **KateMessner:** @PaulWHankins @jennymckmoss Aw, thanks, you guys... I think you're both pretty fantastic, too! #yalitchat
- 1:55 am **mitaliperkins:** Hello #YALitChat! We're talking about blurbs, blogs, social media--how they affect sales, right? Well, let me ditto all things @katemessner.
- 1:55 am **RebeccaAgent:** I think it's time for me to say goodnight before I lose my mojo #yalitchat
- 1:55 am **Georgia_McBride:** @dawnmetcalf If you tell me to pick up something I'm on it. I trust you. Since I know how blurbing works however, not so much. #yalitchat
- 1:55 am **LisaDez:** @AMBeaufort Uh-oh! #yalitchat =)
- 1:55 am **sullivankate:** @MyraMcEntire THX! Blurbs should be personal, some authors (more adult I think) blurb too freely and lose cred. #yalitchat
- 1:55 am **janetgurtler:** @Georgia_McBride No doubt. :) #yalitchat

- 1:55 am **Shannon_Delany:** @Georgia_McBride I was VERY picky about folks I asked for blurbs. I didn't hunt down rly big names--only authors I abs respected. #yalitchat
- 1:55 am **NahSR:** RT @MyraMcEntire: I think if teens are aware of author blogs/sites, it's largely due to kick butt librarians and teachers. #yalitchat
- 1:55 am **DanFriedman81:** Mysterious isn't good, unless you're Pynchon or Salinger. You should answer e-mails, do interviews, read at stores. #yalitchat
- 1:56 am **Anjuli_Graunke:** RT @molly_oneill: Remember, marketing isn't just about big-scale stuff! Simple, genuine relationship-building is often a foundation for success. #yalitchat
- 1:56 am **KateMessner:** @jennymckmoss Not a blog, but I've written a few technology & literacy features for them. #yalitchat
- 1:56 am **jchenwriter:** @veschwab Yeah you're right. I picked up the Hunger Games after everyone told me I should. #yalitchat
- 1:56 am **dawnmetcalf:** @DanFriedman81 I think a key question is what is *IN* an author's control? #yalitchat
- 1:56 am **LadyHawkins:** RT @MyraMcEntire: I think if teens are aware of author blogs/sites, it's largely due to kick butt librarians and teachers. #yalitchat > YUP
- 1:56 am **jennymckmoss:** RT @MyraMcEntire: I think if teens are aware of author blogs/sites, its largely due to kick butt librarians and teachers. #yalitchat
- 1:56 am **PattyBlount:** #yalitchat I hate dystopians but only read Hunger Games because of online activity. Twitter is virtual word of mouth.
- 1:56 am **MyraMcEntire:** RT @sullivankate: @MyraMcEntire THX! Blurbs should be personal, some authors (more adult I think) blurb too freely and lose cred. #yalitchat
- 1:56 am **Georgia_McBride:** How cute are you? Goodnite! RT @RebeccaAgent: I think it's time for me to say goodnight before I lose my mojo #yalitchat
- 1:56 am **AMBeaufort:** @bloggersbooks Totally agree. Good summary=want. But even summaries don't fully convince. Brightly Woven, didn't like the summary #yalitchat
- 1:56 am **DanFriedman81:** But you're not going to make a significant difference in sales by trying to friend a bunch of people on Facebook. #yalitchat
- 1:56 am **jchenwriter:** @veschwab And more literary books too. I think if 3 or more people tell me, "Hey you should read this," I look for it. #yalitchat
- 1:56 am **bethrevis:** An important thing for new authors to consider: many teachers don't *know* about Skype. Teach them abt tech, then give program. #yalitchat
- 1:56 am **dawnmetcalf:** RT @veschwab: @jchenwriter If enough people rave about something I'm unsure about, it will DEF get me to pick it up. #yalitchat
- 1:56 am **srolutola:** RT @molly_oneill: Remember, marketing isn't just about big-scale stuff! Simple, genuine relationship-building is often a foundation for success. #yalitchat
- 1:56 am **janetgurtler:** RT @AMBeaufort: @bloggersbooks Totally agree. Good summary=want. But even summaries dont fully convince. #yalitchat
- 1:57 am **clioenglish:** RT @LadyHawkins: RT @MyraMcEntire: I think if teens are aware of author blogs/sites, it's largely due to kick butt librarians and teachers. #yalitchat > YUP
- 1:57 am **tiffanytrent:** Must sign off for now, fair Tweeters, but thanks for the awesome #yalitchat!
- 1:57 am **kelcrocker:** RT @PattyBlount: #yalitchat only read Hunger Games because of online activity. Twitter is virtual word of mouth. #YALitChat
- 1:57 am **KaSonndraLeigh:** @AMBeaufort I'm probably the poster child for pretty book cover suckers...sighs #yalitchat
- 1:57 am **PaulWHankins:** @the_familiars 11th grade. You'll find that I am the "anti-age branding" guy. I love the book. Our learners would enjoy this! #YALitChat
- 1:57 am **dawnmetcalf:** RT @MyraMcEntire: I think if teens are aware of author blogs/sites, its largely due to kick butt librarians and teachers. #yalitchat
- 1:57 am **Georgia_McBride:** @mitaliperkins Hey you! Love that you come prepared to talk on topic. You are my favorite! #YALitChat
- 1:57 am **sullivankate:** @dawnmetcalf Do authors offer to blurb other authors? I think offer should always be made even if pub doesn't ask. #yalitchat
- 1:57 am **malindalo:** @KateMessner That's so great! I'm thrilled! #yalitchat

- 1:57 am **Georgia_McBride:** @the_familiars You should join the skype author network. #yalitchat
- 1:57 am **KateMessner:** @the_familiars Are you on Skype an Author network? I also keep an updated blog list of authors who do free 20-min. Skype chats. #yalitchat
- 1:57 am **PaulWHankins:** @Georgia_McBride Hmm. For whatever reason, I cannot DM you. You might have some 'splainin' to do. #YALitChat
- 1:58 am **BloggersBooks:** @AMBeaufort Mhmm. Pretty cover or awesome author. I can think of probably 5 books where cover/author gave me the last push. #yalitchat
- 1:58 am **AMBeaufort:** @DanFriedman81 Yes, but having a blog and facebook page gets more people into you're book and such. Raises sales ultimately #yalitchat
- 1:58 am **donalynbooks:** #yalitchat Number one way readers choose books-- personal recommendations from another reader. With teens: peers, teachers, librarians.
- 1:58 am **lisagailgreen:** I think word of mouth still has the most impact on what I buy #yalitchat
- 1:58 am **jennymckmoss:** And more fun & personally satisfying too RT @molly_oneill: Simple genuine relationship-building is often a foundation for success #yalitchat
- 1:58 am **thereadingzone:** My teens take recs more from each other than from blurbs. :) #yalitchat
- 1:58 am **DanFriedman81:** @dawnmetcalf The author can write a book that's unique enough to stand out, but commercial enough to reach a sizable audience. #yalitchat
- 1:58 am **EbonyMcKenna:** mee too: I think if 3 or more people tell me, "Hey you should read this," I look for it. #yalitchat
- 1:58 am **ktubb:** For Skype, join the Skype An Author Network. Good database of authors there! #yalitchat
- 1:58 am **kirstenhubbard:** got sucked in to #yalitchat by interesting topic and so many familiar faces. #yalitchat
- 1:58 am **kelcrocker:** have to run, too. So fun and learned a ton. Thank you @Georgia_McBride and all! #YALitChat
- 1:58 am **SaraJDizzle:** RT @DeeScribe - Wondering how others have found online launch parties and blog tours? #yalitchat
- 1:58 am **Georgia_McBride:** @Shannon_Delany And I think some go for the names 'cause they think it=sales. #yalitchat
- 1:58 am **dawnmetcalf:** @Georgia_McBride Hmm. I guess I *don't* know how blurbing works... Seems to involve lots of agent-sibs & crit partners. #yalitchat
- 1:58 am **veschwab:** @jchenwriter DEFINITELY. That one for me was ANNA AND THE FRENCH KISS, and I LOVEEDDDDDDD it. #yalitchat
- 1:58 am **MyraMcEntire:** ?@Figment527: @MyraMcEntire in our Teen Zone we try to feature author blogs/websites so kids know about em'.? #yalitchat
- 1:58 am **Vordak:** I believe strongly in putting the best looking object possible on the cover. Mesmerize the consumer. #yalitchat
- 1:58 am **jtwhitaker:** RT @AMBeaufort: @dawnmetcalf Writers were something you couldn't touch. With twitter and the blog, authors are heros, humans AND friends. #yalitchat
- 1:59 am **dawnmetcalf:** @kelcrocker Thanks for being part of #yalitchat!
- 1:59 am **ChickLitShortys:** YA Manuscript Submissions Call! <http://bit.ly/doUTJ2> #yalitchat #yalit (thanks @hopeclark)
- 1:59 am **PaulWHankins:** @Barbaradee2 Raises hand. We love Skype in Room 210, especially if author has "writing tips, exercises, and invitations." #YALitChat DM me.
- 1:59 am **YALitReview:** hi #yalitchat! coming in late from the @SmartChicksTour. i always seem to miss the chats these days!
- 1:59 am **bunnybabe09:** @MyraMcEntire What is a blurb? #yalitchat
- 1:59 am **EbonyMcKenna:** I got on the Hunger Games bandwagon from friend and bookseller recommendations. #YaLitChat
- 1:59 am **heatherwpetty:** RT @MyraMcEntire: I think if teens are aware of author blogs/sites, it's largely due to kick butt librarians and teachers. #yalitchat
- 1:59 am **PaulWHankins:** RT @donalynbooks: #yalitchat Number one way readers choose books-- personal recommendations from another reader. With teens: peers, teachers, librarians.

