Preparing Your Manuscript

Communication

- Your editor will provide you with the agreed completion date for your manuscript, which is the date specified in your author contract. Once the contract is signed hold a planning call with your editor to set milestones for delivery and to anticipate any challenges that might change the schedule. The ABA plans its book publishing list 18 to 24 months ahead and relies on your manuscript delivery date to plan marketing, production costs and volume, and projected revenue from your published book.
- As you work on your manuscript keep your editor informed of your progress. This will be hard sometimes because there are occasions where progress on the manuscript slows or is halted and you don’t want to share this with anyone. Your editor and ABA member liaison are ecstatic to hear any communication on your progress. The worst possible state is no communication at all. Even if the manuscript is delayed, your editor will be grateful for the update. Regular communication allows the ABA to plan and to anticipate marketing investment for your book. Use Outlook to calendar bimonthly updates and be fearless in your reports.

Permissions

- The author is responsible for obtaining clear written permission to use and reproduce copyrighted content, for paying any fee associated with usage. Please discuss any content or images requiring Permissions with your editor at the beginning of the writing process.
- This includes artwork and previously published content, including content published on the Internet. Please obtain permission for both print and electronic usage.
- For new editions of existing works where permissions were originally required, the author must re-obtain each permission.
- Please provide the ABA with the original signed permission and the attribution language required by the copyright holder in acknowledging the use of the content. See the section on Permissions Process for more detail.

Artwork

- Please review any potential artwork with your editor at the beginning of the writing project.
Ensure that you have obtained copyright permission to use any artwork.

Please don’t include the artwork in the body of the manuscript. Art created in Microsoft Word is never useable as part of the finished book. Only art provided as Adobe Illustrator or Photoshop files is useable.

The ABA does not publish color illustrations unless the author contract specifically provides for color illustrations.

Only submit artwork of at least 300 DPI (Dots Per Inch) in quality to be included in your published book. Lesser quality will not appear appropriately in the book or electronically.

Collect all artwork captions, figure numbers and all source and credit lines in one electronic file named “artworkcaptions.” Captions should not appear on the artwork itself.

If you would like the illustrations to be listed in your table of contents, please include this with your manuscript draft table of contents.

Number the artwork using chapter number first and then sequence number second. For chapter one the artwork would be numbered, “1.1, 1.2 1.3 ....”

Identify as best possible where you would like the artwork to appear in each chapter.

In your text direct the reader to the artwork by referring to the sequencing number: "See figure 1.1."

The final positioning of artwork in the book is not determined until the book is typeset so please don’t refer to a figure or illustration in your manuscript as being “above” or “below.”

Resources and Citation


Note that Bluebook rules apply only to citations. Specifically:

• Form in accordance with The Bluebook and style in accordance with The Chicago Manual of Style.
• Make sure to check the footnotes or endnotes for format and substance before submission.
• Case name only, not full cite, in text of article.
• Use italicized (not underlined) case names within the text.
• Case names should be in regular font in endnotes, not italics or underlined, unless a shortened version of the citation is used, in which case italics should be used.
• Do not use the shortened version of a citation unless the citation is within five endnotes of the previous citation.
• Use small caps for book and periodical names
• Order of case citation within signal unless one case is more important than the others: Supreme Court by date, F2d. by date, F. Supp. by date, state cases alphabetically and by date for cites within the same state.

Manuscript Preparation:

For Authors

○ Editorial Contracts: The ABA uses industry standard author and coauthor contracts for its books. While some changes may be necessary, we ask for your cooperation in using the standard ABA author contract.

○ Where possible stay true to the page count in the approved proposal.

○ Remember to create a list including the names of all authors and co-authors as they are to appear on the book, including complete addresses and email addresses.


○ Prepare the manuscript in Microsoft Word for either PC or Mac. Please do not use other software for writing your manuscript.

○ Use double line spacing. Depending on the typeface, feel free to use a font size of 10, 11, or 12 pts. Everything will be moved into typesetting software when the pages are composed. Please do not use two spaces after periods or any other punctuation.

○ Keep all pages, chapters, exhibits, and appendixes in order.

○ It is best to keep an individual file for each introductory element and chapter.

○ Number your manuscript chapters consecutively from start to finish, so that the digital files can be identified and sorted.

○ Always keep a copy of everything for yourself.

○ If you are dealing with a particularly large book, try to keep the computer files small. Divide your chapter or book into files into reasonably sized documents.

○ Name files recognizably and keep them in order. For example, "Ch7_Title-of-Chapter"

○ Several common computer functions are unnecessary in the manuscript:
  • Do not justify the copy.
  • Do not add headers or footers.
  • Do not use end-line hyphenation.

○ On the other hand, traditional manuscript standards do still apply: set everything in the double-space setting. Set your margins for one inch all the way around.

○ Store a copy of the files in the cloud for as long as possible. If your book goes into a new edition or if your chapter is revised, those original files will be useful.

○ Keep a list of all of the elements that you plan to include in the book and share this
list with your editor. Elements include:

- Title page (created by the ABA)
- Copyright page (created by the ABA)
- Table of Contents (can be followed by a Table of Illustrations, etc.)
- Foreword (optional)
- Preface (optional but helpful)
- Introduction (can also be positioned as Chapter 1)
- About the Editors / About the Authors
- Chapters (main text - Arabic pagination begins with Chapter 1)
- Selected bibliography (optional)
- Table of cases/Table of authorities

  - Ensure that any image files to be included in the book are part of a separate file with a minimum quality of 300 DPI.
  - Keep a file of abstracts and keywords for each chapter to be included in the digital version of your book.
  - Original Work: Simultaneous submission of manuscripts to other publications is discouraged and must be brought to the attention of the ABA editor. Unless otherwise clearly noted, all manuscripts are expected to be original, meaning that the material has not been published in other print or online formats. All manuscripts accepted for publication will be checked for unauthorized use of copyrighted material.
  - Copyright: The American Bar Association retains the copyright to all material published in its books. Authors are asked to sign a copyright agreement that grants to the ABA the exclusive right of first publication, the nonexclusive right to reprint, and the right to use the work in other ABA media—including electronic, print, and other.

