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Marketing to Libraries

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The Reference Society

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Marketing to Libraries

Publishing for Library Markets

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Although I only have a masters degree in Library Science, I have been in the business of publishing for librarians for over 20 years. I am a member of the Reference Society, which is a group of librarians who are interested in publishing for the library market. We publish a monthly newsletter, "Publishing for Library Markets," which is available to our members for $1 per year.


Gail Schlachter Interview

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GS: When asked to list the rules to successful writing, David Halsley responded: "1. Have something to say. 2. Know how to say it. 3. Be able to sell it." A similar list could be offered librarians who are interested in becoming publishers. It would read: Identify a need, use your library skills to fill it, and learn how to sell it. Some more advice: Save up a nest egg and be willing to risk it all on your dream. And, make sure you really want to give up your 8-hour plus day working for someone else for the 16 hours a day you may have to spend working for yourself.

There you have it! Lots of new ideas and topics of conversation to pursue when you see Gail in Charleston! — KS