- 1:59 am **dawnmetcalf:** @DanFriedman81 Oh. Is THAT all? ;-) #yalitchat
- 1:59 am **BloggersBooks:** #QueenofMultitasking I've written 2 and a half pages of my paper in about 45 minutes, WHILE playing in #yalitchat
- 1:59 am **BrendaBarber:** Speaking of energy and mojo, look how many of us are tweeting instead of writing right now! Hee! #yalitchat
- 1:59 am **Barbaradee2:** Do librarians/teachers tend to create WOM abt certain kinds of books? #yalitchat
- 1:59 am **dawnmetcalf:** @PaulWHankins *raises hand* ;-) Seriously: Skype An Author Network is wonderful! #yalitchat #yalitchat
- 2:00 am **KateMessner:** For those asking about Skype author visits, here's a link to my Sept. SLJ feature on this: <http://bit.ly/9nSh65> #yalitchat
- 2:00 am **kirstenhubbard:** @janetgurtler so true. like music taste. it's always interesting to see how widely that varies. #yalitchat
- 2:00 am **dawnmetcalf:** @BloggersBooks I bow before the #QueenofMultitasking !! #yalitchat
- 2:00 am **jchenwriter:** RT @ktubb: For Skype, join the Skype An Author Network. Good database of authors there! #yalitchat
- 2:00 am **Georgia_McBride:** @dawnmetcalf I just mean that some authors will do what they can for fellow "lpub" mates if asked/not really into book. #yalitchat
- 2:00 am **jchenwriter:** RT @EbonyMcKenna: mee too: I think if 3 or more people tell me, "Hey you should read this," I look for it. #yalitchat
- 2:00 am **ktubb:** RT @dawnmetcalf: @PaulWHankins *raises hand* ;-) Seriously: Skype An Author Network is wonderful! #yalitchat <<Yes! #yalitchat
- 2:00 am **DanFriedman81:** @AMBeaufort What makes sales is booksellers you've never met in places you've never been recommending your book to customers. #yalitchat
- 2:00 am **EbonyMcKenna:** I wrote earlier, this is my treat :-) RT @BrendaBarber: look how many of us are tweeting instead of writing right now! Hee! #yalitchat
- 2:00 am **donalynbooks:** @the_familiars I am up for a Skype visit! Also a blog tour post for teacher magazine? Are you doing a blog tour? #yalitchat
- 2:00 am **model_bfw:** RT @donalynbooks: #yalitchat Number one way readers choose books--personal recommendations from another reader. With teens: peers, teachers, librarians.
- 2:00 am **underthecovers:** @donalynbooks Do you find girls or boys follow author blogs more? Or is it equal? #yalitchat
- 2:01 am **dawnmetcalf:** @Vordak ROFL!! (Of course, I loved the book... I blame @EgmontGal.) #yalitchat
- 2:01 am **cleemckenzie:** Blurbing is work. Actually, it's begging. I beg well. #yalitchat
- 2:01 am **Georgia_McBride:** @the_familiars So happy for you guys. Just gave a copy of THE FAMILIARS away on my blog today. #yalitchat
- 2:01 am **jenlam26:** . @MyraMcEntire I am constantly introducing my students to authors works and showing them how they connect with them! #yalitchat
- 2:01 am **Barbaradee2:** @KateMessner I am--->Are you on Skype an Author network? #yalitchat
- 2:01 am **KaSonndraLeigh:** @SaraJDizzle a lot of surfing, word of mouth, and perfecting the search tag art #yalitchat
- 2:01 am **jchenwriter:** RT @donalynbooks: #yalitchat Number one way readers choose books--personal recommendations from another reader. With teens: peers, teachers, librarians.
- 2:02 am **PaulWHankins:** @Barbaradee2 We promote books via book-talking and face-out displays. What kinds? Right books at right time for right student. #YALitChat
- 2:02 am **Georgia_McBride:** What do you guys say about outside publicists? Some publishers discourage it. #YALITCHAT
- 2:02 am **DanFriedman81:** @AMBeaufort The idea of an author hand-selling the book to thousands of readers worked for Paolini, failed nearly everyone else. #yalitchat
- 2:02 am **MyraMcEntire:** @jenlam26 Because you are kick-butt. #yalitchat
- 2:02 am **dawnmetcalf:** @sullivanakate I think offers ASK other authors to consider blurbing their book, not the other way around. #yalitchat

- 2:03 am **donalynbooks:** @Barbaradee2 Yes, good ones. #yalitchat
- 2:03 am **ElissaJanine:** my middle schoolers are starting a book blog and are SO excited about the online world of authors, of which they were clueless. #yalitchat
- 2:03 am **C_Spaghetti:** I've noticed that nonfiction is rarely mentioned in regard to YA Lit. Why is that? #kidsnonfiction #yalitchat
- 2:03 am **janflora:** @Georgia_McBride Is there a transcript from last week's chat up? cant find to share w/ someone #yalitchat
- 2:03 am **dawnmetcalf:** @DanFriedman81 @AMBeaufort Um...I think his parents' being in the biz helped more than a little. #yalitchat
- 2:03 am **cleemckenzie:** Well, my mojo has mojoed for the day. Thanks for the beautiful chat. Until next Wed. #yalitchat
- 2:03 am **janetgurtler:** Great chat but I have to go put the wee one to bed. Night all. #yalitchat
- 2:03 am **jchenwriter:** @veschwab I'll put it on my list of books to look for! WOM. It's working already. #yalitchat
- 2:03 am **lauramanivong:** @Georgia_McBride Shoot, you can write a press release yourself and get it out to local media. #yalitchat
- 2:03 am **LadyHawkins:** I would say WAIT on outside publicist. Houses usually don't assign publicists until a month or so before release. #yalitchat
- 2:04 am **PaulWHankins:** Blog tours big when you hit a classroom site or two. We're hosting @CherylRainfield next week and Beautiful Darkness next month. #YALitChat
- 2:04 am **Shannon_Delany:** @Georgia_McBride There has been no push to get any blurbs for 2nd book in the series. *shrug* Made me raise an eyebrow at first. #yalitchat
- 2:04 am **KateMessner:** @ElissaJanine That's fantastic! Can you share a link to it when it's up & running? #yalitchat
- 2:04 am **Georgia_McBride:** @janflora didnt archive last weeks since it was just chatter about memories from past year and no real topic. #yalitchat
- 2:04 am **dawnmetcalf:** @BrendaBarber It was great having you here at #yalitchat !
- 2:04 am **kellyhashway:** I mostly lurked tonight, but I learned a lot. Thanks everyone! #yalitchat
- 2:04 am **EbonyMcKenna:** @Georgia_McBride I wouldn't hire an outside publicist - the best use of my time is to write the best books I can. #YALITCHAT
- 2:04 am **ktubb:** RT @ElissaJanine: my middle schoolers are starting a book blog and are SO excited about the online world of authors <<Cool! #yalitchat
- 2:04 am **dawnmetcalf:** RT @LadyHawkins: I would say WAIT on outside publicist. Houses usually don't assign publicists until a month or so before release. #yalitchat
- 2:04 am **KateMessner:** @sullivanakate I'm not sure Skype works as well w/ bookstores as it does w/ classes/library groups/book clubs. #yalitchat
- 2:04 am **lisagailgreen:** If a book doesn't have a blurb, does that make you pause before picking it up? #yalitchat
- 2:04 am **LadyHawkins:** BUT I've heard of several people who got no PR stuff from their house, and we really happy hiring an outside PR person. #yalitchat
- 2:04 am **4KidLit:** RT @AMBeaufort: @dawnmetcalf Writers were something u couldnt touch. With twitter & blog, authors are heros, humans AND friends. #yalitchat
- 2:04 am **jennymckmoss:** @janetgurtler Nite #yalitchat
- 2:04 am **dawnmetcalf:** RT @ElissaJanine: my middle schoolers are starting a book blog and are SO excited about the online world of authors, of which they were clueless. #yalitchat
- 2:04 am **DanFriedman81:** Telling readers your book is good works about as well as telling agents your manuscript is good. Nobody will trust you. #yalitchat
- 2:05 am **lauramanivong:** @ElissaJanine Make sure to share the blog with us. I've talked to a few kids that way and it's been rewarding to both sides. #yalitchat
- 2:05 am **dawnmetcalf:** @lisagailgreen Not even a little bit. (IMO) #yalitchat
- 2:05 am **robinmellom:** @elissajanine A blog like that sounds fantastic! Keep us posted!!! #yalitchat
- 2:05 am **StefneMiller:** RT @DanFriedman81: books to "go viral," beyond the quality of the work, it is pretty much beyond the author's control. #yalitchat

2:05 am **thereadingzone:** @C_Spaghetti My teens say-besides bios,there is little YA nonfic out there. Seems to jump from MG-adult. At least in their eyes. #yalitchat

2:05 am **Georgia_McBride:** @EbonyMcKenna I talk to sooo many authors who wish they could afford to hire them. And there are many who do. #YALITCHAT

2:05 am **BrendaBarber:** Spent big \$\$\$ on one once. Did NOT pay off. @Georgia_McBride What do you guys say about outside publicists? #YALITCHAT

2:05 am **janflora:** @Georgia_McBride OK , thanks :) #yalitchat

2:05 am **PaulWHankins:** @Vordak If you bait him, he will come. Evil and Beauty in perfect symbiosis. Don't miss his book, gang. Our kids are buzzing. #YALitChat

2:05 am **EbonyMcKenna:** @LadyHawkins This is probably most authors. Best bang for buck is to spend money on getting book in stores. #yalitchat

2:06 am **Shannon_Delany:** @LadyHawkins True. And outside publicists *can be* very expensive. My pubber provided an excellent team for me but it's cyclical. #yalitchat

2:06 am **the_familiars:** @PaulWHankins what do you mean "a classroom site?" #yalitchat

2:06 am **KateMessner:** @MyraMcEntire One doesn't know. One guesses. And hopes. #yalitchat

2:06 am **DanFriedman81:** A worthwhile blog has to have a constant stream of content relevant to the audience to win readers and translate into sales. #yalitchat

2:06 am **cindypon:** @DanFriedman81 he was a 15. thats great platform. #yalitchat

2:06 am **jennymckmoss:** @MyraMcEntire I wonder abt this too. Gets confusing. #yalitchat

2:06 am **donalynbooks:** @underthecovers boys and girls both love following authors' blogs #yalitchat

2:06 am **BloggersBooks:** @MyraMcEntire I would hope the number of people going "OMG I WANT THIS BOOK NOW" is one way to measure. #yalitchat

2:06 am **janflora:** I love it! >> RT @Georgia_McBride: @the_familiars So happy for you guys. Just gave a copy of THE FAMILIARS away on my blog today. #yalitchat

2:06 am **Georgia_McBride:** @BrendaBarber You cant write 24/7. Community and learning is a must for an author. xoxo #yalitchat

2:06 am **lisagailgreen:** @dawnmetcalf Well, I value your opinion, so... #yalitchat

2:07 am **sarahockler:** @EbonyMcKenna How do you spend \$ getting book in stores? That's what publisher does. Unless you're mailing/visiting indies maybe? #yalitchat

2:07 am **DanFriedman81:** But that's a lot of effort that you could be putting toward your next book. And the sales your blog generates will not be huge. #yalitchat

2:07 am **lauramanivong:** @MyraMcEntire you can always run your ideas by your assigned publicist. Chances are, any efforts will be welcome. #yalitchat

2:07 am **MyraMcEntire:** @KateMessner Hee! I deeply fear doing something WRONG. But I am LIKE THAT. :P #yalitchat

2:07 am **Shannon_Delany:** @MyraMcEntire We did a conference call. Marketing, publicity, agent, editor & moi. They were very receptive & had great thoughts. #yalitchat

2:07 am **EbonyMcKenna:** @Georgia_McBride True, it would be nice to afford one, but I used to be a journo so I do my own media targeting. #YALITCHAT

2:07 am **BrendaBarber:** Thanks! I'll def be back! @ dawnmetcalf @BrendaBarber It was great having you here at #yalitchat !