**For Editors of Multi-Author Works**

  - Editorial contracts: The ABA uses standard contributor and editor agreement forms for its books. While some changes may be necessary in some cases, we ask your cooperation in working with the standard ABA author release forms.
  - The project editor or editors will be responsible for setting deadlines, receiving manuscripts from contributors, reviewing or arranging reviews of the chapters, and forwarding the completed manuscript to the liaison and the ABA staff editor.
  - The lead editor or editors, book board liaison, and ABA Publishing staff will work together to create the schedule. There is schedule flexibility but it helps to outline the key schedule milestones in advance. A basic schedule for a multi-author work overseen by project editors might look like this:
    a. Develop book topic, likely list of chapters and possible authors (1 month)
b. Submit book proposal to committee (1 month)
c. Upon approval, assign chapters (2 – 3 weeks)
d. Refine chapter outlines with authors (2 - 3 weeks)
e. Set deadline for first drafts of chapters (3 – 4 months)
f. Review chapter drafts, return to authors (3 – 4 weeks)
g. Receive final drafts from authors (2 months)
h. Review final drafts, write introduction, obtain all appendix material and front matter (1 month)
i. Submit first draft of complete manuscript to peer review

Most project editors develop the chapter list for their books, develop initial outlines, select chapter authors, refine outlines with the author teams, enforce deadlines and project requirements, and review all chapters and appendices before submitting to ABA Publishing.

- In as much as possible ensure that the narrative voice of each chapter, and chapter organization, including any subheadings, is as consistent as possible.
- The editor or editors of a collective work cannot be listed as the book’s author.
- Front Matter. Don’t forget to include an acknowledgments page and up-to-date biographies for all contributors. Examples (taken from an ABA Publishing book):

Editor of a collected work (can also be used for author biographies):

Fred D. Wilshusen is a partner in the Dallas, Texas, law firm of Thomas, Feldman & Wilshusen, LLP, a law firm that concentrates in the areas of construction law and related litigation representing all segments of the construction industry. He is a frequent lecturer on construction law issues to trade groups and professional associations. He is the author or co-author of several construction-related publications, including the Texas Lien and Bonds Claims Handbook, 5th ed. (2005); “Texas Construction Trust Fund Act and Bankruptcy Preferences,” in The Construction Law Journal, Winter 2003; and “Construction Law Annual Survey of Texas Law,” 44 S.W.L.J. 2101 (1990). Mr. Wilshusen served on the Governing Committee of the ABA Forum Committee on the Construction Industry from 2002 to 2005. He has held several other positions with the ABA Forum, including chair of the Publications Committee of the ABA Forum from 2005 to 2006. He is also a member of the ABA Litigation Section, Construction Litigation Subcommittee. Mr. Wilshusen graduated from Austin College in 1979. He graduated from Texas Tech University School of Law in 1983 (cum laude). He is a member of Phi Kappa Phi and Order of the Coif.

Contributors to a collected work (short version, used in books with many authors, such as the 50-state survey books):
Other Guidelines for Both Authors and Project Editors

- Make sure all contributors are using either endnotes or footnotes. (Most editors prefer footnotes. If you are working with a group of authors who varied in their use of endnotes and footnotes, we can rectify the problem in composition, but it is best to communicate these practices before writing begins.)
- Do not bury information in the notes. Footnotes and endnotes should consist almost exclusively of citations.
- Minimize spot citations: id. is not that important.
- Follow the "Bluebook" citation model. Examples:

  Yale Kamisar et al., Facing the Crisis, Fulfilling the Promise, 41 AM. CRIM. L. REV. 135 (2004).


- Maintain consistency of style from section to section of each chapter. At minimum you should be consistent in whatever style you decide to follow. For example, decide whether a word is to be in italics or roman face and present it that way throughout the book.
- If summarizing a court case in a headline, try to keep the summary brief, i.e., not more than three lines.
- Use the serial comma (e.g., The Supreme Court, appellate courts, and district courts...)
- Do not hyphenate words beginning with “non” (Examples: nonspecific, nonstatutory, nonsignatory)
o Lower case appellate court, district court, etc. unless pertaining to a specific court, such as the U.S. District Court for the Southern District of California or the North Carolina Court of Appeals.

o Lower case plaintiff and defendant.

o Use the abbreviation U.S. rather than United States except when United States is used as a noun. (Examples: The U.S. Supreme Court, the U.S. Environmental Protection Agency, the U.S. Constitution, citizens of the United States, outside the United States)

o Spell out numbers one through nine. Use numerals for 10 and above.

o Attorneys’ fees should be plural possessive unless it’s very clear that there’s only one attorney charging fees.

o Use directional (also known as “smart” or “curly”) quotation marks rather than straight quotes (also known as “dumb quotes.”)

o Spell out the word percent rather than using percentage sign in text; use the percentage symbol in tables.

o For government agencies, spell out the name in the first reference and put the abbreviation in parentheses following it. Example: Securities and Exchange Commission (SEC). Then use the abbreviation throughout the rest of the chapter.

o Do not put quotation marks around abbreviations. Correct: Alternative Dispute Resolution (ADR), not Alternative Dispute Resolution (“ADR”), Equal Employment Opportunity Commission (EEOC), not (“EEOC”)

o Per Bluebook, do not italicize common legal phrases, such as res judicata, inter alia, de novo, de facto, amicus curiae, per se rule, etc. Do not italicize i.e. or e.g.

o In general, use the pronouns “he” and “his” rather than the more awkward “he or she” or “his or her.”

o Use active voice.

o Do not write in the first person.

o Shorter is better.

o Do not provide exhaustive statement of facts of a case.

o We will handle the Index and Table of Cases.

