

# **Do you want to create blockbuster books and sell more of them profitably?**

**Now you can, when you use these  
new booklets with**

**Proven Tips  
for Publishing Success  
by Brian Jud**

**Eight Booklets with 2357 Practical  
Tips for Planning and Conducting  
Profitable Marketing Programs  
for Developing, Pricing, Distributing  
and Promoting Your Books**

**The Table of Contents and One  
Sample Page From Each Booklet  
Are On the Following Pages**



*Book Marketing Works, LLC  
Avon, Connecticut*

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## 1. The Buck Starts Here: **635 Tips for Creating Successful Marketing Strategy**

Is your publishing business headed in the right direction? Are you sure? Is there another way that is easier and more profitable? There is a lot you can do even before start to write your plan — if you want the maximum sales, revenue and profits. Discover how you can best coordinate your product lines with innovative distribution networks, pricing programs and promotional campaigns.

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## 2. Plan Your Work and Work Your Plan: **461 Tips for Profitable Marketing Planning**

Stop following the *Ready, Go, Get Set*, planning sequence and start becoming more profitable. Use these little-known tips to help you plan exactly what to do, when to do it and what should happen when you do.

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## 3. Sell No Book Before Its Time: **482 Tips for Developing Books That Will Make A Profit**

Do you have a strategy in place for creating new products that will maximize your long-term growth and profitability? Profitable product development is crucial to your publishing success, so use these tips to keep you looking in the right place for new-product ideas.

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#### **4. The Price is Right: 434 Tips for Pricing Your Books Profitably**

Do you want to price your book for maximum sales and profits? Your book will be on store shelves next to competitive titles. Potential buyers compare prices and choose the lowest-priced book. Or do they? The price of your book could be the single most important decision you make. Learn how to do it right.

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#### **5. You Can Get There From Here: 345 Tips for Creating Profitable Book Distribution**

Are you using the most effective distribution system for your titles, your customers and your business? Find out how using dual distribution can double your sales and revenue. Learn how to manage your distribution channels for more profitable sales.

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#### **6. Get Your Word's Worth: 555 Tips for Improving Your Book Promotion**

Are you getting the most bang from your promotional buck? Publicity is *not* the only promotional tool for selling books. In fact, it is only one of many, and in some cases it is the least effective. There are literally thousands of ways you can promote your titles, effectively, efficiently and economically. The tips in this booklet will stir your creative juices and help you sell more books.

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## **7. Perpetual Promotion: 485 Tips for Getting on Television and Radio Shows**

Do you want to get on more television and radio shows? Discover practical and creative ways to get on any television or radio program. Learn how to write a cover letter that will get the producers to call you and arrange an interview.

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## **8. It's Show Time: 493 Tips to Performing Successfully on Television and Radio Shows**

You can appear on hundreds of shows and never sell a book – unless you know the secrets of performing like a pro on any talk or news show, on television and radio. This booklet gives you tips for delivering your message convincingly and persuasively, with your words and actions.

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**See page 22 for information about  
*Beyond the Bookstore* --a *Publishers Weekly* book  
with more than 300 pages of information  
to help you sell more books profitably  
to non-bookstore markets.**

## The following pages display the Table of Contents and one sample page from each booklet

These booklets contain valuable tips and information to help you plan, implement and evaluate profitable book-marketing programs. They are not meant to be exhaustive discussions of the process.

### About the Author

Brian Jud is an author, book-marketing consultant, seminar leader, television host and president of Book Marketing Works, LLC. He is the author of the *Publishers Weekly* title, *Beyond the Bookstore* (Reed Press, Feb, 2004) and *The Marketing Planning CD-ROM* that accompanies it.

Brian has written and self-published five books on career transition that are distributed internationally. In addition, he is the author, narrator and producer of the media-training video program *You're On The Air*. He also wrote and published the books *It's Show Time* and *Perpetual Promotion*. These describe techniques for authors to get on and perform on television and radio shows.

Brian is a prolific writer of articles about book publishing and marketing. He is a syndicated columnist and a regular contributor to the *PMA Newsletter*, *SPAN Newsletter* and John Kremer's *Book Marketing Update*. He is the host of the television series *The Book Authority* and has aired five hundred shows. He is also the creator of *Book Market Map*™ directories for special-sales marketing and the editor of the *Book Marketing Matters* newsletter on special sales topics.

