



BlazeVOX [a refuge]

Post-Avant Poetries & Fiction

Hello,

This email is to let you know the current state of BlazeVOX [books] -- Your book is now available on Amazon.com! Yep! It's finally a true thing and there is a lot of information regarding this and it's in a haphazard form but it should all be here. If there is anything that you are not fully informed about please contact me and we'll get this straight!

First, THANK YOU for your kind patience. It has been an exciting period for us and we are growing much faster than anticipated so we are a bit behind in everything. However this has been a real learning process for me as well so things are looking bright!

BlazeVOX was originally designed to be an online journal and in the seven years we've been here we have published 350 poets in that journal and from those we have made some books on Cafepress with short-runs of books made by Fidlard Doubleday. This was fine for a while but there were real difficulties in getting out the right product. Cafepress is very nice and had a great no entry cost to get books up and out through online sales. However, this was a flimsy book and the cost to make a book was very high. But what does one do with no money and no financial support? So this was fine as we had the short run books from Fidlard, but in time they too let us down. The errors in their book making and general admin made me search out a new POD firm that could help us grow in the real marketplace. This led me to Booksurge. They are an Amazon.com company and make POD

books that are available for sale through Amazon and their related outlets as Abe Books, Alibris, Target.com and many others. The book is high quality and feels like a real book! This is important now as we all want to have a well made book!

Getting into Booksurge was a big time hassle but I was not set up for this amount of transfer. They actually required me to become a real live book merchant with real business stuff! This I didn't have, or as they say, not all in one bag. But now I do and we have a real live business here. I should say, if this horrifies you, that I am very very comfortable with making books. The moving around of texts is calming for me and so this is where I am most comfy. Even this letter takes a great deal of something to write J So please understand that this just growing pains. I have a degree in Accounting and have an intimate understanding of the bookmaking process. I have made up a full business plan with a foreseeable future. I have done this with no investments other than the remnants of my \$10 an hour cooking job and the good nature of my girlfriend. We all owe Donna a great deal of gratitude (as does the person who has to reside with you nutcases, please give them a kiss on the cheek for their kind patience and remind them that at least a life of poetry is a step higher than collecting toy trains)

As of right now we have 50 titles available for sale on Amazon.com. We will have a total of 64 by years end! This is a lot and we had to push the limits to get into Amazon. There is a substantial fee to upload and register one book, along with a monthly fee. But if we had 50 titles then those fees would be waived. So we had 25 titles with plans to do ten a year for the next ten years, this I thought would be ok, but it was not. I needed to have all 50 up online in their format or I would loose the deal. I got to work and in a fury after our October snow storm I hit to computer and started to make books. I have them all done now and am working on the new year. This reminds me that there is two groups of authors here: Books done and

books in the coming year, along with a few who have an old book and a new book coming up. No matter the info is still the same. Things are slowly coming into Amazon's system and not all of our books are up there yet. Booksurge recently purchased a new printer and they are moving thing over to this system. It can make a 200 page paperback in 7 minutes. Right now we have 37 titles up and the rest will be up within two weeks. So if your book is not up there yet, it will be.

Two major issues have happened that I need to update you on. First we had an issue of a cover design that was wrongly attributed. I am ashamed of this happening and I am going to brief you on what happened, the resolution and future cover designs. A book cover was set up and in print with an image that belonged to someone other than who I thought it belonged to. A photog friend of mine set me a disc with several of her images on it and in this folder was images that she saved onto her computer and wound up in her photo bin. She sent it to me and we (the author and I) liked it better than others. Oddly enough, the owner of that image saw the book and was naturally upset about not knowing about it. We have changed it with a Gary Sullivan drawing. I wrote an apology to the image owner and all was well. Gary, too came to our aid in a moment of crisis and the book is a round success!

Also, the passing of kari edwards has hit all of us as a deep shock. We were in the process of making her book before she passed. I am in contact with her partner and she acting as the guardian of her estate. All royalties will be paid to her. I am mentioning this because it brings up two points I want to clarify with you. Your book will remain in print for as long as I am alive and I am making preparations for after that. Since we do print on demand, there is no longer an 'in-print' 'out-of-print' mindset with our press. I do not have an inventory of books to look after, it is all on the computer. And since it is there on Amazon, we should be safe until the big EMP

(electromagnetic pulse) destroys all our data. In the event of your passing I will seek out the executor of your estate and make sure things continue on. I know this is an icky subject but be reassured that I will do the right thing and keep your work alive!