Checking Facts and Avoiding Plagiarism


o Make sure that quotes, excerpts and passages from other works are cited.

o Similarly, if using a passage that you have written, you must cite the source if it is drawn from a copyrighted work.

Submitting Your Manuscript

o Your editor and ABA production staff will provide a schedule for the production and
publication of your manuscript once the manuscript is completely submitted. The average production schedule, from receipt of manuscript to published book in the warehouse is five (5) months.

- Please submit the manuscript in completed form. The production process for all publishers is not designed to accommodate major rewrites. Major revisions, rewriting, or the substantial addition of new material is reserved only for the most extraordinary circumstance, such as a major unanticipated change in a law referenced in the manuscript.

- Your manuscript will receive a professional copyediting and will go through two rounds of proof for your review. The majority of author corrections or changes should be incorporated during first proof review, as changes at second proof are more expensive and can substantially delay the publishing schedule.

- The book cover will also be designed during the production process. Your editor will receive any comments that you have concerning the overall themes of the book and share these with the selected book cover designer. The designer will share three cover concepts which will be reviewed by the editor, the ABA book board, and the author. Final decision as to cover design rests with the ABA and the book’s sponsoring ABA section, division, or forum.

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**Permissions Process**

- Keep a list of content requiring permissions as you write the first draft of your manuscript. Your book will appear in both print and digital formats so please obtain both print and electronic rights. Reach out to the copyright holder while you are writing rather than at the end of drafting to allow time for the process of gaining permission. Missing permissions will delay production of your manuscript and the publication date for your finished book.

- Please keep a list of permissions needed and obtained. Share this list with your editor.

- Beware of the Fair Use Doctrine. It applies more infrequently than you would think. Content taken from the Internet requires the same discipline in obtaining permissions as required for a print book or a magazine. Content requiring permissions includes:
  - **Photos and artwork.** Obtain permission from the copyright holder and ensure that you are able to clearly identify who the copyright holder is. Sometimes the company, institution, or person holding the physical photo or artwork is not the copyright holder. Permission is required for artwork such as figures, tables or graphs. Permission is also required to use personal photos.
• **Web-based content.** Web-based content, including artwork, photos, and text, are subject to the same copyright protections as printed content, even if it appears to be a free offering. Copyrighted works on the Internet include news sites, emails, Facebook content, blogs, text messages, software, novels, screenplays, graphics, pictures, Usenet messages, and email. If you are considering using material that is under a Creative Commons license, be sure to check the creator’s licensing conditions, which can limit commercial re-use.

• **Nonfiction, fiction, drama, memoirs, and letters.** Permission is needed to reprint any of these content sources.

• **Interviews.** Interviewees must grant written permission if an author is quoting longer passages (more than a few paragraphs) from the interview or if the content may be considered at all controversial; the interviewee should know that her words will be published and sold throughout the world, and she must give written consent for that. Shorter, noncontroversial quotations may be used without permission, but you should keep a list identifying their sources. If the interviewee has been promised anonymity written permission must still be obtained.

• **Song lyrics and poetry regardless of length.** This is guarded content in the marketplace. Permissions are often expensive and restrictive. Discuss these with your editor before making a final decision on whether to use them.

• **Quotations in General.** Under the Fair Use Doctrine there is no legally identified number of words that may be quoted without obtaining permission. If the total words used from a single source, regardless of number of quotations, is more than 5% of the source it is safest to obtain formal permission. A finer rule of thumb is more than 300 words quoted from a book or more than 50 words from a magazine, newspaper, or journal. In addition, you need to review how substantial the quotation is as a total percentage of your manuscript.

• **Unpublished content.** Unpublished content is protected whether or not its copyright has been registered or includes the copyright symbol. Works for hire or anonymous works are protected for 120 years from the date of creation. Unpublished works written before 1978 by a named author are protected for the life of the author plus 70 years.

  o Content not requiring permission includes:

• **Content in the public domain.** In the United States, content that has been copyrighted for more than 95 years is considered to be in the public domain. Works created before 1978 but not published are considered to be in the public domain 70 years after the death of the author. In the United Kingdom an author’s work is copyrighted for 50 years after the author’s death. More information can
be found at the U.S. Copyright Office website, and Cornell University's copyright guide.

- **Content from the U.S. Government.** Content from the U.S. Government is always considered to be in the public domain and never copyrighted. State and local governments may choose to copyright their works. Works funded by the U.S. Government but not created by the U.S. Government are usually not in the public domain.

  - Obtaining Permission

  - Always start with the permissions department of the publisher whose content you want to use. If they are not the copyright holder they will be able to tell you who is.
  
  - Be careful to check the source of the content to ensure that the content is actually original or is quoted from another book or source. If the content is credited to another book or source, then request permission from the original publisher. If the publisher does not control the rights, your request will be referred to the appropriate party.
  
  - Seek the author’s approval only if the publisher instructs you to do so. Rights may also belong to illustrators, photographers, agencies, or corporations. In addition, rights may be sold or willed to others, so it can be difficult to track down the actual copyright holder.
Dear Author,

Congratulations on the anticipated publication of your book with the American Bar Association.

