

Author Takes Book Tour to Great Lengths

In a day and age when multi-million dollar ad campaigns drive the bestseller lists, and many of the books sold in America are through outlets such as Wal-Mart and Costco, breaking out a midlist author is harder than ever.

One author has come up with a non-traditional way to spread the word. JA Konrath (author of the previous Lt. Jacqueline "Jack" Daniels thrillers *Whiskey Sour* and *Bloody Mary*) is hopping into a car and driving cross country, signing at 500 bookstores in two months.

Supported by his publisher, Hyperion Books, Konrath will average 8 bookstore drop-ins a day, where he'll sign stock, meet the booksellers, and pass out signed drink coasters featuring the cover of his latest novel, *RUSTY NAIL*.

"Hyperion sent me on a traditional tour last year, visiting ten cities in eleven days," says Konrath. "These were scheduled events, and I had decent fan turnouts. But the real success of the tour happened between signings, when I managed to visit an additional ninety-six stores during that time frame."

Konrath believes that meeting the people who sell his books is the only way to compete with the mega-bestselling authors and their huge marketing campaigns.

"Enormous print runs and large co-op budgets don't impress booksellers any more. But actually meeting bookstore owners, managers, and employees, is a grass roots approach that people seem to enjoy. I certainly do. I love meeting booksellers."

That love extends to print. Konrath has named five major characters in past and upcoming books after booksellers, and has thanked hundreds of them on his acknowledgements pages. Every single bookseller he meets on this current tour, which he's dubbed *The Rusty Nail 500*, will be similarly thanked.

Konrath is widely known as "The Kind of Self Promotion" and has been featured in *Forbes*, *Wired Magazine*, *Bookpage*, and *Publisher's Weekly*. His books have been on the final ballots for the *Macavity*, *Gumshoe*, and *Anthony Awards*, and he's won the *Derringer Award*, *EQMM Reader's Choice Award*, and the *Love is Murder Award* twice.

The tour kicks off July 6th, and you'll be able to follow his daily progress on his website and blog at www.JAKonrath.com.