In other news, last year we had 4 books on the Poetry Foundation's SPD bestsellers list. Kent Johnson's book was reviewed nationally in BOMB magazine and there is a newish catalog of books on the website. This will be updated within the coming weeks to include all of the titles we have!

Below are several of the key points to all of the books. I would like to make all announcements after everyone gets this email and the plans for BlazeVOX. As you can tell there is a lot to still be done and all of this will be taken care of in a short amount of time. There is a lot of networking that needs to be done and basically we need to get the word out there that your book is out there. I am optimistic that we will do great things.

Points of Contact

Geoffrey Gatza – me
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Booksurge

All the relevant info on them is on their website
<http://www.booksurgepublisherservices.com/>

We are no longer doing business with Fidlar Doubleday!!!

ISBN

Your book has the 9 and 13 digit ISBN which are now required by Bowker. Your book is in their system with Books in Print database. This is database book stores use to order books.

LOC

Your book is assigned a control number by the Library of Congress. It is in their system and they will need to have a copy of the book sent to them for their shelves.

Bar Code

Your book now has a real live scan-able barcode on the back of the book with the ISBN.

Distribution

Your book is available for distribution two outlets, online and direct to bookstore. The online is Amazon, Abe, Alibris, Target, and so on. Baker Taylor handles our book distribution for bookstores. They are one of the biggest book distributors in the world and they work with Booksurge in the same was as Amazon. If a bookstore needs to order some of your books this is how they will get there. The POD process will order, make them and ship them to that store.

Ordering author copies

To order books for your own. You will be charged only the basic rate on the book, about \$3 per book. To order books you will go to the booksurge website and log in, using a pass I provide to you. I'll do this in another email so no worries. Click on your book and order away.

You can also edit your books information right here in this page. I'll tell you how to do it if you can't figure it out. But if you cannot it may be best that I fix things up. The text and cover also can be changed. But with any change it will take a few days for your book to be offline and not up for sale until it filters through their system.

Author Royalties

All books ordered on your own and sold by you is yours to keep!

Books sold on POD Author royalties are 10% of the cover price

Reviews

So far we are set to have reviews on all of our books on Jacket. We have online versions of the book set up for potential reviewers so get your reviewers to go there first. Amazon has a great space for reviews and comments on their webpage. There is also room for book discussions so be familiar with this page.

Also, there are 50 poets and fiction writers here. I am not suggesting we form anything. However, there is a great opportunity to read and review each others work. We have a great list of books and authors you may want to read and review. But if this is a no go, it's no worry to me :-). If you would like to participate please let me know.

Podcasts

Podcasts are very popular and a great way to help market your book. This is like a reading on a radio station that can be sent for free to anyone. If you are not familiar with Podcasts or iTunes, please Google it J

BlazeVOX [Podcast] is going to be an outlet for readings by our authors available from our website and iTunes. It is free for download to anyone with or without an iPod. I want you to be a part of this, in your own voice. If you would like to do this please follow these instructions. You will need a microphone, those \$3 ones will do just fine. Plug it into your computer in the mic port. You will need a program called Audacity. Go to <http://audacity.sourceforge.net/> and download Audacity 1.2.6. Its free and easy to use. Once you get the handle on this program record yourself reading a few poems. 6 to 8 minutes max! Any longer and the moment passes. Leave your

audience wanting to buy the book :-) Then save the file (it will be a WAV file)
Then open up iTunes and convert this to an MP3. I know this sounds like a lot
but it's much easier than it may appear. For an in-depth article on all things
Podcast read this :

Beginner's Guide to Podcast Creation
By Kirk McElhearn

<http://www.ilounge.com/index.php/articles/comments/beginners-guide-to-podcast-creation/>

List of Books, Authors, a list of contacts are listed after.