The information and guidelines that follow are designed to support both the ABA and author marketing process and promotion efforts. Our goal is to ensure that your invaluable contribution meets the marketplace with the best possible outcome.

In the first section, we describe what ABA Publishing’s marketers do to assist you in marketing your book. In the following section we dive into the many way that you, the book’s author, can promote and market your book. We also provide you with a schedule and list of important contacts. To keep your activities on track, please take full advantage of the Marketing and Promotion Checklist we provide on the final page.

Our aim is to provide you with the necessary tools, information, and best practice tips to make your publishing and promotion experience as clear, efficient, and effective as possible.

ABA Book Publishing thanks you for your writing and publishing commitment and we wish you our best for your continued success.

Sincerely,

ABA Book Marketing
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ABA MARKETING ACTIVITIES

General ABA Marketing

ABA Book Marketing utilizes numerous methods and procedures to plan for maximum revenue generation and product exposure for your book.

From market identification and segmentation to identifying potential markets, sources for publicity, book reviews, and testimonials as well as interested groups and organizations, we identify and determine the appropriate market segments through a combination of market research, study and analysis of results of past promotion, and consultations with authors and ABA members.

MARKETING IDENTIFICATION

Primary, secondary, and tertiary markets are identified.

For example, the following might be identified as the primary markets for a book on legal and planning issues involving land conservation:

- Members of the ABA Section of Real Property, Trust and Estate Law as the book’s topic area is related to both real estate and trust and estate law
- Members of related committees from other entities, such as the Solo, Small Firm and General Practice Division, the Section of Taxation, and the Section of Litigation
- Area of Interest in Real Estate Law, Trust and Estate Law, and Nonprofit Law
- Buyers of related books
- Attendees of related programs
- Law Libraries
Secondary markets might include local government attorneys, land use attorneys, and tax attorneys, and a tertiary market might be charities and nonprofit organizations, financial planners, and CPAs.

ABA WEBSTORE

The ABA Webstore serves as the ABA’s online bookstore. The Website address—ShopABA.org—is included in all promotional pieces.

- The website features ABA’s books, CLE, meetings, etc.
- Books are included on the ABA Webstore and featured on the ABA Publishing website at ShopABA.org including sample chapters, tables of contents, about the author, testimonials and reviews, and other related information about the book.
- We also list related products and incorporate special pricing offers as the situation warrants.
- Additionally, books are promoted on the ABA home page and the home page of the ABA Webstore

EMAIL MARKETING

ABA Publishing promotes the use of email as an effective and economical marketing tool to target book buyers including both ABA members and non-members.

Email marketing is an effective tool for reaching potential customers quickly and inexpensively. Email promotions generally provide a short description of the book, ordering information, and a direct link to the book on the ABA Webstore.

Targeting to an appropriate audience is essential for effective email marketing. Book Publishing is able to send two to three email promotional announcements following publication of a new book.

SPACE ADVERTISING

Advertising is included in the ABA Journal and in many ABA Entity publications, magazines, digital publications, and newsletters on a space-available basis. Entity periodicals focus on their
own books and meetings, but depending on estimated profitability, ABA Publishing books may also be advertised in other Entities’ periodicals at discounted ad rates or on an exchange basis in the case of a direct mail promotion.

SPACE ADVERTISING (continued)

Advertising in outside bar and commercial publications is also an option, but these channels tend to gain less traction in terms of sales. We do not recommend frequent placement of non-ABA advertising because of the high cost and low circulation numbers relative to ABA and Entity publications.

When available, ads may be placed on blank pages in the back of new titles. We can utilize 2-4 pages that would normally remain blank to promote titles and direct readers to ShopABA.org. There is no cost to place the ads.

EXHIBITS

We also look for opportunities to promote specific books at relevant ABA programs. Several Entities sell books on-site at their Fall and Spring meetings, but in some cases they may accept including ABA Publishing books on relevant topics.

We regularly exhibit at the American Association Law Libraries (AALL) annual conference, which has proved to be an outstanding and receptive audience for ABA books.

Recent books are displayed and sold at the bookstore at the American Bar Association Annual Meeting.

We are exploring other opportunities for exhibiting books, including state bar conferences and specialty programs. CLE programs that are held at our Headquarters building may also be an opportunity to include a few relevant books at the registration table outside the program.

GENERAL PUBLICITY

ABA Publishing provides information to the ABA Department of Media Relations, which distributes press releases on selected titles to approximately 200-700 contacts. In addition, we generally send complimentary copies to the following groups upon request:

- State Bar Association magazine editors.
• Section officers, Book Publications Board members, ABA Journal editors, ABA Media Dept. and appropriate ABA Center for CLE staff.
• Book reviewers and editors at key legal newspapers and magazines. We encourage editors to review the book and to excerpt portions with attribution.

GENERAL PUBLICITY (continued)

• Reviewers, editors, bloggers, influencers, and news outlets. We’ll work with you to identify the right people and entities.
• Authors are provided a limited number of complimentary copies for their own personal marketing and publicity efforts. Additional copies can be purchased using the author discount of 40% off List Price.
• HARO: We utilize a service called HARO (Help A Reporter Out), a newsletter sent out three times a day where we can issue call-outs for expert sources. If your expertise is applicable, we will pitch you and your book. If the journalist thinks it’s a good fit, they will contact us for an interview. This tends to happen either very quickly or not at all, as journalists are on tight deadlines. Reputable sources like the Chicago Tribune, Time and the Wall Street Journal all use HARO.
• Legal Blogs: We work with bloggers from the ABA Journal’s “Web 100: Best law blogs.” We will offer them complementary review copies of books. These bloggers are influential, well-read and well-followed.