2:07 am **PaulWHankins:** @the_familiars If you DM Mr. Hankins, I'll show you a fantastic little digital learning community. No links during #YALitChat (wink).

2:07 am **bunnybabe09:** @MyraMcEntire What do you do when you can't seem to find anyone interested in manuscript before you try to publish? #yalitchat #yalitchat

2:08 am **cindypon:** @EbonyMcKenna hey ebony! getting books in stores is mostly out of our hands? unless u go indie to indie... #yalitchat

2:08 am **veschwab:** @Shannon_Delany How far out from pub did you talk to them? #yalitchat

2:08 am **dawnmetcalf:** RT @MyraMcEntire: Publishers want authors to self-promote, but how does one know if the ways one is promoting are okay, especially in early days? #yalitchat

2:08 am **bonnyglenn:** @thereadingzone @CSpaghetto My teen loves reading adult nonfic like FRUITLESS FALL, Gladwell books, H. Zinn, DANG. WORLD/BUTTRFLS #yalitchat

- 2:08 am **Georgia_McBride:** @MyraMcEntire OK or on target? In line with what the pubs has on tap? Is that what you mean? #yalitchat
- 2:08 am **jchenwriter:** Not to sound too tech dumb but what is a blog tour? #yalitchat
- 2:08 am **thereadingzone:** Esp in this economy RT @PaulWHankins few tchrs have opp to atnd confs like ALA/BEA.Find ones who do.They're sharing your titles. #YALitChat
- 2:08 am **Barbaradee2:** @donalynbooks I mean certain genres. #yalitchat
- 2:08 am **Shannon_Delany:** @MyraMcEntire There's also *cough* theory of "better to ask forgiveness than permission" but I tend toward permission thing. ;) #yalitchat
- 2:08 am **SarahRettger:** @C_Spaghetti #kidsnonfiction #yalitchat Theory: high sch kids are expected to read adult nonfic, so not encouraged.
- 2:08 am **MyraMcEntire:** I know official things are on the schedule, etc., it's brainstorming/planning things without overstepping I wonder about. #yalitchat
- 2:09 am **KateMessner:** @bunnybabe09 You get feedback and revise. And get more feedback. And revise. Rinse & repeat... #yalitchat
- 2:09 am **dawnmetcalf:** What might influence a publisher to give a book an extra push before launch? #yalitchat
- 2:09 am **MyraMcEntire:** @Shannon_Delany LOL! I have no idea what you're talking about. *cough* #yalitchat
- 2:09 am **EbonyMcKenna:** @cindypon you're right about that. Sorry about picking that emotional scab. #yalitchat
- 2:09 am **donalynbooks:** @lisagailgreen If kids can't read a teaser or blurb, they are reluctant to choose the book. #yalitchat
- 2:09 am **lauramanivong:** I think you CAN get your books into stores. It takes a lot of cold calling, but I've done it and had my book shortlisted. #yalitchat
- 2:09 am **ElissaJanine:** @MyraMcEntire I'm with you.It's so nerve-wracking, and if you fail, then what do you do, after all the time/effort to get here? #yalitchat
- 2:09 am **Georgia_McBride:** #YALITCHAT has beginner and advanced marketing and promotion webinars in October and November for pubbed authors.
- 2:09 am **KateMessner:** @MyraMcEntire When I'm planning things, I just drop my publicist a note so she's in the loop. #yalitchat
- 2:09 am **LadyHawkins:** @EbonyMcKenna @Shannon_Delany Yeah, the money involved in outside PR peeps can be...Yikes. Perhaps not BEST investment! #yalitchat
- 2:09 am **lisagailgreen:** @donalynbooks But teaser and blurb are different things... #yalitchat
- 2:09 am **jennymckmoss:** @PaulWHankins How do teachers & librarians get the opp to go to conf like ALA/BEA & of course my state's TLA :) #yalitchat
- 2:10 am **dawnmetcalf:** RT @Georgia_McBride: #YALITCHAT has beginner and advanced marketing and promotion webinars in October and November for pubbed authors.
- 2:10 am **StefneMiller:** Thanks for that info! Made my night!!!! RT @Georgia_McBride: @the_familiars You should join the skype author network. #yalitchat
- 2:10 am **janflora:** RT @ktubb: RT @ElissaJanine: my middle schoolers are starting a book blog and are SO excited about the online world of authors <<Cool! #yalitchat
- 2:10 am **veschwab:** Here's a q: how far from pub date did you get your publicist? #yalitchat
- 2:10 am **lisagailgreen:** Good question! RT @dawnmetcalf: What might influence a publisher to give a book an extra push before launch? #yalitchat
- 2:10 am **cindypon:** @EbonyMcKenna ha! i though you knew a trick! and i ordered Ondine last week!! =D #yalitchat
- 2:10 am **BrendaBarber:** True, true, true! @Georgia_McBride @BrendaBarber You cant write 24/7. Community and learning is a must for an author. xoxo #yalitchat
- 2:10 am **janflora:** RT @thereadingzone: @C_Spaghetti My teens say-besides bios,there is little YA nonfic out there. Seems to jump from MG-adult. At least in their eyes. #yalitchat
- 2:10 am **Georgia_McBride:** @ElissaJanine @MyraMcEntire Your pub is your partner. An open dialogue about what you think u want to do/what they plan is key. #yalitchat
- 2:10 am **MyraMcEntire:** @KateMessner I plan to do the same - just now getting there. #yalitchat

- 2:10 am **DanFriedman81:** @dawnmetcalf Paolini went around dressed like some kind of elf for years flogging his book. Give the kid credit for that. #yalitchat
- 2:10 am **ElissaJanine:** @LauraManivong @robinmellom we're set to private now, but our address will be inthemiddlereading.blogspot.com #yalitchat
- 2:11 am **lauramanivong:** @veschwab four months prior maybe... #yalitchat
- 2:11 am **the_familiars:** @KateMessner great article! Please add Adam Jay Epstein & Andrew Jacobson of The Familiars to your list of free Skypers! #yalitchat
- 2:11 am **KateMessner:** @bunnybabe09 Critique groups or just a writing partner can help w/ feedback. SCBWI conferences often offer critique sessions. #yalitchat
- 2:11 am **jennymckmoss:** @lauramanivong Interesting. I've visited stores & been shortlisted; I haven't tried calling. #yalitchat
- 2:11 am **Shannon_Delany:** @veschwab I'd have to check my old timeline but I think we were 5 or 6 months outside the release? That seems right. #yalitchat
- 2:11 am **Georgia_McBride:** RT @dawnmetcalf: What might influence a publisher to give a book an extra push before launch? #yalitchat
- 2:11 am **EbonyMcKenna:** @cindypon <3 Thank you. In UK, Ondine was in store at Waterstones but only a handful of WH Smith . #yalitchat
- 2:11 am **ktubb:** @MyraMcEntire (and by "everything," I mean an update every couple of weeks. Not overload! ;-)) #yalitchat
- 2:11 am **jchenwriter:** @sharigreen Thank you! :) Good to see you here. I made it on because you told me when the new time was! #yalitchat
- 2:11 am **MyraMcEntire:** @ktubb That's what I'm doing now. They're super - I'm hesitant. Also a bit impulsive. Maybe I should take Benadryl. #nervepills #yalitchat
- 2:12 am **veschwab:** @lauramanivong Gotcha! #yalitchat
- 2:12 am **StefneMiller:** RT @lisagailgreen: I think word of mouth still has the most impact on what I buy #yalitchat
- 2:12 am **BloggersBooks:** Almost done with my paper. Must...stop...following... #yalitchat
- 2:12 am **charissaweaks:** RT @veschwab: As reader, writers are this faraway thing to me. As writer, they've become a closer-up, REAL thing. And I respect them even more. #yalitchat
- 2:12 am **Shannon_Delany:** RT @Georgia_McBride: #YALITCHAT has beginner and advanced marketing and promotion webinars in October and November for pubbed authors.
- 2:12 am **veschwab:** @Shannon_Delany That seems to be the norm... #yalitchat
- 2:12 am **cindypon:** @EbonyMcKenna id love to sell rights in UK!! #yalitchat
- 2:12 am **EbonyMcKenna:** @cindypon I do however recommend phoning (be charming) local stores and ask if you can sign their stock. I gave them cookies. #yalitchat
- 2:12 am **lisagailgreen:** No matter the payoff, I will continue to blog/tweet if I ever get published because I get so much out of it anyhow #yalitchat
- 2:12 am **MyraMcEntire:** @ktubb SEE! Yes, that's it exactly. Not wanting to overstep - the balance is so important, I think. #yalitchat
- 2:12 am **DanFriedman81:** @dawnmetcalf But people use his story as a basis for believing you can sell 10k copies of a crappy book out of the trunk of a car #yalitchat
- 2:12 am **bunnybabe09:** @KateMessner I'll be sure to check that out! #yalitchat
- 2:12 am **LisaDez:** @veschwab 5ish months before pub. ARCs need to go out to reviewers then. #yalitchat
- 2:12 am **sharigreen:** @jchenwriter I'm just squeakin' in for the last bit! #yalitchat
- 2:12 am **jennymckmoss:** Great question RT @dawnmetcalf: What might influence a publisher to give a book an extra push before launch? #yalitchat
- 2:12 am **janflora:** RT @Georgia_McBride: #YALITCHAT has beginner and advanced marketing and promotion webinars in October and November for pubbed authors.
- 2:12 am **Futterwackan:** RT @veschwab: As reader, writers are this faraway thing to me. As writer, they've become a closer-up, REAL thing. And I respect them even more. #yalitchat

2:12 am **EbonyMcKenna:** @cindypon I'd love to sell rights in USA! #yalitchat

2:13 am **dawnmetcalf:** @DanFriedman81 Very very (misleading) and true. Urban myths do better than harsh reality any ol' day! ;-) #yalitchat

2:13 am **MyraMcEntire:** #yalitchat ?@Vordak: You don't. But it keeps you from going crazy thinking about how your book is selling. Yes, I just gave a real answer.?