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*Proven Tips for Publishing Success*

# **The Buck Starts Here: 635 Tips for Creating Successful Marketing Strategy**

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- What is Marketing Strategy? • 8
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- Positioning as Marketing Strategy • 39
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- Research as Marketing Strategy • 57
- Marketing the Benefits of Your Titles • 63
- Test Marketing • 66
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### What is Marketing Strategy?

32. There is a tool that allows you to measure, analyze and respond to the opportunities of the bookselling marketplace. It is called *strategic marketing* and it is a course of action that, if used properly, can help you create and implement successful ways to increase your sales and profits.
33. Strategic marketing is the act of relating your firm's strengths and abilities (which change over time) to customers' needs (which also change over time) leading to the progressive realization of your business goals.
34. Your strategy must create an important and unique selling proposition for your titles among a particular set of customers.
35. Most budgets do not provide marketing managers with carte blanche authority to do everything they want, so you have to make choices. Your choices define your strategy.
36. There is always a lot more to learn.
37. Imprecise implementation — based on ineffective strategy — will appear as an effort to be all things to every customer, distorting your image and reducing your sales.
38. Strategy needs to be reflected in coordinated marketing activity.
39. Strategy requires that you harmonize the ways in which you conduct your product development, distribution and promotion tactics so that people think your books are worth the price paid.

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# **Plan Your Work and Work Your Plan: 461 Tips for Profitable Marketing Planning**

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### Focus on Your Customers

163. Marketing starts with people — not your books. It is the process of finding out what people want to buy and then giving it to them.
164. How do you find out what the needs are? You ask questions. Ask enough people what they want, or what is missing in the current selection of books currently available.
165. Treat the companies in your distribution channel as customers because the sale of a book does not end when you ship it to your distributor.
166. Conduct market research. This can be done formally or informally, internally or externally, from existing material or from primary research.
167. Learn about potential opportunities by reading periodicals, attending trade shows or looking into books containing vital statistics on your topic.
168. Discover what people *really* want. Creatively interpret market feedback so you fully understand the consumers' needs.
169. A discussion beginning with the words “I received a great manuscript today” will rarely be as effective as one beginning with “I was reading about a new consumer trend for which there are no current titles available. What if we....”
170. A customer-focused mission statement moves you in a direction that is best for your long-term growth. It also guides your actions so the focus of your marketing programs remains on your customers and their reasons for buying your products.

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# **Sell No Book Before Its Time: 482 Tips for Developing Books That Will Make A Profit**

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63. Thoughtful product development can reduce the negative impact of seasonal/cyclical slumps or economic fluctuations.
64. Your product mix is constantly in a state of change as you develop new titles, fine-tune your promotion for promising titles or prune unprofitable ones.
65. Titles must be written for, and marketed to, a defined segment of consumers.
66. First ask what market should be served, and then ask what form the product should take.
67. Marketing strategies should not be developed for products but for markets.
68. Market selection comes first, and choice of product second.
69. Focus on creating and marketing the products that you can profitably sell.
70. Product strategy occurs when the entrepreneur decides upon the product *mix*, or the assortment of products the company will offer for sale.
71. Fundamental to successful product strategy is that you cannot grow a business by publishing a title that is all things to all people. That title does not exist, except, perhaps, in the mind of the author.
72. Successful marketing requires that a book have a unique buying proposition (UBP) or a reason why a distinctive feature or performance quality is important to the prospective customer.

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# **The Price is Right: 434 Tips for Pricing Your Books Profitably**

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    Prepare a Cash-Flow Statement • 51

    Part One: Revenue • 53

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### Four Basic Pricing Strategies

229. There are four basic pricing strategies: market, penetration, skimming and competitive.
230. A market pricing strategy considers competitors' prices, distribution discounts and promotional expenses to determine your book's list price.
231. A strategy using penetration pricing yields a low price to increase sales by attracting price-conscious buyers.
232. If you believe you can stimulate demand and thereby increase your printing quantities and lower your costs, you might decide to set a low price that will maximize the growth of unit sales. This practice is called market-penetration pricing.
233. Penetration pricing may be successful if: 1) a low price stimulates sales, 2) if you print a large quantity initially and not a series of small quantities to meet demand, 3) a low price discourages competition and 4) you are willing to invest in sales-stimulating promotional activities.
234. Choose a low price for penetrating mass markets early.
235. Penetration pricing may result in quick sales to mass markets at the lower end of the income scale.
236. Use penetration pricing if you expect sales to increase with a price reduction.
237. Use penetration pricing when production costs are substantially reduced with higher volume, or when there is a threat of potential competition, or when the mass market appears large.