SOCIAL MEDIA

ABA Publishing’s social media continues to expand its presence and influence in the legal marketplace. Social media platforms include Facebook (@ABAPublishing), Twitter (@ShopABA), LinkedIn (@ABAPublishing), and Instagram (@ABAPublishing).

Our social media accounts are managed daily, and currently reach well over 100,000 users a month.

Other ABA social media accounts such as @ABAesq can be utilized for reposting or retweeting an ABA Publishing message.

LAW LIBRARIES AND PROFESSIONAL ORGANIZATIONS

The Law Library Collection (LLC) is a subscription program benefiting all ABA Publishing entities, with more than 300 law school, law firm, and municipal law libraries as members Additionally,
we send monthly promotions to another 2,500 law libraries outside of our subscription members.

LLC members are split into two categories: Gold and Silver. Gold members receive a monthly shipment of all our latest releases at a discount of 25%. Alternatively, Silver members receive a 15% discount.

LAW LIBRARIES AND PROFESSIONAL ORGANIZATIONS (continued)

list each month of all ABA books published and hand-pick which titles they would like to receive. Silver members are entitled to a 15% discount.

FACULTY AND SCHOOL TEXTBOOK ADOPTION

Appropriate books are promoted to law school faculty and professors. They may receive a complimentary review copy and discounts for their students if they choose to incorporate your book into their curriculum.

Promotion with ABA Entities

Since ABA Publishing works with many the ABA Entities including Commissions, Divisions, and Sections as well as ABA Committees and the general Membership department, we have frequent opportunities for cross-marketing and promotion. These are some types of effective cross-promotion.

ABA ENTITIES

ABA Publishing works with over 35 ABA Entities. We look for opportunities to cross-market books with ABA publications from its sections, divisions, and forums. Cross-marketing gives us the opportunity to promote books to a wider audience at reduced costs.

MEMBERSHIP EFFORTS
These efforts may take the form of special offers from ABA membership recruitment. We work with ABA Membership to take advantage of frequent opportunities to promote our books and remind members and potential members of the services and information provided by the ABA.

To capitalize on the number of products and services offered by the American Bar Association, ABA Publishing and the CLE Division work together to find opportunities to promote related books. We may promote books in CLE registration materials and regularly include related titles in each group’s electronic promotions.

We also work closely with the Division for Bar Services and provide materials on our products for field service visits to state and local bar associations.

State and Local Bar Associations

We offer a discount to state and local bar associations for those who want to promote ABA books to their members (and receive a matching commission) through ABA Publishing’s “Books for Bars” program. This effort expands our market to lawyers who may not belong to the ABA.

ABA Publishing offers discounts to other organizations interested in purchasing bulk quantities of books for use in CLE or other educational programs. Discounts typically range from 15-40% off the regular price depending on the quantities purchased and the circumstances.

We send announcements about new books to state and local bar associations via electronic newsletters monthly, notifying bars of all new ABA books.

Expanded Distribution

NATIONAL BOOK NETWORK

The National Book Network (NBN), is the second largest book distributor in the country. Due to slim financial margins when working with an outside distributor, we do not release titles to NBN until nine months after initial release.
NBN sells our titles on an exclusive basis to the following sales channels in the U.S. and Canada:

- Trade bookstores (such as Barnes & Noble and independent bookstores)
- Trade wholesalers (public libraries and independent bookstores)
- Online retailers (such as amazon.com)
- College bookstores
- International bookstores and online retailers

NATIONAL BOOK NETWORK (continued)

The program is designed to expand both brand visibility and market share. This also allows us the opportunity to better reach practitioners who are not ABA members as well as reach business and other interested professionals.

While Amazon is an option to sell your book, we recommend that the title be given an opportunity to be promoted and sell in the ABA’s webstore at ShopABA.org. This allows us to maximize profits before releasing it to outside sources that will take a financial cut of the book’s revenue. The book then gets a “second life” or launch with Amazon and other sellers.

Please be aware then when your book is initially released, it may find its way to third party sellers and be sold on Amazon, eBay, and other sellers. We cannot control how these third parties sell the book.

DISTRIBUTION PARTNERS

We work with outside publishers and organizations, when appropriate, to co-publish and/or distribute our books. Although the majority of our bulk sales are related to CLE programs or traditional distribution arrangements, many books have been purchased in bulk for training and education by federal agencies, insurance companies, and other commercial enterprises.
AUTHOR MARKETING ACTIVITIES

Getting Started

We continue to expand our initiatives to work with authors on strengthening their own individual marketing platforms as well as consulting with them on ways that they can promote their books and products effectively as part of an integrated marketing promotional campaign. As an ABA Publishing author without the certain support of the individual entity programs, author promotion and, if applicable, law firm support can be critical to spread the word about a new book.

We understand what motivates ABA authors to write books, such as:

- Establishing themselves as an expert in their practice area
- Creating enhanced prestige
- Having a strong message to share

No matter your motivation, we want to work with you to sell as many books as possible and to spread the word of the book’s benefits to as many people as possible. The following are a few things that you can do to begin planning your own book promotion and marketing:

- Fill out our Author Questionnaire in order to provide us with valuable information about your book. You will receive the Author Questionnaire from your marketing specialist in advance of the release of your book. You should have it completed 2-4 weeks before your book hits inventory. After we receive and evaluate your responses, we will create a Marketing Plan and review it with you in a Marketing Launch Call.
- Establish your time commitment and any budget for your own promotion activities. Some authors devote a few hours per week to promotion activities, while others create ‘mini businesses’ around the book. Whatever you decide to do, make sure that you have a plan and are persistent when it comes to your activities. Marketing results can be difficult to measure and rarely happen when expected, but it is important to keep at it.
- Review, evaluate, and share with ABA Marketing your contacts and network for any outreach such as testimonials, email lists, promotion opportunities, and potential launch events.
- Make sure that your brand presence is consistent across all relevant platforms including social media, websites, biographies, flyers, etc. Create a message that captures the key benefits and value of your book. For example, your book title should be referenced in your bios and any article bylines as well as a link to and image of your book.
Launching the Book: Phase 1

The following are some ideas for getting organized as an author to promote your book before it hits the market and for the first 6-12 months of publication:

TESTIMONIALS

Testimonials generally appear on the back cover of the book (if received in advance of publication) as well as in marketing materials and on the ABA Webstore. Once your book is approaching the typeset stage, it is time appropriate to reach out to 3-6 of your contacts and ask for a brief (2-3 sentences) statement on the book.