2:13 am **PaulWHankins:** RT @lisagailgreen: I think word of mouth still has the most impact on what I buy #yalitchat

2:13 am **Georgia_McBride:** @ElissaJanine You wont fail. At the level you will be doing things. Failure is not even possible. #yalitchat

2:13 am **Barbaradee2:** Enthusiasm from sales people-->.What might influence a publisher to give a book an extra push before launch? #yalitchat

2:13 am **C_Spaghetti:** @thereadingzone It is being published. Wish I knew numbers! #yalitchat

2:13 am **donalynbooks:** @jchenwriter Blog tour-- interview and reviews appear on several book review blogs during early weeks of release. #yalitchat

2:13 am **cindypon:** @EbonyMcKenna yes! i did that at least 6x at local bookstores. hee! #yalitchat

2:14 am **EbonyMcKenna:** RT @DanFriedman81: people use Paolini as a basis for believing you can sell 10k copies of a crappy book #yalitchat

2:14 am **janflora:** RT @lisagailgreen: No matter the payoff, I will continue to blog/tweet if I ever get published because I get so much out of it anyhow #yalitchat

2:14 am **cindypon:** @EbonyMcKenna and heres to our debuts breaking into one anothers markets. =) #yalitchat

2:14 am **janflora:** @lisagailgreen "when you get published!" WHEN! :) #yalitchat

2:14 am **StefneMiller:** thx! RT @KateMessner: 4 those asking abt Skype author visits, hre's a link 2 my Sept. SLJ feature on ths: <http://bit.ly/9nSh65> #yalitchat

2:14 am **lisagailgreen:** @LisaDez You always impress me, how the heck do you have time for #yalitchat today?? :D

2:14 am **jchenwriter:** Thanks everyone for the advice, new books to read, and general camaraderie! Off to eat dinner. #yalitchat

2:14 am **YAaddict:** Looks like I'm missing a good #yalitchat! I'll have to go back and read later.

2:14 am **dawnmetcalf:** @Vordak @MyraMcEntire O_o Wow. I never thought I'd live to see this day... Miracles Happen On #Yalitchat

2:14 am **teetate:** RT @EbonyMcKenna: RT @DanFriedman81: people use Paolini as a basis for believing you can sell 10k copies of a crappy book #yalitchat

2:15 am **jennymckmoss:** @PaulWHankins Do you have to be invited to attend? Or do you just need to come up w/ the money (no small feat)? #yalitchat

2:15 am **Shannon_Delany:** @LadyHawkins Precisely. Another good reason to hook into a group for publicity. Share expense + benefit. @EbonyMckenna #yalitchat

2:15 am **dawnmetcalf:** @jchenwriter Thanks for joining the happy melee! #yalitchat

2:15 am **MyraMcEntire:** @elissajanine I worry less about failing and more about offending, I think! #yalitchat

2:15 am **donalynbooks:** @Barbaradee2 Genre depends on individual interest. Good fantasy and realistic fiction always popular. Sci-fi audience growing. #yalitchat

2:15 am **MyraMcEntire:** @dawnmetcalf I know, RIGHT? @Vordak #yalitchat

2:15 am **lisagailgreen:** Agreed RT @RivetingRosie: @lisagailgreen Social media is the new word of mouth, which is why it's so great for the book community #yalitchat

2:15 am **EbonyMcKenna:** @DanFriedman81 Matthew Reilly had similar story here in Australia. Self-pub, then (much later) worldwide big sales. #yalitchat

2:15 am **dawnmetcalf:** @YAaddict We're still here now... ;-) #yalitchat

2:15 am **LadyHawkins:** @veschwab I was assigned a publicist in....Dec., I think? With the book coming out in March. Had my 1st big call w/her in Jan. #yalitchat

2:16 am **EbonyMcKenna:** @cindypon tee hee! Crash! Smash! That's out books hitting the town :-) #yalitchat

2:16 am **KateMessner:** @jennymckmoss You don't have to be invited to attend, but you have to submit a proposal if you want to present. #yalitchat

2:16 am **LisaDez:** @lisagailgreen Ummm.... I'm really asleep. My fingerst just haven't stopped moving. #yalitchat

2:16 am **veschwab:** @LadyHawkins Oh wow, so much closer to release than some! #yalitchat

2:16 am **janflora:** @jichenwriter night! #yalitchat

2:16 am **C_Spaghetti:** @SarahRettger #yalitchat That very well could be. I buy that theory.

2:16 am **dawnmetcalf:** @donalynbooks @Barbaradee2 Like sci-fi YA? Stay tuned for @bethrevis -- she's gonna rock your universe! ;-) #yalitchat

2:16 am **LadyHawkins:** @veschwab And my ARCS went out in June, waaaay before I got Publicist Jenn! So I have no idea WHO handled that, haha! #yalitchat

2:16 am **ElissaJanine:** @MyraMcEntire ah, yes. I never think about offending. possibly should, lol. #yalitchat

2:17 am **DanFriedman81:** There is something called "buzz" that I don't understand. It sometimes attaches to books that are not inherently remarkable. #yalitchat

2:17 am **BloggersBooks:** For me,an author's self-promotion only matters if I've never heard of them. I'm more affected by the author and their personality #yalitchat

2:17 am **MyraMcEntire:** Authors who have printed bookmarks/postcards, etc. - do you run that by someone at your house before you print? Yes, I think? #yalitchat

2:17 am **lauramanivong:** Controversy and potential banning are always could for sales. So how can we stir up a little of that?? #yalitchat

2:17 am **MyraMcEntire:** @ElissaJanine LOL! #yalitchat

2:17 am **molly_oneill:** I actually must go pack for a writers' conference this weekend, so...good night folks! #yalitchat

2:17 am **EbonyMcKenna:** #YALitChat self-pub success stories often leave out the Everest-size amount of work and hard slog to sell book -in stores or out of car.

2:17 am **PaulWHankins:** @jennymckmoss Proposals for NCTE/ALAN are often due in early January for November conference. Acceptance/invitation in April. #YALitChat

2:17 am **dawnmetcalf:** RT @rivetingrosie: @dawnmetcalf Many factors: advance, subject, previous bks, what buyers seem to like all affect the pub push #yalitchat

2:17 am **EgmontUSA:** RT @PaulWHankins: @Vordak If you bait him, he will come. Evil and Beauty in perfect symbiosis. Don't miss his book, gang. Our kids are buzzing. #YALitChat

2:18 am **veschwab:** @LadyHawkins I feel bad because I just ask my editor everything. Poor editor lol. #yalitchat

2:18 am **ktubb:** @MyraMcEntire You won't offend when it comes to publicity. Unless, you know, the Benadryl... ;-) #yalitchat

2:18 am **jennymckmoss:** @KateMessner Oh, I see. That's what Paul was talking abt, then, presenting as librarian (or teacher) vs. just attending? #yalitchat

2:18 am **janflora:** RT @DanFriedman81: There is something called "buzz" that I don't understand. It sometimes attaches to books that are not inherently remarkable. #yalitchat

2:18 am **KateMessner:** @MyraMcEntire Yes - I designed bookmarks & told my publicist I was having them made. #yalitchat

2:18 am **dawnmetcalf:** Thanks for being here, @molly_oneill !! #yalitchat

2:18 am **KaSondraLeigh:** @lisagailgreen its almost like no social media skills, no career. But it's wickedly fun though #yalitchat

2:18 am **lauramanivong:** Make that *good* for sales. Controversy and potential banning are always good for sales. So how can we stir up a little of that? #yalitchat

2:18 am **janflora:** @DanFriedman81 the buzz they get can be remarkable :) so who's to say? #yalitchat

2:18 am **MyraMcEntire:** @ktubb *snorts* *not anything illegal, just in general* #yalitchat

2:18 am **MyraMcEntire:** @KateMessner Good, good. That's what I was thinking. #yalitchat

2:19 am **DanFriedman81:** @EbonyMcKenna Same for "The Shack" which was written by a crazy person. My theory: that guy sold his soul to the devil. #yalitchat

- 2:19 am **cindypon:** @PaulWHankins im attending ALAN but i believe my publisher got me on panel? #yalitchat
- 2:19 am **janflora:** yay! have fun :) >> RT @molly_oneill: I actually must go pack for a writers' conference this weekend, so...good night folks! #yalitchat
- 2:19 am **NovelistLauren:** @YAaddict I'm trying to finish my newest novel. #writing #yalitchat
- 2:19 am **lisagailgreen:** @KaSonndraLeigh Well, I don't know about that. But as long as you're having fun, you should go for it IMO #yalitchat
- 2:19 am **KaSonndraLeigh:** @donalynbooks really excited about the sci-fi audience coming back out of the dark #yalitchat
- 2:19 am **PaulWHankins:** @jennymckmoss I get just as much excitement from attending as presenting. This year presenting on our site. But I get to share. #YALitChat
- 2:19 am **KateMessner:** @jennymckmoss Most teachers can't even attend - too expensive for districts and for them. #yalitchat
- 2:19 am **dawnmetcalf:** @LadyHawkins Mind if I'm Kermit with Envy over here? ;-) #yalitchat
- 2:20 am **Vordak:** As far as publicity goes, I'm about to shift gears to a massive Mind-Control campaign. Foolproof. #yalitchat
- 2:20 am **EbonyMcKenna:** @DanFriedman81 hahahaah! Never heard of "The Shack". Count myself lucky? tee hee #yalitchat
- 2:20 am **PaulWHankins:** @jennymckmoss @donalynbooks and I were just sharing: the titles we have read are still new to most teachers (and librarians). #YALitChat
- 2:20 am **LisaDez:** @MyraMcEntire I think most swag is at the authors expense. Not a bad idea to let your editor/pulicist know what you're up to. #yalitchat
- 2:20 am **Shannon_Delany:** @MyraMcEntire I surprised editor & marketing gal w/ 13 to Life pins & othrs. I'd "mentioned" such in passing then hopped on it. #yalitchat
- 2:20 am **lisagailgreen:** What's the single most important thing a new author can do to help self-publicize? Sorry if you already covered this! #yalitchat
- 2:20 am **cindypon:** @LauraManivong youd have to write what is considered controversial topic. => politics sex and religion? #yalitchat
- 2:21 am **PaulWHankins:** @cindypon Oh, boy. One more reason for me to be excited for ALAN this year. I am introducing @EllenHopkinsYA and others' panel. #YALitChat
- 2:21 am **Georgia_McBride:** @molly_oneill Night! #yalitchat
- 2:21 am **LeahCypess:** .@MyraMcEntire It's always a good idea. Sometimes if you're using the cover image, you legally have to include certain credits. #yalitchat
- 2:21 am **MyraMcEntire:** @ktubb I think a list might be the answer - maybe with checkboxes? Then a simple yes or no would do! :P #yalitchat
- 2:21 am **janflora:** RT @lauramanivong: Make that *good* for sales. Controversy and potential banning are always good for sales. So how can we stir up a little of that? #yalitchat
- 2:21 am **dawnmetcalf:** RT @lisagailgreen: Agreed RT @RivetingRosie: @lisagailgreen Social media is the new word of mouth, which is why it's so great for the book community #yalitchat
- 2:21 am **dawnmetcalf:** RT @lisagailgreen: What's the single most important thing a new author can do to help self-publicize? Sorry if you already covered this! #yalitchat
- 2:21 am **lisagailgreen:** Not all of us R capable of itRT @Vordak: As far as publicity goes, I'm about to shift gears to a massive Mind-Control campaign... #yalitchat
- 2:21 am **heatherwpetty:** This is my plan too. RT @Vordak: As far as publicity goes,I'm about to shift gears to a massive Mind-Control campaign. Foolproof. #yalitchat
- 2:21 am **Johnny_Dale:** RT @landroecker: @bethrevis The teens in our book club do not care about blogs. They choose books based on cover and recommendations from friends. #yalitchat
- 2:21 am **jennymckmoss:** @PaulWHankins Teachers are soooo busy. They need scout-teachers to find the new titles! #yalitchat
- 2:22 am **ktubb:** RT @Vordak: As far as publicity goes, Im about to shift gears to a massive Mind-Control campaign. <My RT proves: it's working. #yalitchat
- 2:22 am **EbonyMcKenna:** @lisagailgreen most important for author to have 2nd book written! #yalitchat

