

WHAT EXACTLY IS "BUZZ"

Consider these figures:

50,000 – initial print run of *Marley and Me: Life and Love with the World's Worst Dog*

720,000 – estimated number of copies in print since its October 2005 release

1.5 million – number of hardcover editions of the *Da Vinci Code* sold in 2005

More than 20 million – number of copies *Rich Dad, Poor Dad* sold world-wide. This title has been published in 41 languages in 80 countries

22 million – number of copies of Zondervan's *Purpose Driven Life* in print in English-language editions alone

So what exactly do these books have in common?

First, you can likely find them on the shelves of your favorite bookstore.

Secondly, you have probably heard of them – or read about them. You may even own one, or more.

This is what buzz is all about.

The media – whether print, television, or radio – is an indisputably powerful factor in our decisions to

buy – or in some cases, not buy – a particular author's work.

Have you ever bought a book after reading a review of it? After seeing an author on television?

Or after hearing an author of the radio?

If you're like me, you may even have a stack of review clippings and notes about books you would like to read.

Buzz is about recognition. It is about familiarity. It is about word-of-mouth, and conversations over lunch, around the watercooler, and between friends, family and colleagues. It is the sound of book groups talking about a book. Buzz is the sound of big print runs clicking off the printing press, it is the sound of a journalist's fingers on a keyboard, and the sound of an author's voice on the radio and on TV. Buzz is sound of boxes of books being packed, shipped, and opened. Buzz is the hum in the aisles of Book Expo – the meetings, the greetings, deals being made, and books being sold. Buzz is the sound of cash registers ringing up sales. It is reorders and reprints.

Buzz is the sound of a successful book.