If you would like to have one of your author copies sent to a reviewer, please contact your ABA Book Marketing Manager with their name, titles, mailing address, and phone number. We can also provide watermarked chapters or the complete ebook to reviewers.

ARTICLES, BLOGS, AND MORE

Writing articles for publications can be an effective method of promoting your book. Remember, it is important to list the book title in any bylines if possible.

Consider writing an article or a blog post about your book for your firm or business’s website. Articles can also be featured in ABA digital publications - blogs, webzines, newsletters, etc.

It is also beneficial to have your firm or organization write and distribute a press release about your book and/or to distribute any press releases from the ABA regarding your book.

WEBSITE

One of the most important things you can do to promote your book is to have your book information including book cover, sample materials, any reviews or testimonials, and a link to purchase the book at ShopABA.org on your own website and on your firm’s or organization’s website.

Be sure to link to the website on all promotion materials, press releases, and Social Media information.
You’ll be provided with a link to your book’s page on ShopABA.org, a copy of the book’s press release, and a digital file of your book cover from us as soon as they are available.

FLYERS, BOOKMARKS, AND POSTCARDS

If you choose to create any print materials, they can be sent to your mailing list announcing your book publication. These materials can be distributed at seminars, CLE events, and for holiday or miscellaneous mailings. Make sure to include an image of your book as well as any testimonials or reviews along with information on how to purchase it.

If this interests you, you can contact the marketing team in ABA Publishing for templates that you can use to create print materials.

SOCIAL MEDIA

Learning how to use Social Media effectively is an important and ongoing process.

It is important to establish profiles in relevant Social Media platforms including LinkedIn, Twitter, Facebook, and Instagram. Additionally, you should find relevant hashtags, accounts and links to include in your posts. Be sure to like, comment on, and share posts containing info about your book.

Example Twitter Post: Thanks @LawFirm #attorney @JohnSmith for your great review of my new book, ’Tips for Lawyers’, now available @ShopABA shopaba.com/lawyertips #LegalTech

Get in touch with the your ABA Book Marketing Manager if you have specific suggestions for our Social Media posts.

LAUNCH EVENTS and PUBLICISTS

Consider organizing a launch event for your book. Perhaps your firm or a local organization can assist with hosting and promoting a launch event. You may also consider hiring a publicist. Marketing will help support your publicist’s actions and provide information upon request.
CLE PROGRAMS

Consider developing a CLE program based on your book.

A CLE program can be offered through bar associations, private CLE companies, or through your own eLearning platform.

Entities coordinate their CLE programs through the ABA CLE Division. Generally, these programs are proposed and developed through their member CLE committees. Your ABA Book Marketing Manager can introduce you via email to the relevant entity staff who can initiate discussion of a program idea. They may also request additional information for the committee to review and determine if the suggested program fits in with their CLE planning goals.

STATE AND LOCAL BAR ASSOCIATIONS

Your local and state bar association may participate in the ABA’s Books for Bars program. Get in touch with the marketing team in ABA Publishing to learn more about this option.

State and local bars may be willing to have a launch party for the book. Alternatively, they could write a book review or article for distribution to their members via email or newsletter. They may also give you the opportunity to write a blurb on your book to be included in one of their communications or publications.

SPONSORSHIP AND BULK SALES

Find out if there are any companies or associations interested in purchasing a bulk order of your book or promoting it through their various outreach channels.

Contact the marketing team at ABA Publishing for assistance with any potential sponsorships or bulk sales. Your marketer can provide details on bulk order discounts.

SPEAKING ENGAGEMENTS

Identify any local or regional organizations that could provide you with opportunities for speaking engagements. Let the ABA Publishing know if you have a speaking engagement booked so that we can promote and potentially provide you with print materials for the event if
we have 2-3 weeks’ notice. We are also to provide you with limited-time discount codes to correspond with an event.

Signing books after the presentation may be an option if the sponsoring organization will take financial responsibility for the books.

Launching the Book: Phase 2

The following are some ideas for getting organized as an author to promote your book within the first 6-12 months of publication:

EXPAND UPON WHAT WORKED IN PHASE 1

While some marketing results can be difficult to measure, evaluate what worked well in Phase 1 of your book launch and expand on that. Many marketing activities are ongoing efforts that should be continued in Phase 2 including gathering reviews and testimonials.

Contact the marketing team in ABA Publishing to discuss what worked and for ideas on areas to focus on in Phase 2.

AMAZON AUTHOR CENTRAL

Your book will be available for expanded distribution to Amazon, public libraries, and independent bookstores through National Book Network (NBN) nine months after publication.

While your book will automatically appear on Amazon’s book product pages, please also sign up for Amazon Author Central. Here, you can add an expanded biography, photo of yourself, as well as testimonials and reviews.