2:22 am **BrendaBarber:** Ditto! @KaSonndraLeigh @donalynbooks really excited about the sci-fi audience coming back out of the dark #yalitchat

2:22 am **dawnmetcalf:** @lisagailgreen Good question! Um... #yalitchat

2:22 am **bunnybabe09:** Wow thank you all for the advice! Can't wait for the next chat. The support here is almost overwhelming! So much motivation! #yalitchat

2:22 am **MyraMcEntire:** @Shannon_Delany And you have some sweet swag sister! #yalitchat

2:22 am **lauramanivong:** @cindypon I'm on it!! And I can cuss like a sailor. That's gotta help too, right? #yalitchat

2:23 am **Georgia_McBride:** @DanFriedman81 To you. Not remarkable to you. But if there is a strong reaction from buyers, readers. It creates buzz. #yalitchat

2:23 am **ktubb:** @MyraMcEntire Lists are ALWAYS THE ANSWER. *checks "list-praising" off to-do list* #yalitchat

2:23 am **Barbaradee2:** At first I resisted swag. Then I caved. #yalitchat

2:23 am **MyraMcEntire:** @LisaDez Yes, that's a good reason for sure! #yalitchat

2:23 am **JennRHubbard:** @lisagailgreen There is no one single thing. Different PR tools work for different writers & books. #yalitchat

2:23 am **C_Spaghetti:** @SarahRettger @thereadingzone Also in elem. sch., reading workshop approach emphasizes fiction. True in midsch. and hs, too? #yalitchat

2:23 am **ElissaJanine:** yes! love this idea! RT @jennymckmoss @PaulWHankins Teachers are soooo busy. They need scout-teachers to find the new titles! #yalitchat

2:23 am **YAaddict:** @dawnmetcalf Yes, but I'm watching Big Brother! :D #yalitchat

2:24 am **lisagailgreen:** @EbonyMcKenna That's an interesting response. Why? Not that I'm opposed. #yalitchat

2:24 am **dawnmetcalf:** @YAaddict Ah. That explains everything. #yalitchat

2:24 am **EbonyMcKenna:** #YALitChat sorry I can't stay longer. Helping out at son's school (while he'll let me) I love the chats. See you next week.

2:24 am **DanFriedman81:** Social media spreads trends. But other people have to start talking about you spontaneously; talking about yourself doesn't help #yalitchat

2:24 am **sullivankate:** @lisagailgreen Twitter has introduced booksellers to authors and booksellers have requested ARC from publisher #yalitchat

2:24 am **dawnmetcalf:** Do you think swag works? Giveaways? Contests? #yalitchat

2:24 am **lisagailgreen:** @dawnmetcalf LOL What - no magic answers?? #yalitchat

2:24 am **MyraMcEntire:** @LeahCypess I wondered about that, too. See, y'all are so wise! :) #yalitchat

2:24 am **Pam_Vickers:** RT @Georgia_McBride: #YALITCHAT has beginner and advanced marketing and promotion webinars in October and November for pubbed authors.

2:24 am **PaulWHankins:** RT @jennymckmoss: @PaulWHankins Teachers are soooo busy. They need scout-teachers to find the new titles! #yalitchat

2:24 am **PaulWHankins:** RT @ElissaJanine: yes! love this idea! RT @jennymckmoss @PaulWHankins Teachers are soooo busy. They need scout-teachers to find the new titles! #yalitchat

2:25 am **LeahCypess:** RT @DanFriedman81: Social media spreads trends. But other people have to start talking about you spontaneously; talking about yourself doesn't help #yalitchat

2:25 am **lauramanivong:** Off to sneak in a little writing time, aka BALANCE. It's been nice social networking with you all. Go forth and be amazing!!! #yalitchat

2:25 am **dawnmetcalf:** @EbonyMcKenna See you next week & thanks for stopping by! #yalitchat

2:25 am **MyraMcEntire:** @ktubb I love you so. :D #yalitchat

2:25 am **NovelistLauren:** @YAaddict No. New YA Novel. Titled, A Whisper To A Scream #writing #yalitchat

2:25 am **PaulWHankins:** @jennymckmoss You know, it's true. Gladwell talks about these first-adopters. It works with books too. These are your WOM folk. #YALitChat

2:25 am **cindypon:** @LauraManivong awesome!! #yalitchat

- 2:25 am **dawnmetcalf:** @lisagailgreen Poof! Abacadabra! Bippety-Boppity-Boo! (How's that?) #yalitchat
- 2:26 am **EbonyMcKenna:** @lisagailgreen plus, if 2nd book written, you won't panic so much - or am I talking about myself??? #yalitchat
- 2:26 am **Shannon_Delany:** @MyraMcEntire Thanks! It comes from scoping out everyone else's stuff, harassing my hubby (graphic design) and being thrifty. ;-) #yalitchat
- 2:26 am **PaulWHankins:** @elissajanine So, in the YA market, publishing houses that remember teacher reviewers do themselves a great service. #YALitChat
- 2:26 am **EbonyMcKenna:** @dawnmetcalf Thanks dawn. Sorry I couldn't be around more. #yalitchat
- 2:26 am **LisaDez:** @dawnmetcalf It was contests I ran on my blog that first got the word out. They GREW fast, so sometimes I think they work. #yalitchat
- 2:26 am **DanFriedman81:** @Georgia_McBride Well, there are books that spark crazed bidding wars among editors and then get poor reviews and sales at launch #yalitchat
- 2:26 am **lisagailgreen:** @EbonyMcKenna Gotcha. Is that why so many series are sold these days you think? #yalitchat
- 2:26 am **BrendaBarber:** RT @DanFriedman81: Social media spreads trends. But other people have to start talking about you spontaneously; talking about yourself doesn't help #yalitchat
- 2:26 am **SteveEmond:** Social media makes for good mojo but it's like a 3rd job on top of day job and writing. Sooo haaard =_ = #YALitChat
- 2:26 am **MyraMcEntire:** @Shannon_Delany Thrifty, I LIKE. #yalitchat
- 2:27 am **YAaddict:** @dawnmetcalf YA addict, Reality Show addict... My addiction knows no boundaries. ;) #yalitchat
- 2:27 am **lisagailgreen:** So there IS a magic formula! RT @dawnmetcalf: @lisagailgreen Poof! Abacadabra! Bippety-Boppity-Boo! (How's that?) #yalitchat
- 2:27 am **EbonyMcKenna:** @lisagailgreen perhaps. Ondine was stand-alone but Egmont wanted more. I was happy to oblige ;-) #yalitchat
- 2:27 am **DanFriedman81:** @Georgia_McBride There are books that get huge orders from accounts and then get returned in huge quantities. #yalitchat
- 2:27 am **veschwab:** @SteveEmond Amen. So much time! #yalitchat
- 2:27 am **lisagailgreen:** LOL RT @EbonyMcKenna: @lisagailgreen plus, if 2nd book written, you won't panic so much - or am I talking about myself??? #yalitchat
- 2:27 am **Vordak:** @dawnmetcalf Honestly, probably not. #yalitchat
- 2:27 am **SteveEmond:** @dawnmetcalf I couldn't believe how many copies of HAPPYFACE were given away for free! I guess it works, though. #YALitChat
- 2:27 am **WondrousReads:** @dawnmetcalf I think swag is best mrktng an author can have. Bloggers send it to each other + if bookshops have it, even better. #yalitchat
- 2:28 am **DanFriedman81:** @Georgia_McBride I am really baffled when a first novel that got a huge advance gets panned by all the reviewers. #yalitchat
- 2:28 am **LeahCypess:** @EbonyMcKenna You're talking about me, too! My 2nd book was written (1st draft) & I still panicked over revisions. #yalitchat
- 2:28 am **charissaweaks:** Remember how hard the journey seemed when u began writing..it's easy 4 none & we're all different..Support fellow writers always..#yalitchat
- 2:28 am **BrendaBarber:** Momentum! Second (YA) book half written... #yalitchat
- 2:28 am **Georgia_McBride:** @DanFriedman81 Absoutely true. Nothing can be done about it. No rhyme or reason for it. #yalitchat
- 2:28 am **WondrousReads:** @dawnmetcalf Also think giveaways are a great idea. Gets the word out & people who don't win will remember title + maybe buy. #yalitchat
- 2:28 am **donalynbooks:** @C_Spaghetti @sarahrettger @thereadingzone With exceptions, nonfiction offerings aren't appealing to kids. Improving, though. #yalitchat
- 2:28 am **dawnmetcalf:** @YAaddict HAHA! You're an ADDICTION addict?! ;-) #yalitchat
- 2:28 am **Melissadawnhart:** RT @RebeccaAgent: every book should have its own mojo. It's about tapping into it, often in a v. grass roots way (aka on the cheap) #yalitchat