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# **You Can Get There From Here: 345 Tips for Creating Profitable Book Distribution**

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- Notes From the Front Lines (by Eric Kampmann) • 47

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### The Strategy of Reducing Returns

313. Bookstores do not sell books — they display them.
314. Books are returned because they are not sold, which may be the result of ineffective or nonexistent promotion.
315. If your returns increase, change your marketing strategy to sell them and keep them sold.
316. Large, early sales may simply fill the distribution pipeline. These may be returned.
317. Do not immediately print to replace early sales unless the initial sales were made on a non-returnable basis.
318. Most distributors utilize commissioned sales representatives whose income depends on selling books that are not returned, i.e., those promoted by publishers and authors. They understandably spend their time selling those titles.
319. A properly developed title is less likely to be returned if it has a unique point of difference.
320. A title that is demonstrably different from competitive titles in a way that is important to the marketplace is less likely to be returned.
321. A title that is competitively priced is less likely to be returned.
322. Appropriate distribution that you support with regular communications will reduce returns.
323. Sales to non-bookstore markets will not eliminate returns. Discount stores, airport stores and warehouse clubs all return unsold books.

# **Get Your Word's Worth: 555 Tips for Improving Your Book Promotion**

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### Writing Headlines for Press Releases

205. Headlines in press releases cannot be written just for their attention value. Your stopper must lead logically into what you have to say and precondition the reader to be receptive to your selling points.
206. There are two general categories of headlines that will intrigue your reader and build anticipation for your body text.
207. A direct headline uses one or more of the primary sales features of your book as the attention-getter (*50 Easy Ways to Make More Money*).
208. An indirect headline attempts only to stop the readers and get them to look past the headline (*Do all vampires have fangs?*).
209. Practice writing headlines using many different appeals in order to draw readers into your release and take action on your recommendation.
210. It is generally better to use a logical, believable approach to the reader's interest through a straightforward presentation.
211. News headlines feature your title in the same manner as if it were a noteworthy item of timely interest.
212. Select the outstanding feature of your book (from the perspective of the reader's audience) and present it clearly and quickly: *TV Violence: Shocking New Evidence*.
213. Whenever a new book arrives on the market, proclaim that fact with a news headline (*Announcing the First Book to ...*).

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# **Perpetual Promotion: 485 Tips for Getting on Television and Radio Shows**

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    A checklist to help you prepare for your tour • 56

    A checklist to help you conduct your tour • 57

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### How to Contact the Media

263. Learning the names of people to contact is an important step in your journey to media fame and fortune.

264. Now your task is to convince the decision makers that you can make their lives easier by helping them create a good show for their audience.

265. In order to be successful at becoming a media guest, you have to think like a producer.

266. Producers are responsible for creating the idea for a segment or a show as well as for finding guests to appear on a show.

267. The topic has to be of interest to the audience, and the guests have to be interesting and entertaining enough to hold the audience's attention.

268. Producers do not care about selling your book. They want to increase ratings and keep their jobs.

269. A producer looks for story ideas, tries to find good interviews and pictures, then puts together a segment on the air.

270. Although each producer has his or her own preferences and idiosyncrasies, you will increase your chances of success by contacting the producer of the show, not the host or president of the network.

271. You might think it will save time to go directly to the host on major shows with your show idea, but do not do so. Your package will be intercepted long before it gets to him or her, and you will not make friends with the producers by trying to bypass them.

272. Know the hierarchy in the medium and pitch to the appropriate person.

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# **It's Show Time: 493 Tips to Performing Successfully on Television and Radio Shows**

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### Delivering Your Words Vocally

259. The content of your message by itself does not guarantee effective communication.

260. A key to a spontaneous, relaxed, entertaining and informative interview is to know your material and deliver it effectively, believably and passionately.

261. The people in the audience will listen to you more intently if you gain and maintain their attention by manipulating the volume, pitch and tone of your voice.