It can be beneficial to solicit customer comments and reviews from Amazon purchasers which will appear with star-rankings on your book’s product page.
SCHEDULES

Scheduling is vital for all ABA books.

For most books, the marketing process will officially begin once the book has been launched into production and generally 2-3 months before the book is officially published. Every project has unique characteristics that may shorten or extend the time involved, but the following is a typical timetable of the marketing process once the book has been accepted for publication:

<table>
<thead>
<tr>
<th>2 – 4 weeks before publication</th>
<th>1 – 2 weeks before publication</th>
<th>Publication</th>
<th>After publication</th>
<th>6 – 9 months after publication</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Marketing introductions and Author Questionnaire</td>
<td>Pre-promotion including listing book on ABA Webstore</td>
<td>ABA general marketing activities</td>
<td>- ABA co-promotion activities</td>
<td>- Expanded distribution activities</td>
</tr>
<tr>
<td>- Review Author Questionnaire Comments, plan marketing activities</td>
<td></td>
<td></td>
<td>- State &amp; Local Bar Associations outreach</td>
<td>- Promotion in special sales, and appropriate channels</td>
</tr>
</tbody>
</table>

Please note that our marketing and promotion activities are ongoing throughout the lifecycle of each book.
CONTACT US

American Bar Association Book Publishing
321 N. Clark Street
Chicago, IL 60610-4714
www.shopABA.org
authors@staff.abanet.org
(800) 285-2222

Editorial | (editor’s name) – (editor.name)@americanbar.org
Marketing | (marketer’s name) – (marketer.name)@americanbar.org
Permissions | copyright@americanbar.org
Purchasing Copies of Your Book | ABA Service Center 1-800-285-2221
MARKETING AND PROMOTION CHECKLIST

☐ Complete the ABA Publishing Marketing Questionnaire

☐ Create a list of contacts for testimonials

☐ Create a list of contacts for email promotions

☐ Create a list of contacts for a print material mailing

☐ Update all of your biographies with your book title and information

☐ Updated your email signature with your book title and link to purchase

☐ Create a website and social media accounts to promote your book on - share your handles/profiles links with the ABA

☐ Update social media accounts with your book title information

☐ Get thumbnail image of book cover and a link for customers to buy the book from the ABA on your website and social media accounts

☐ Update your bylines for articles/posts with your book title

☐ Contact State & Local Bar Associations about your book

☐ Write blog posts about your book

☐ Send out requests for potential speaking engagements

☐ Actively engage customers on Social Media about your book

☐ Sign up for Amazon Author Central and update your Amazon bio

☐ Solicit customer reviews on Amazon

☐ If you’re a member of an ABA Commission, Division, Section, or Committee find out if there are opportunities to promote your book
Why social media?

Social media enables us to reach beyond registered, email receiving ABA members. Social media is one of our main methods for reaching out to non-ABA member book buyers.

Social media is a major—and growing—focus for Book Marketing’s 2019 promotion strategy. This reflects the larger ABA’s endeavors to increase its presence on social media. Because it is an opt-in channel, social media is an especially valuable and viable marketing option for ABA Publishing given the continuing limitations of email marketing. ABA Publishing is represented on Twitter, Facebook, LinkedIn, and Instagram. We are finding that impressions and clicks on social media book promotions continues to grow. Our posts are in support of our ABA Publishing mission, but also collaborative with the ABA and it’s many entities.

Twitter

Overview: Twitter is a social media platform used widely by the law community – law schools, law librarians, law students, law firms, attorneys, and more. According to a study by Pew Research Center and posted on Hootsuite, 93% of small and medium businesses that use Twitter have made purchases based off what they’ve seen on Twitter. The same article also states that almost 2 billion queries are made each day on Twitter and that people expect businesses and products to utilize Twitter.

Twitter allows you to post content to followers that includes images, links to outside content, add hashtags, and tag specific accounts. Good posts included all the above. Twitter posts are limited to 280 characters.
Getting started tips:

1. If you don’t have an account, you can build one at www.twitter.com
2. Make sure your account has a profile picture and a cover photo
3. Include a short bio. Bios might include your name, profession or place of work, link to your website or book, and interests.
   a. For example, “Senior Partner at Law Firm. Interested in legal tech. Member of the ABA’s Law Practice Division board. Check out our newest release https://bit.ly/2E2waXo”
4. Follow relevant accounts. Hopefully they follow you back!
   a. Such as law school faculty and staff, law students, attorneys, law firm staff, legal startups, authors, bloggers, podcasters, journalists, innovators, etc.
5. Composing a tweet. A good tweet will, as stated above, include images, links, tags, and hashtags. Twitter is a fluid platform, you can post several times a day on it.
   a. The message – be clear and concise
   b. Images – be relevant and eye catching; you can also tag accounts in images
   c. Links – always link back to a product, use bit.ly to shorten links
   d. Tagging accounts – tag 1 to 3 relevant accounts in your tweet
   e. Hashtags – use 1 or 2; check to see if anything is trending/popular twitter that you can use
6. Make sure to follow book publishing - @ShopABA. Also follow the LP Division - @LTRC and @LawPracticeTips

New book! ‘Fix It’ from @LawPracticeTips author @Kenneth_Imo examines how the legal profession still struggles with diversity in the workplace. Learn more https://bit.ly/2E2waXo [IMAGE]

Are you an #attorney? Don’t miss out on @ABAESQ’s year in review #book sale! Several LawPracticeTips books are 20% off for the next 3 days! Shop now https://bit.ly/2E2waXo [IMAGE]

I’ll be speaking on 1/15 at @LSULaw regarding the state of #legaltech (good for 2.0 CLE credits)! Sign up here to attend https://bit.ly/2E2waXo or check out my book on the @ABAESQ store https://bit.ly/2E2waXo #LegalEd [IMAGE]

Facebook

Overview: Facebook still holds clout but isn’t quite as popular with the law focused community, but it is still an important platform. While Facebook has users of all ages and backgrounds, around 70% of people aged 18 to 64 have a Facebook account – and the average user logs into Facebook 8 times a day (according to a study by Pew Research Center and posted on Hootsuite). The platform is continuing to grow and diversify.