- 2:28 am **RileyCarney:** RT @JennRHubbard: @lisagailgreen There is no one single thing. Different PR tools work for different writers & books. #yalitchat
- 2:28 am **LeahCypess:** @RivetingRosie Heehee. See - controversy! #yalitchat
- 2:29 am **dawnmetcalf:** @Vordak Is that you or the hat talkin'? #yalitchat
- 2:29 am **veschwab:** Ack! It's tea time lovelies. Have a great night! #yalitchat
- 2:29 am **SteveEmond:** @veschwab and my friends wonder why I can't go out all weekend. SOMEONE'S GOTTA TWEET THESE TWEETS! #YALitChat
- 2:29 am **lisagailgreen:** @sullivankate I don't think you can ever go wrong with being nice or a personal touch #yalitchat
- 2:29 am **Georgia_McBride:** @DanFriedman81 A large advance is not an indication of how good or bad a book is and neither is sales of said book. #yalitchat
- 2:29 am **Barbaradee2:** @dawnmetcalf Swag can really run ya, if you want to stand out from the pack. And with advances these days... #yalitchat
- 2:29 am **EbonyMcKenna:** @LeahCypess LOL! Oh yeah, having 2nd book written didn't cure panic - but at least I could tell people 'book 2 is coming' #yalitchat
- 2:29 am **cindypon:** @EbonyMcKenna @LeahCypess contracted 2nd book a killer. ive already blocked out of mind. worse than childbirth. #yalitchat
- 2:29 am **dawnmetcalf:** What is swag besides books? (And authors often have to buy their own books, so where do you buy your own copies?) #yalitchat
- 2:29 am **donalynbooks:** RT @PaulWHankins: @elissajanine So, in the YA market, publishing houses that remember teacher reviewers do themselves a great service. #YALitChat
- 2:29 am **teetate:** RT @charissaweaks: Remember how hard the journey seemed when u began writing..it's easy 4 none & we're all different..Support fellow writers always..#yalitchat
- 2:30 am **LisaDez:** @charissaweaks That's what I love about the YA writing community. So very supportive! #yalitchat
- 2:30 am **EbonyMcKenna:** @cindypon 2nd book worse than childbirth? Yes, I needed much more edits with book 2, it had to ROCK #yalitchat
- 2:30 am **UC_SID:** @MyraMcEntire @Vordak speaking of mind control, my son is LOVING @Vordak's book #amnowscaredofwhatheislearning #yalitchat
- 2:30 am **Shannon_Delany:** @MyraMcEntire Talk to me later about thrifty swag and I'll share my thoughts. ;-) #yalitchat
- 2:30 am **LeahCypess:** @dawnmetcalf Swag usually means stuff like bookmarks, postcards, t-shirts, etc. #yalitchat
- 2:30 am **janflora:** @lauramanivong happy writing and good luck w/ your talk this w-end :) thanks! #yalitchat
- 2:30 am **dawnmetcalf:** @LisaDez Were these contests on your blog or on sites like GoodReads, JacketFlap, etc.? Curious minds want to know! #yalitchat
- 2:31 am **Georgia_McBride:** @dawnmetcalf Works in terms of sales? I can't say. Definitely raises awareness of a title. #yalitchat
- 2:31 am **Georgia_McBride:** @EbonyMcKenna See u next week! #YALitChat
- 2:31 am **lisagailgreen:** Amen to that! RT @LisaDez: @charissaweaks That's what I love about the YA writing community. So very supportive! #yalitchat
- 2:31 am **ktubb:** For mktg basics, a website! So many people look up authors this way - esp for school visits, it seems. #yalitchat
- 2:31 am **dawnmetcalf:** @LeahCypess I meant what is "good" swag by swag-enthusiasts? What has the MOST mojo for your \$\$? ;-) #yalitchat
- 2:31 am **DanFriedman81:** @Georgia_McBride At the same time, I know of books that spent months or years on sub and then got starred reviews and NYT reviews #yalitchat
- 2:31 am **EbonyMcKenna:** #YaLitchat LOL, I said I was leaving but I keep talking! Story of my life. Right, I have to shoot.
- 2:32 am **dawnmetcalf:** RT @lisagailgreen Amen to that! RT @LisaDez @charissaweaks That's what I love about the YA writing community. So very supportive! #yalitchat

- 2:32 am **Georgia_McBride:** #YALITCHAT has a grant for pubbed writers to use to pay for marketing/promo materials (swag), tours, websites, etc.
- 2:32 am **MyraMcEntire:** I don't think swag sells books, exactly, but I do think it's a nice thank you. #yalitchat
- 2:32 am **LisaDez:** @dawnmetcalf I think it's fun to get creative with swag. I just did temporary tattoos that my daughter designed. #yalitchat
- 2:32 am **MyraMcEntire:** THIS. RT @dawnmetcalf: @LeahCypess I meant what is "good" swag by swag-enthusiasts? What has the MOST mojo for your \$\$? ;-) #yalitchat
- 2:32 am **sullivanakate:** @lisagailgreen I know author who sends hand written TY notes to bookstores. Lots of work, but has had results. #yalitchat
- 2:32 am **Shannon_Delany:** @dawnmetcalf Swag: bookmarks, posters, t-shirts, tote bags, pins, pens, etc. Things that keep the message/book/characters present. #yalitchat
- 2:32 am **C_Spaghetti:** @donalynbooks What kinds of nonfic would your students like to see more of? (My 6th grader loves nonfic.) #yalitchat
- 2:33 am **Barbaradee2:** @dawnmetcalf I priced posters at Staples and Kinkos. Horrified at cost. Bookmarks are cost-effective, but do they register? #yalitchat
- 2:33 am **MyraMcEntire:** @LisaDez Okay, that's just fun. #yalitchat
- 2:33 am **Georgia_McBride:** @DanFriedman81 And these books may have gone thru rounds of revisions, different editors, agents, etc. Never know. #yalitchat
- 2:33 am **donalynbooks:** #yalitchat If I hear/read about a new book AND it gets a starred review, I usually buy it.
- 2:33 am **PaulWHankins:** @dawnmetcalf My kids who already have the book love bookplates. The little rubber bracelets are still popular with young readers. #YALitChat
- 2:33 am **thereadingzone:** @donalynbooks @C_Spaghetti @sarahrettger My lit survey found that many of my freshman like NF. Seniors too. All listd adult bks #yalitchat
- 2:33 am **LeahCypess:** @MyraMcEntire @ktubb @MyraMcEntire Not a swag enthusiast, alas! I think the point is to show your cover, so I like bookmarks. #yalitchat
- 2:34 am **ktubb:** Re: swag - postcards can double as bookmarks, but not vice-versa. Must be pretty, tho! :-) #yalitchat
- 2:34 am **WondrousReads:** @dawnmetcalf Swag: bookmarks (the best IMO), postcards, stickers, badges/pins. #yalitchat
- 2:34 am **dawnmetcalf:** For eg: bookmarks are fairly standard & get the cover art in front of eyes, but are they sticky like T-shirts/plates/Silly Bands? #yalitchat
- 2:34 am **LisaDez:** @dawnmetcalf I started a monthly give-away on my blog for a signed ARC in Jan for my Sept release. Every month it grew. #yalitchat
- 2:34 am **janflora:** RT @EmilyGale: Most annoying thing I read in queries>"there are huge marketing opportunities" Let work do the talking. #querychat #yalitchat
- 2:34 am **MyraMcEntire:** @LeahCypess I like bookmarks and posters, and I'd rather pay for three individual t's to give away than 250! #yalitchat
- 2:35 am **C_Spaghetti:** @thereadingzone oh, yeah, assigned reading. Never big. #yalitchat
- 2:35 am **PaulWHankins:** RT @donalynbooks: #yalitchat If I hear/read about a new book AND it gets a starred review, I usually buy it.
- 2:35 am **flamingo1325:** @dawnmetcalf As a reader, I love bookmarks & stickers for swag. I put them in bookstores too, and see ppl pick up the book often. #yalitchat
- 2:35 am **emilytastic:** @LisaDez @dawnmetcalf one of my friends did luggage tags - kids don't lose them like bookmarks & they can put them on their bags. #yalitchat
- 2:35 am **janflora:** RT @ktubb: For mktg basics, a website! So many people look up authors this way - esp for school visits, it seems. #yalitchat
- 2:35 am **LeahCypess:** @ktubb Totally agree. Nobody's going to want s/t that LOOKS like an advertisement. #yalitchat
- 2:35 am **Barbaradee2:** I think bloggers expect more than bookmarks, no? #yalitchat
- 2:35 am **MyraMcEntire:** @LisaDez Yes, your book giveaway was super smart, and gave others exposure too. Two birds. #yalitchat
- 2:35 am **donalynbooks:** @C_Spaghetti Scientists in the Field series very popular. #yalitchat

- 2:35 am **BrendaBarber:** Did swag in the "olden days" and gave up. May rethink when my YA sells. Whole different mindset! #yalitchat
- 2:35 am **dawnmetcalf:** Excellent! RT @LisaDez I started a monthly give-away on my blog for a signed ARC in Jan for my Sept release. Every month it grew. #yalitchat
- 2:36 am **Shannon_Delany:** @sarahmaclean @carriryan @Georgia_McBride A good chunk of its mojo was publisher-based. Even the run they did with libraries. #yalitchat
- 2:36 am **LisaDez:** @dawnmetcalf My publisher did a 40 ARC give-away on GR too, but I like my blog contests. Drew blog readers #yalitchat
- 2:36 am **C_Spaghetti:** Who's the YA equivalent of Malcolm Gladwell? Or Susan Orlean? Maybe we need more of those kinds of writers! #yalitchat
- 2:36 am **YAaddict:** @dawnmetcalf That would be a perfect way to put it! =) #yalitchat
- 2:37 am **Futterwackan:** RT @charissaweaks: Remember how hard the journey seemed when u began writing..it's easy 4 none & we're all different..Support fellow writers always..#yalitchat
- 2:37 am **dawnmetcalf:** Great marketing and support tips happening on #yalitchat going on NOW!
- 2:37 am **ktubb:** Too, swag should tie in to the book if possible. (Sounds obvious, but...) Just ordered swag this week that I'm STOKED about! :-) #yalitchat
- 2:37 am **Vordak:** @dawnmetcalf I created Tyrannical Trading Cards in lieu of bookmarks.The whole "boy" thing and all. Hand them out by the fistful. #yalitchat
- 2:37 am **C_Spaghetti:** @donalynbooks Great series! Gave a bunch to last year's 5th grade teacher for end-of-year gift. #yalitchat
- 2:37 am **dawnmetcalf:** @YAaddict *preens* I'm a writer, you know. ;-) #yalitchat
- 2:37 am **DanFriedman81:** @Georgia_McBride Well, agents and editors help a lot, but they don't spin straw into gold. These are excellent authors. #yalitchat
- 2:37 am **bunnybabe09:** RT @charissaweaks: Remember how hard the journey seemed when u began writing..it's easy 4 none & we're all different..Support fellow writers always..#yalitchat
- 2:37 am **MyraMcEntire:** @ktubb Hayley's Comet dust?!? #yalitchat
- 2:38 am **Shannon_Delany:** @MyraMcEntire @LeahCypess One complaint I've heard about posters is ability to get them home undamaged. Minis and postcards work. #yalitchat
- 2:38 am **wordofmousebook:** RT @C_Spaghetti: Who's the YA equivalent of Malcolm Gladwell? Or Susan Orlean? Maybe we need more of those kinds of writers! #yalitchat
- 2:38 am **LisaDez:** @MyraMcEntire The amazing race just before release was good, but the followers I have came for the monthlies. @dawnmetcalf #yalitchat
- 2:38 am **ktubb:** @MyraMcEntire *whispers* Anti-comet pills. #yalitchat
- 2:38 am **PaulWHankins:** @Vordak Noah (10) loved these and gave them to his teacher. They hand them out as incentive for reading the title. Cool! #YALitChat
- 2:38 am **MyraMcEntire:** @Vordak @dawnmetcalf My boys have the trading cards, Dawn, and they love them. Excellent quality. #yalitchat
- 2:39 am **TrishDoller:** I'm thinking pinback buttons for swag. #yalitchat
- 2:39 am **MyraMcEntire:** @ktubb SHAZAM. #yalitchat
- 2:39 am **dawnmetcalf:** @Vordak Trading cards for boys is brilliant! (I so wanted to do a deck of cards but my new title no longer supports that idea.) #yalitchat
- 2:39 am **donalynbooks:** #yalitchat Lapel pins, bookmarks both good swag. Kids like to collect/wear them.
- 2:39 am **PaulWHankins:** @Vordak And, I am a supplicant here; we could use more of these cards. 4th Grade class is running low. . .ummmm. . .friend. #YALitChat
- 2:39 am **ElissaJanine:** I love all swag, and I give it away to my students to get them excited, too. and now, I'm off to write a bit. #yalitchat
- 2:39 am **Shannon_Delany:** @ktubb Congrats! Yes, swag needs to be multi-purpose where possible. bang for your buck, etc. #yalitchat
- 2:39 am **4KidLit:** RT @dawnmetcalf: Great marketing and support tips happening on #yalitchat going on NOW!