262. The acronym, VOICES, is made up of the first letter of the words Volume, Other's viewpoint, Inflection, Confidence, Enthusiasm and Speed. Vary these as you speak to deliver your message more effectively and pleasantly:

263. **Volume.** Before your segment begins, a sound check will be conducted and the audio controls will be adjusted accordingly. However, your general apprehension might make you feel less sure of yourself, and your voice may become progressively louder or softer. If this occurs, the host will mention it during a break. Or, if time is short, you may see the host or producer alerting you via hand signals to adjust your volume.

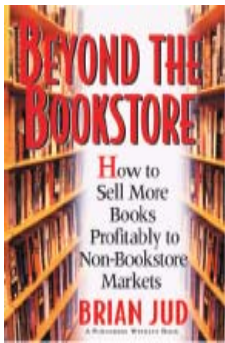
264. One or both hands, with palm(s) up, in upward motion means speak more loudly, or more quickly.

265. One or both hands, with palm(s) down, in a downward motion means speak softer, or more slowly.

266 **Others' viewpoints.** The audience did not tune in to be sold something. It does not care about you and your book, but wants to be entertained or informed.

## **Are you getting your share of the massive, multi-billion- dollar, non-bookstore market?**

*Beyond the Bookstore* is a *Publishers Weekly* book with more than 300 pages of information to help you sell more



books profitably to non-bookstore markets. It has hundreds of tips and hints based on author Brian Jud's 15 years of book-marketing experience during which he has sold hundreds of thousands of books in special markets.

*Beyond the Bookstore* shows you how to tap into sales you may have overlooked. You will discover how to sell more books in places such as:

- Mass merchandisers such as Wal-Mart or Costco
- Educational markets
- Airport Stores
- Book clubs
- Libraries
- Catalogs
- Associations
- Gift Shops
- Home-shopping networks
- Government agencies
- Network-marketing companies
- Corporations
- Targeted retail stores
- Military branches
- And other niche-marketing opportunities appropriate to your unique title

**79 strategies in *Beyond the Bookstore* show you how to tap the enormous, lucrative market of special sales.**

- Discover the names of buyers who could be looking for books just like yours.
- Estimate a cost-effective print run with an accurate sales forecast.
- Learn simple hints for contacting potential buyers successfully.

## Tables of Contents and Sample Pages

- Save hours and hours of searching for potential buyers.
- Increase sales and profits as you reduce returns.
- Find out special hints for making more money.

### And it includes *The Marketing Planning CD-ROM™*

In addition to the 320 pages of innovative and tested book marketing tips is *The Marketing Planning CD-ROM™*. This contains an abundance of tips and templates to walk you through the steps for creating a marketing plan customized for your title. It helps you increase profits with these practical aids –

- Get all your projects done on time and in the right sequence with a marketing time line that can be quickly customized to any title.
- Discover easy-to-use formulas for controlling your expenses.
- Find the most profitable combination of bookstore and special-sales distribution.

### About the Author

Brian Jud is a well-known, respected author, book-marketing consultant, seminar leader, television host and president of Book Marketing Works, LLC. Brian has also written and self-published five books on career transition that are distributed internationally and of which he has sold over 400,000 copies. He is the author, narrator and producer of the video programs *the Art of Interviewing* and the media-training video program *You're On The Air*. Brian is the host of the television series *The Book Authority* and has aired over five hundred shows. He is also the creator of the *Book Market Map* directories for special-sales marketing, and the editor of *Book Marketing Matters™* special-sales newsletter.

**Here is what the book-marketing pros are saying about *Beyond the Bookstore***

*You will discover the secrets of reaching the often missed, big opportunities that will help you make a difference for your future sales and a great profit for yourself now.*

**Mark Victor Hansen, co-author of the #1 best-selling *Chicken Soup for the Soul***

*Outstanding and very insightful.*

**Dan Poynter, author of *The Self-Publishing Manual***

*If you want to sell outside the bookstore market, read this book now.*

**John Kremer, author, *1001 Ways to Market Your Books***

*This book opens the doors to all the other opportunities and avenues that exist for book publishers today and should be included on every publisher's reference shelf.*

**Jan Nathan, Publishers Marketing Association**

*Brian Jud knows his stuff and publishers will truly benefit by reading *Beyond the Bookstore*.*

**Eric Kampmann, President, Midpoint Trade Books**

*Special-sales marketing is not about selling books, but content. *Beyond the Bookstore* shows publishers how to make that transition and increase their sales and profits.*