Author	Title	ISBN	ISBN 13	LCCN
Ted Pelton	Bhang	0-9759227-0-X	978-0-9759227-0-5	2004116020
Geoffrey Gatza	Dreadful Quietude	0-9759227-1-8	978-0-9759227-1-2	2004116045
Raymond L. Bianchi	Circular Descent	0-9759227-2-6	978-0-9759227-2-9	2004116019
John Bradley	War of Words	0-9759227-3-4	978-0-9759227-3-6	2004116024
Alan Sondheim	Vel	0-9759227-4-2	978-0-9759227-4-3	2004116018
Amy King	Antidotes for an Alibi	0-9759227-5-0	978-0-9759227-5-0	2004116022
Patrick Herron	American God War Complex	0-9759227-6-9	978-0-9759227-6-7	2004116025
Kazim Ali	Quinn's Passage	0-9759227-7-7	978-0-9759227-7-4	2004116046
Kent Johnson	Epigramitis	0-9759227-8-5	978-0-9759227-8-1	2004116023
Mike Kelleher	To Be Sung	0-9759227-9-3	978-0-9759227-9-8	2004116021
Rodney Koeneke	Musee Mechanique	1-934289-00-0	978-1-934289-00-6	2006938614
Michael Magee	Mainstream	1-934289-01-9	978-1-934289-01-3	2006938615
Daniel Nester	The History of My World Tonight	1-934289-02-7	978-1-934289-02-0	2006938616
Geoffrey Gatza	I wear a figleaf over my penis	1-934289-03-5	978-1-934289-03-7	2006910243
Richard Henry	Sidewalk Portrait	1-934289-06-X	978-1-934289-06-8	2006938621
Kenji Siratori	Nonexistence	1-934289-08-6	978-1-934289-08-2	2006938623
Forrest Roth	Line And Pause	1-934289-09-4	978-1-934289-09-9	2006938624
Michael Ruby	WINDOWS ON THE CITY	1-934289-10-8	978-1-934289-10-5	2006938625
Jeremy Downes	The Lost Atlas of Desire	1-934289-11-6	978-1-934289-11-2	2006938627
Peter Jay Shippy	Alphaville	1-934289-12-4	978-1-934289-12-9	2006938626
Steven Timm	Disparity	1-934289-13-2	978-1-934289-13-6	2006938628
Jennifer J. Thompson	Naming God	1-934289-14-0	978-1-934289-14-3	2006938629
Clarice Waldman	Victory	1-934289-15-9	978-1-934289-15-0	2006940043
William Allegrezza	Ladders In July	1-934289-16-7	978-1-934289-16-7	2006938630
Francis Raven	Taste: Gastronomic poems	1-934289-18-3	978-1-934289-18-1	2006938676
Noah Eli Gordon	Inbox	1-934289-20-5	978-1-934289-20-4	2006938632

Mary Kasimor	A Pure Bowl of Nothing Stirring Within Poems and Tales from Mount Carmel	1-934289-21-3	978-1-934289- 21-1	2006938631
G Emil Reutter		1-934289-22-1	978-1-934289- 22-8	2006938677
Joe Amato	Finger ExOrcised	1-934289-23-X	978-1-934289- 23-5	2006938678
Daniel Borzutzky	The Ecstasy of Capitulation	1-934289-24-8	978-1-934289- 24-2	2006938679
Megan A. Volpert	Face Blindness	1-934289-25-6	978-1-934289- 25-9	2006938680
Aaron Belz	The Bird Hoverer	1-934289-27-2	978-1-934289- 27-3	2006938681
Joseph Cooper	The Autobiography of a Stutterer	1-934289-29-9	978-1-934289- 29-7	2006938682
Geoffrey Gatza	Thanksgiving Poems	1-934289-36-1	978-1-934289- 36-5	2006910254
Jukka-Pekka Kervinen	[#1 - #46]	1-934289-40-X	978-1-934289- 40-2	2006940043
Vernon Frazer	Holiday Idylling	1-934289-17-5	978-1-934289- 17-4	2006940032
Kari Edwards	having been blue for charity	1-934289-39-6	978-1-934289- 39-6	2006940031
Geoffrey Gatza	Black Diamond Golden Boy Takes Bull By Horns	1-934289-35-3	978-1-934289- 35-8	2006940030
Richard Henry Ruth Lepson & Walter Crump	Sidewalk Portrait	1-934289-42-6	978-1-934289- 42-6	2006938621
Evan Willner	Morphology homemade traps for new world Brians	1-934289-19-1	978-1-934289- 19-8	2006940037
Jared Schickling	Aurora	1-934289-44-2	978-1-934289- 44-0	2006940040
		1-934289-45-0	978-1-934289- 45-7	2006940041
BlazeVOX an.online.journal.of.voice Vol. 1 : 2k1 - 2k3		1-934289-47-7	978-1-934289- 47-1	
BlazeVOX an.online.journal.of.voice Vol. 2 : 2k4		1-934289-48-5	978-1-934289-48-8	
BlazeVOX an.online.journal.of.voice Vol. 3 : 2k5		1-934289-49-3	978-1-934289-49-5	
BlazeVOX an.online.journal.of.voice Vol. 4 : 2k6		1-934289-50-7	978-1-934289-50-1	
Javier Rube	Reading Gaol	1-934289-51-5	978-1-934289-51-8	
Michel Jérôme Dufrénoy	Factory Manual	1-934289-52-3	978-1-934289-52-5	

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