- 2:39 am **4KidLit:** RT @dawnmetcalf: Excellent! RT @LisaDez I started a monthly give-away on my blog for a signed ARC in Jan for my Sept release. Every month it grew. #yalitchat
- 2:40 am **PaulWHankins:** RT @donalynbooks: @C_Spaghetti Scientists in the Field series very popular. #yalitchat
- 2:40 am **SteveEmond:** RT @LisaDez: @dawnmetcalf I started a monthly give-away on my blog for a signed ARC in Jan for my Sept release. Every month it grew. #yalitchat
- 2:40 am **MyraMcEntire:** @Shannon_Delany This is true. I brought home a poster from Decatur and it was not without wrinkles. #yalitchat
- 2:40 am **4KidLit:** RT @dawnmetcalf: For eg: bookmarks are fairly standard & get the cover art in front of eyes, but are they sticky like T-shirts/plates/Silly Bands? #yalitchat
- 2:40 am **LisaDez:** @dawnmetcalf It didn't hurt that I was also offering a choice of 4 other YA debuts or mine. Every month but Jan they chose mine #yalitchat
- 2:40 am **bonnyglen:** @C_Spaghetti What would differentiate YA nonfic from adult nonfic? Very interesting topic! #yalitchat
- 2:40 am **ktubb:** Great swag: @alangratz. Has "baseball cards" for his characters in Samurai Shortstop. #yalitchat
- 2:41 am **MyraMcEntire:** Okay, back to reading my manuscript aloud. You tweeps are spectacular. Have a great night! #yalitchat
- 2:41 am **dawnmetcalf:** I think swag that is different & speaks to your niche is best. Don't just do what everyone else is doing = white noise. #yalitchat
- 2:41 am **PaulWHankins:** @C_Spaghetti Tanya Lee Stone has fantastic title, Almost Astronauts and her new NF about Barbie is fantastic. Responsive author. #YALitChat
- 2:41 am **Georgia_McBride:** @dawnmetcalf @Vordak Cory Doctorow does a great card game pack for one of his books. #yalitchat
- 2:41 am **4KidLit:** @dawnmetcalf Great point. Amazing t-shirts etc are walking pub. Bookmarks not so much. #yalitchat
- 2:41 am **dawnmetcalf:** @LisaDez Smart! #yalitchat
- 2:41 am **ktubb:** @MyraMcEntire Nite! #yalitchat
- 2:42 am **Pam_Vickers:** RT @Georgia_McBride: #YALITCHAT has a grant for pubbed writers to use to pay for marketing/promo materials (swag), tours, websites, etc.
- 2:42 am **Georgia_McBride:** RT @donalynbooks: #yalitchat If I hear/read about a new book AND it gets a starred review, I usually buy it.
- 2:42 am **kimberlysmith:** Must. Have. Where can I get one? RT @janetgurtler: Libraries are where shhhhhhhh happens. (fave shirt I recently saw) #yalitchat
- 2:42 am **C_Spaghetti:** @bonnyglen I wish I knew! Possibly sentence construction, chapter length? #yalitchat
- 2:42 am **ktubb:** RT @dawnmetcalf:...swag that is different & speaks to your niche is best. Dont just do what everyone else is doing=white noise. #yalitchat
- 2:42 am **WondrousReads:** Also, I think authors setting up street teams & sending swag packs out is good. Recent exmple: @SoVerySophie did it for Firelight #yalitchat
- 2:42 am **4KidLit:** RT @MyraMcEntire: I don't think swag sells books, exactly, but I do think it's a nice thank you. #yalitchat
- 2:42 am **LisaDez:** @Georgia_McBride @Doctorow does a LOT of things right. #yalitchat
- 2:42 am **Georgia_McBride:** A lot of people seem to like book plates that are custom or signed. I get this request a lot. #YALITCHAT
- 2:43 am **Georgia_McBride:** RT @LisaDez: @Georgia_McBride @Doctorow does a LOT of things right. #yalitchat
- 2:43 am **dawnmetcalf:** RT @Georgia_McBride: #YALITCHAT has a grant for pubbed writers to pay for marketing/promo materials (swag), tours, websites, etc. #yalitchat
- 2:43 am **lisagailgreen:** I think we should just bake cookies for everyone buying the book. He he he #yalitchat
- 2:43 am **Inksie:** RT @bethrevis: Agree SO MUCH that you shd only do what you're comfortable with. Twitter/FB/blogs do NOT a book deal make. #yalitchat

- 2:43 am **Inksie:** *snort* @MyraMcEntire: general rule for social media - if you arent comfortable doing it, dont. If only that worked for laundry. #yalitchat
- 2:44 am **dawnmetcalf:** @WondrousReads Who knows about the who & how of Street Teams? #yalitchat
- 2:44 am **Georgia_McBride:** A lot of parents are reading your blogs and trying to win books/swag for their kids. You'd be surprised. #YALITCHAT
- 2:44 am **C_Spaghetti:** @PaulWHankins Barbie seems like it would be way popular in a classroom library (or with me!) Thanks for the tip. #yalitchat
- 2:44 am **cofeelvmom:** Zoinks! Both #querychat AND #yalitchat are going on now!
- 2:44 am **lisagailgreen:** @nancyholder Still here, but probably not for long... #yalitchat
- 2:44 am **Georgia_McBride:** @nancyholder for another 15. wassup? #yalitchat
- 2:44 am **LisaDez:** @4KidLit I did tank tops. I get random tweets/emails asking for them => @dawnmetcalf #yalitchat
- 2:45 am **dawnmetcalf:** @bethrevis I think that's sometimes good to remember: swag is cool, trailers are pretty, but WRITING is your "now" & "next." #yalitchat
- 2:45 am **4KidLit:** RT @Georgia_McBride: #YALITCHAT has a grant for pubbed writers to use to pay for marketing/promo materials (swag), tours, websites, etc.
- 2:45 am **nancyholder:** Finally got to come didn't want to miss it! #yalitchat
- 2:45 am **emilytastic:** RT @dawnmetcalf: @bethrevis I think that's sometimes good to remember: swag is cool, trailers are pretty, but WRITING is your "now" & "next." #yalitchat
- 2:45 am **LisaDez:** @4KidLit I seem to have done a lot of wearable swag. Tank tops, tatoos... @dawnmetcalf #yalitchat
- 2:45 am **WondrousReads:** @dawnmetcalf From a bloggers perspective, I think they work well. General readers prob wouldn't be too aware of them though. #yalitchat
- 2:45 am **Georgia_McBride:** @dawnmetcalf @WondrousReads Talk to me about street teams if you are interested. #yalitchat
- 2:45 am **wordmartini:** @Georgia_McBride I'm not in your chat, but I love winning/buying signed books for me AND my kids. So yes, what Georgia said. #yalitchat
- 2:46 am **dawnmetcalf:** @bonnyglen @C_Spaghetti Often it's the age of your protag + marketing decisions. #yalitchat
- 2:46 am **ktubb:** RT @dawnmetcalf: @bethrevis ...good to remember: swag is cool, trailers are pretty, but WRITING is your "now" & "next." #yalitchat
- 2:46 am **nancyholder:** @lisagailgreen hi! #yalitchat
- 2:46 am **DanFriedman81:** Becoming a celebrity is harder than selling a book. If your plan to sell a book requires you to become famous, it's a bad plan #yalitchat
- 2:47 am **bonnyglen:** @C_Spaghetti I rec'd DANGEROUS WORLDofBUTTERFLIES for teens on my blog, heard from unhappy parents b/c too much mature content. #yalitchat
- 2:47 am **dawnmetcalf:** @wordmartini Ah! But you ARE in the chat! *waves* Hi! #yalitchat
- 2:47 am **katebarsotti:** RT @lauramanivong: I think you CAN get your books into stores. It takes a lot of cold calling, but I've done it and had my book shortlisted. #yalitchat
- 2:47 am **lisagailgreen:** @nancyholder *waves frantically* #yalitchat
- 2:47 am **cindypon:** @carrieryan @Georgia_McBride @sarahmaclean yes. it was a lead title w a big advance, no? that never hurts. #yalitchat
- 2:47 am **SteveEmond:** @Georgia_McBride I just got a bookplate request. I'd never heard of them! I am excited to doodle on them. #YALitChat
- 2:47 am **Shannon_Delany:** RT @Georgia_McBride: A lot of parents are reading your blogs and trying to win books/swag for their kids. You'd be surprised. #YALITCHAT
- 2:47 am **PaulWHankins:** I gave @Vordak's book to a middle school teacher today. Her two sons have read it and she is hooked on the humor. How it's done. #YALitChat
- 2:48 am **dawnmetcalf:** @MyraMcEntire Night, Lady! Have a great one! #yalitchat
- 2:48 am **Shannon_Delany:** @Georgia_McBride I think that's brilliant of parents--it connects them in with their kids in a great way. #yalitchat