**Frank Fochetta, VP, Director of Special Sales at Simon & Schuster**

**Read *Beyond the Bookstore*,  
use *The Marketing Planning CD-ROM*,  
and you can sell more books  
more profitably.**



## Tables of Contents and Sample Pages

### Here are examples of the chapters in *Beyond the Bookstore*

#### **Chapter One - How can special-sales marketing increase your profits?**

Where to find new markets for your titles

Ideas to implement creative promotional campaigns

#### **Chapter Two - Find Special Sales Markets for Your Title**

Uncover the names of buyers who could be looking for books just like yours

Save hours and hours of searching for potential buyers — when you know where to look for them

Read about the discounts for each segment and special hints for making more money

#### **Chapter Four - Create Your Overall Special-Sales Strategies**

New ways to eliminate returns and increase your profits.

#### **Chapter Five - Product Line Strategies for Special Sales Marketing**

Develop a moneymaking product strategy

#### **Chapter Six - Promotional Strategies for Special Sales**

Promote your titles with pinpoint accuracy to sway prospective buyers

## *Proven Tips for Publishing Success*

Find out exactly what niche buyers are looking for, and how you can sell them more books before your competitors even know they exist.

### **Chapter Seven - Organize Your Special Sales Marketing Plan**

Use a step-by-step template for creating your own, tailor-made marketing plan.

“Because *Beyond the Bookstore*, with its automated plan in the CD, gives you the tools you need to plan and implement your sales in non-bookstore markets.” Antoinette Kuritz, Radio Host and Book Marketing Consultant

### **Chapter Eight - Prioritizing and Forecasting for Special Sales**

Prioritize your prospects and save time and money.

### **Chapter Nine - Price Your Book Profitably**

Prepare a cash-flow statement that will control your expenses and maximize your profitability.

Estimate a cost-effective print run with an accurate sales forecast.

Control your costs and price your books profitably.

### **Chapter Eleven - Special Distribution Markets**

Sell books where your competitors are not – in super markets, discount stores, warehouse stores and drug stores

Learn how to sell to the new breed of acquisition librarians.

Become a star on home-shopping networks.

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### Chapter Twelve - The Commercial Sales Segment

Read all the ways in which corporations use books like yours as promotional tools, along with specific hints for selling more books to them.

The marketplace for the armed services is made up of 1.4 million active duty personnel, more than 700,000 civilians working for the Department of Defense and almost 2,000,000 retired service people. How many of your books could you sell to them?

The academic market is actually three separate segments. In which ones do your titles fit?

### Chapter Thirteen – Niche Markets

Every year millions of people visit thousands of museums, zoos and aquatic parks, most of which have a gift shop in which books could be sold.

“Museum stores are just one of the frequently overlooked places in which you can sell more books. *Beyond the Bookstore* does an excellent job of helping you find and reach these unique and potentially lucrative niches, and understand how they buy.”

Tordis Ilg Isselhardt, Publisher, Images from the Past

How would you like to sell to a customer that needs what you have to sell, has virtually unlimited funds, is required to speak to you and return your calls, must pay you in 30 days or pay you interest on the money owed, does not return your books and requires no special marketing, distribution channels, inventory or promotion? There is such a customer — and it is your own federal government.

### ***Proven Tips for Publishing Success***

“*Beyond the Bookstore* and selling to the United States government is a match made in heaven for publishers who want to explode their sales through this enormous, incredibly lucrative market.” Sher Valenzuela, America’s Best Selling Government Contracting Expert

Add credibility to your title by selling through a book club, and learn how that can enhance your bookstore sales, too.

In some cases a book club may help cover your printing costs, if you know how to ask for it.

### **Chapter Fourteen – Selling Techniques for Contacting Buyers in All Segments**

Get reviews that stimulate word-of-mouth advertising among your niche buyers.

Participate in trade shows more successfully. *The Marketing Planning CD* even has a tool to help you determine and control all your costs.

Become skilled at negotiating tips to help you close the deal.

Conduct a special-sales tour as you would a media tour. It’s easy and fun.

### **Chapter Fifteen -Evaluate your relative success**

Measure your progress and make changes before it’s too late.

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Appendix B — *Fastart™ Checklist*

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Appendix D — Template for Sales Literature

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Appendix F – Planning Stimulator

**Get your copy of the *Publishers Weekly*  
title *Beyond the Bookstore* today!**

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