

bandit

Dear Trendsetter,

You have been selected to the exclusive Buzz Campaign street team, assembled to promote *Bandit* by Jonathan Sanchez, available at beingsanchez.com, as well as at Amazon and area bookstores.

Simply by being the stylish zeitgeist molder that you are, you can help viral-market this little book into a big fat publishing dynamo. Here's how:

1. Call up bookstores and say things like "Yeah, I'm looking for this book, it's a collection of stories that all center around the Cooper River Bridge Run, it's got this great scene with a redneck on a cherry picker holding a boombox, but I can't remember who it's by or what it's called."

2. Read the book at the beach or the park, making sure the title and author's name are visible. In fact, even if this means not actually reading the book, as long as you are your stylish and good-looking self and hold it in front of your face with the title clearly visible, you're fine. Feel free to burst out laughing, or to shout "Oh my God!" and shake your head slightly while remaining transfixed in the narrative.

3. Read the book in a crowded café, repeatedly elbowing your neighbor and saying "Dude, you have GOT to read this."

4. Read the book on the plane, bus or monorail, or while driving in heavy traffic.

5. Host a Bandit Cook-Off, in which celebrity chefs create recipes using the book as an ingredient.

6. Call John Graham Altman III and tell him the book is full of filth, debauchery, and crudely-named hot sauces, and that he should mobilize his base to buy up as many copies as possible and burn them before a substantial media presence.

7. Incorporate the book into conversation. Example:

Co-worker: *"My kid spent his whole spring break laid up with spinal meningitis. We had to cancel our trip to Delaware."*

You: *"That sucks. Hey, have you heard of this new short story collection?"*

8. Incorporate the book into conversation *subliminally*:

"My neighbor has started a polka Band. It really is something."

With an accomplice:

"I bet we use the same deodorant. What kind of roll-on are you wearing?"

"Um, Ban."

"Ditto."

9. Tell people to come to the 8th Annual Cooper River Bridge Run Show, the Thursday before the 2006 race. Location and time TBA.