

Self-Published Book Becomes Barnes and Noble Bestseller

Los Angeles - Geoff Hoff and Steve Mancini are proud to announce that their book, the satirical novel *Weeping Willow: Welcome to River Bend*, climbed all the way up to number ten on Barnes and Noble's website bestsellers list. This wouldn't be very exciting except they did it with an advertising budget of under \$500 and the help of a few "joint venture partners."

"Out of the millions of authors and titles selling on-line, we wanted to do something unusual," Mancini said. For this campaign, they offered anyone who bought *Weeping Willow* from BarnesandNoble.com on a specific day over one hundred dollars worth of free bonuses which included eBooks, a discount on a DVD movie and even a new song by a New York area band recorded just for their campaign. (The band is now working on a song about their book, which they can't wait to hear.) They bought a couple of inexpensive ads in email newsletters and sent emails to their *Weeping Willow* fan lists. They also got other email list owners to send announcements to their lists.

Of course, everything else they've done regarding their book has been unusual. They initially wrote it as an on-line serial because they wanted to take their writing directly to the public. The structure of the story telling is unusual in that the authors banter and argue with each other within the narrative. When they decided to publish the story in book form, they sidestepped the big publishers, preferring to self-publish. Their advertising and promotion has been decidedly grass roots. It was through their unusual tactics that they attracted the attention of Nancy Ellis of the Nancy Ellis Literary Agency, who signed them after reading and loving their book.

"Most artists and writers don't understand why no one knows who they are, or assume their publishers will get the word out for them," Mancini said. "We've been studying marketing for years because we know it's all up to us," Hoff said. "We don't want to be undiscovered writers whose work only sees the light of day when someone opens the sock drawer."

"Of course, we were shooting for number one," Mancini said. "But we're thrilled." "Heck, we passed *Freakonomics* and *The Da Vinci Code*, for heaven's sake," Hoff added. "We looked at the numbers in the morning and we were already at number 23. That was exciting."

What's next for *Weeping Willow*? "A bidding war between the major publishing houses," Mancini said.

"*Weeping Willow*" is volume one of a planned five volume set. It is available in hardcover (ISBN: 1420800485, \$26.45) and paperback (ISBN: 1420800477, \$14.95). The book can be purchased on Amazon.com, BarnesandNoble.com, or on Mancini and Hoff's website, <http://www.JosephCoaler.com>.

Media Contact

DJ Bernier

of Joseph Coaler Productions

(310) 737-9100

PR@JosephCoaler.com