Like Twitter, to you tag accounts, use hashtags, add images and include links. Unlike Twitter, the length of your content does not have a character limit and videos can be included.
Getting started tips:

1. You can create a Facebook account for yourself or for your business or book at facebook.com
2. Add a profile and cover photo to your profile.
3. Fill in the bio section (same as Twitter)
4. Add where you’ve worked and where you attended school
5. Friend people that you’re acquainted with, follow/like the pages people or entities that are relevant (law firms, law schools, legal professionals, etc.)
6. Composing a post. A good post will include a solid message, an image or video, a link, tagged accounts, and a hashtag. Facebook allows you to post more/longer content, so be sure to include details.

I’m pleased to announce the release of @LawPracticeTips latest book, “Fix It: How History, Sports, and Education Can Inform Diversity, Inclusion, and Equity Today” by Kenneth Imo. Kenneth is a gifted writer, who skillfully examines why the legal profession still struggles to gain meaningful diversity. Anyone in a management position at a law firm or in an educational position at a law school could greatly benefit from this read! You can learn more about the book here https://bit.ly/2E2waXo

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Attorney friends! As you may already know, I volunteer on the @American Bar Association’s @LawPracticeDivision publications board. Some of the best books and ebooks that I’ve worked on over the last few years are on sale now for 20% with code NEWBOOK20. I highly recommend taking a look at @John Smith’s “Why Lawyers Matter” – a great read that will give sage advice to new attorneys and the most seasoned ones! Shop the sale before it ends tomorrow https://bit.ly/2E2waXo

I’ll be speaking on 1/15 at @LSULaw regarding the state of #legaltech (good for 2.0 CLE credits)! Sign up here to attend https://bit.ly/2E2waXo or check out my book on the @ABAESQ store https://bit.ly/2E2waXo #LegalEd

LinkedIn

Overview: LinkedIn is more business and networking focused than other platforms. Posts usually consist of professional opportunities, tips and tricks, advice, industry news, and company achievements. Both companies and individuals have LinkedIn accounts. LinkedIn is a great place to network and to give professional recommendations. In fact, 76 percent of LinkedIn users prefer to use recommendation from their professional network when making purchasing decisions (according to a study by Pew Research Center and posted on Hootsuite). With all this said, LinkedIn is a sweet spot of the law practice books as they are professional, and advice based. Unlike other platforms, LinkedIn has a more formal feel when it comes to posts and messages exchanged.

Getting started tips:

1. Create an account for yourself and/or your business at LinkedIn.com
2. Add a professional (not a vacation photo!) profile picture and a cover photo.
3. Fill out your profile with your work history, education, skills, achievements, and interests
4. Friend people you’ve worked with, are friends with, or have been acquainted with in a professional setting
5. Follow companies or people that you’re interested in – such as the ABA
6. Join groups of professional interest to you – “Family lawyers of Santa Fe” or “Emory Law Alumni”
7. When you create a post, make sure to include your commentary, any link(s), images, and tag people or entities affiliated with the topic.
8. Follow us at https://www.linkedin.com/company/abapublishing/

For the last 3 years my partner @John Smith and I have worked on the @ABA Law Practice Division Publishing Board. The board has worked hard to produce meaningful content ranging from tech focused books, to wellness guides, to practice tips. Last week our latest book “How to be the #1 Tech Lawyer” by @Karen James was released. While I consider myself tech literate, after reading this book, I learned otherwise. And I couldn’t be happier. I’ve implemented 3 programs mentioned in the book, signed up for a course on ABCD, and learned how to better optimize my social media campaigns. In sum – lawyers to not have to be bad at tech! I’ve bought a copy for everyone at my firm, @law office, and a copy for my niece who is a 1L at @NKULaw. Couldn’t not recommend this book more! And Congrats on a great piece of work Karen! Get your copy here: Shopaba.org/book

Instagram

Overview: Instagram is the latest addition to our social media arsenal. Why Instagram? At the end of the day, people are visual creatures and Instagram is all about pictures. There are two components to Instagram: posts and stories. Posts are permanent while stories are temporary. Instagram is a fairly causal platform, utilizing little copy or text and is all about having the best image and an overall ‘branded look’. It’s a great place to show off a book cover or an image of an author speaking at an event. Instagram is app based, so you’ll need to get on your mobile device to fully utilize it. Instagram has over one billion users, is heavily populated by those who are 18 to 54 years of age – the younger end of this range reports Instagram as being their social media platform of choice (according to a study by Pew Research Center and posted on Hootsuite).

Getting started tips:

1. Download the app to your phone, create an account for yourself or business
2. Add a profile image
3. Write a short bio about yourself – you could even include a shortened link to your book or business on the web
4. Follow your friends and accounts that you’re interested in
5. Create a post – upload an image and give it a caption. If you want to link the post to something, you’ll have to put the link in your bio. Use hashtags and tag accounts in your image or caption.
6. Like and comment on things that you like or have something to say about.
7. Follow @abapublishing

[Image of you on a bench in the park on a nice day reading a Law Practice book] “Enjoying my day off on this beautiful day, but the #lawyer in me just won’t quit! This @abapublishing book “Fix It” has me thinking about all sorts of things, like #law #diversity #country and more. Link in bio to the book.