- 2:48 am **nancyholder:** We are doing signed book plates, anti-vampire garlic mints, and wristbands for CRUSADE. #yalitchat
- 2:48 am **cindypon:** @nancyholder hi nancy! what kind of doggie? #yalitchat
- 2:48 am **ktubb:** RT @PaulWHankins: I gave @Vordaks book to a middle school teacher today. Her 2 sons have read it and she is hooked. How its done. #yalitchat
- 2:49 am **nancyholder:** @cindypon ru better? #yalitchat
- 2:49 am **DanFriedman81:** Am I the only one who thinks book trailers are embarrassing for everyone involved? #yalitchat
- 2:49 am **lisagailgreen:** @nancyholder LOL gotta love the garlic mints!! #yalitchat
- 2:49 am **PaulWHankins:** Mr. Hankins needs to sign off now. We are working on personal narratives in the morning. Have to cut some butcher paper to begin. #YALitChat
- 2:50 am **nancyholder:** @cindypon 2 Corgis #yalitchat
- 2:50 am **bonnynglen:** What are some examples of YA nonfiction? THREE CUPS OF TEA did 2 versions: adult and kids, but it was middle-grade, right? #yalitchat
- 2:50 am **C_Spaghetti:** @RivetingRosie Loved Blaise Ginsberg's memoir last year. Shorter chapters, more list type writing, easier to read. #yalitchat
- 2:50 am **DanFriedman81:** Hi. I'm a book trailer. (Dramatic zoom on a still photo as bad public-domain music plays in the background) #yalitchat
- 2:50 am **ktubb:** @Georgia_McBride, thank you for another great chat. Happy writing, all! #yalitchat
- 2:50 am **Georgia_McBride:** @PaulWHankins See you next week. #YALitChat
- 2:50 am **sullivankate:** @lisagailgreen As a sales rep I challenged bookstores with contest last yr-set goal # of copies to sell. Prize=cookies, 5 did it. #yalitchat
- 2:50 am **Georgia_McBride:** RT @nancyholder: We are doing signed book plates, anti-vampire garlic mints, and wristbands for CRUSADE. #yalitchat
- 2:50 am **nancyholder:** @cindypon :(#yalitchat
- 2:50 am **donalynbooks:** #yalitchat An author's signature on ANYTHING is the best swag of all.
- 2:50 am **cindypon:** @nancyholder aww! love the swag for Crusade too! #yalitchat
- 2:50 am **dawnmetcalf:** @Shannon_Delany @Georgia_McBride Books are a great way to bring families together to have fun, tackle tough issues & open minds! #yalitchat
- 2:50 am **WondrousReads:** @nancyholder Love the idea of anti-vampire garlic mints. Now that's cool. #yalitchat
- 2:51 am **Shannon_Delany:** RT @dawnmetcalf: RT @Georgia_McBride: #YALITCHAT has a grant for pubbed writers to pay for marketing/promo materials (swag), tours, websites, etc. #yalitchat
- 2:51 am **dazydaywriter:** RT @cleemckenzie: @cindypon Ah, at last. We are only writers. These are only books. Some are good. Some are great. Publicity only does so much. #yalitchat
- 2:51 am **LisaDez:** @4KidLit You shouldn't have told me you're reading. I just got nervous. *bites nails* #yalitchat
- 2:51 am **lisagailgreen:** @sullivankate See? I'm a genius! LOL that's awesome. #yalitchat
- 2:52 am **LisaDez:** @RivetingRosie Ooo! Glad you liked! I'm too embarrassed to were mine, so I send my kids forth swagged =) #yalitchat
- 2:52 am **emilytastic:** Guys, I swear, I want to be more active in this chat because I <3 talking marketing, but I have fever brain. :(BED TIME 4 me. #yalitchat
- 2:52 am **donalynbooks:** RT @PaulWHankins: I gave @Vordak's book to a middle school teacher today. Her two sons have read it and she is hooked on the humor. How it's done. #YALitChat
- 2:52 am **Georgia_McBride:** @Shannon_Delany It amazes me how many are so aware of the books that are out/coming out and psyched for their kids. #yalitchat
- 2:53 am **lisagailgreen:** @LisaDez I'm in the middle 2 you have NOTHING to be nervous about. OMG. I might have to bombard u w/an email about your genius #yalitchat
- 2:53 am **DanFriedman81:** @nancyholder I am handing out werewolf cologne that smells like wet dog. Despite the fact that my book is not about a werewolf. #yalitchat

2:53 am **sullivanakate:** @lisagailgreen Two of the bookstores sold over 50 copies! Cookies are VERY effective. #yalitchat

2:53 am **Inksie:** RT @dawnmetcalf: @bethrevis I think that's sometimes good to remember: swag is cool, trailers are pretty, but WRITING is your "now" & "next." #yalitchat

2:54 am **Georgia_McBride:** We're here tonight 'cause we're writers. We're writers talking about sales and marketing of our work. We know we have to write. #YALITCHAT

2:54 am **nancyholder:** @DanFriedman81 I think you should give away 81 cents every time someone buys a copy of your book. #yalitchat

2:54 am **thunderchikin:** If you want the inside scoop on getting on an ALAN panel or breakout, feel free to DM me. #YALitChat

2:54 am **lisagailgreen:** @sullivanakate I've done fundraising for years and food always brings 'em in. I guess that extends to books too! #yalitchat

2:54 am **KarlaKT:** #yalitchat #querychat "Outside of a dog, a book is man's best friend. Inside of a dog, it's too dark to read." Smile. G'nite!

2:54 am **emilytastic:** Tho while I'm here, if you want to know about the swag I'm slinging, I'm giving away banned bks pins @ blog. <http://bit.ly/96cwPZ> #yalitchat

2:55 am **Georgia_McBride:** This has nothing to do with YA but we sold out of all the Fairy books that came with a cute necklace at elem school book fair. #YALITCHAT

2:55 am **nancyholder:** @lisagailgreen this is important info--COOKIES. I happen to be a Girl Scout Mom...#yalitchat

2:55 am **lisagailgreen:** All right folks I had a BLAST participating again, but it's time to start tucking in kiddos #yalitchat

2:55 am **LisaDez:** Going to pass out now. Release week is catching up with me! Thanks @Georgia_McBride for an awesome chat, as usual =) #yalitchat

2:55 am **Vordak:** @PaulWHankins Will you never stop? Alright, but don't gaze upon them all at once-their brilliance may cause blindness. #yalitchat

2:55 am **Georgia_McBride:** RT @thunderchikin: If you want the inside scoop on getting on an ALAN panel or breakout, feel free to DM me. #YALitChat

2:56 am **nancyholder:** @emilytastic I WANT THAT SWAG of yours. Keep meaning to get pic of me. #yalitchat

2:56 am **KarlaKT:** Oops...meant to credit Groucho Marx there! #yalitchat #querychat

2:56 am **lisagailgreen:** @nancyholder LOL ME TOO! Brownies. :D #yalitchat

2:56 am **emilytastic:** @nancyholder Do it! I'm having a lot of fun w/ the banned books. #yalitchat

2:56 am **the_familiars:** Night all at #yalitchat. Short stay but loads of great info tonight!!

2:57 am **SteveEmond:** But do the mints WORK? @nancyholder We are doing signed book plates, anti-vampire garlic mints, and wristbands for CRUSADE. #yalitchat

2:57 am **Georgia_McBride:** @PaulWHankins wanted me to share the link to <http://alan-ya.org> with all of you YA lit types! #YALITCHAT

2:57 am **Shannon_Delany:** @Georgia_McBride That's a great example of bundling "products". It's that "added-value" mentality. #yalitchat

2:57 am **emilytastic:** Okay, y'all. Sickie girl is going to hit the hay. Taking FOREVER by @JudyBlume with me! <3 #yalitchat

2:57 am **nancyholder:** @lisagailgreen Cadettes. But brownies would be easy to make and take, no? #yalitchat

2:58 am **Vordak:** @Georgia_McBride An entire game? He must have many minions at his disposal. #yalitchat

2:58 am **Georgia_McBride:** @dawnmetcalf was slapped on the wrist by twitter for being over limit. Thanks for co-hosting. #YALITCHAT

2:58 am **nancyholder:** @SteveEmond One way to find out! Oh, hello, Edward... #yalitchat

2:58 am **LisaDez:** So much for passing out. Sequel line edits just came back from my editor O_O Night all! #yalitchat

2:58 am **KarlaKT:** @PaulWHankins Hey, so are we! Whatch doing with the butcher paper? #yalitchat

- 2:59 am **Georgia_McBride:** @Shannon_Delany Indeed. And the DUDE DIARY book with locket outsold the one w/o 2-to-1 even tho it was priced \$3 more! #yalitchat
- 2:59 am **Georgia_McBride:** @Shannon_Delany But I think this may only be true at the grade school level. Not sure about MG and YA. #yalitchat
- 3:00 am **C_Spaghetti:** @dawnmetcalf Yes, trying to parse it all out sometimes sounds like it boils down to marketing! r.e. ya nonfic/adult nonfic diffs. #yalitchat
- 3:00 am **PaulWHankins:** RT @Georgia_McBride: @PaulWHankins wanted me to share the link to <http://alan-ya.org> with all of you YA lit types! #YALITCHAT
- 3:01 am **Georgia_McBride:** OK, y'all. Wonderful chat tonight though I did get sidetracked by interesting discussion re: Twilight with @carrieryan! #YALITCHAT
- 3:02 am **Georgia_McBride:** @Vordak Are you kidding? He hath many, many minions for sure. #yalitchat
- 3:02 am **Shannon_Delany:** @Georgia_McBride It'd be interesting to test (& I'd bet #s are better as you suspect). BUT. Give someone something tactile that-- #yalitchat
- 3:02 am **nancyholder:** @Georgia_McBride thank you os much! You ROK! #yalitchat
- 3:03 am **Georgia_McBride:** Check out <http://yalitchat.org> for more on upcoming marketing/promo webinars for pubbed authors and grant for promo materials. #YALITCHAT
- 3:03 am **Shannon_Delany:** @Georgia_McBride --lets them have physical connection beyond the closing of the book & I'd bet you'd see results. #yalitchat
- 3:04 am **Shannon_Delany:** @Georgia_McBride Great chat! Glad I got a chance to pop in! :D #yalitchat 'Night, folks!
- 3:04 am **Georgia_McBride:** Next week we invite authors and publishers (and agents if they wish) to preview their releases for our fall reading list. #YALITCHAT
- 3:06 am **Georgia_McBride:** Don't forget to enter the #YALITCHAT Query Contest thru September 30th. <http://yalitchatquerycontest.wordpress.com>
- 3:07 am **Shannon_Delany:** RT @Georgia_McBride: Next week we invite authors and publishers (and agents if they wish) to preview their releases for our fall reading list. #YALITCHAT