

Book Marketing Matters™

An ezine dedicated to helping you get your fair share of the special sales markets

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Brought to you every other week by Book Marketing Works, LLC

Edited by Brian Jud

Poynter's Pointers

(Excerpted - with permission - from Dan Poynter's book, "The Self-Publishing Manual:" <http://www.parapublishing.com>)

If you receive an inquiry from a market you never thought would be interested in your book, draft a letter to similar stores or groups saying, "This store or group ordered the book and we thought you might be interested, too." The mailing may be just 100 pieces - no great investment - and there is a good chance of a payoff.

If the Appendix of your book has a source directory, make a mailing to each firm saying, "you are mentioned in the book; thought you would like to know, and we think you might like to offer this book to your customers." Build up a strong, reliable dealer network.

If your book covers a regional topic, try local businesses. Small quantities of books may be rubber-stamped with "Compliments of Valley National Bank," as an example. If you cover a subject with wider appeal, such as a book on beer can collecting, contact the beer, aluminum, steel, can and packaging companies. Such a book would make an ideal corporate gift or might be worked into a promotion. A travel book might be sold to a motel chain.

Marketing to Libraries

(by Sally Neher, Director, Publisher Relations at Baker & Taylor)

How you can attract the attention of librarians to your books? One author regularly writes informative, educational letters to the editor of library journals offering free fact sheets on topics in her subject area. Each year she succeeds in placing two to three letters which each result in a hundred to five hundred requests for the fact sheets. She always sends her catalog with the free fact sheets.

Advertise in magazines reaching librarians. If you have a choice, advertise in *Library Journal*, *School Library Journal*, and *Booklist*. Librarians like to know they are dealing with reputable and reliable suppliers. Advertisements in these journals help to reinforce your company image and also indicate to librarians that you are seriously pursuing their market. A survey found that the key factor in getting librarians to open your promotional material and place an order was whether or not they recognized your company name.

Marcella's Magic

(Marcella Smith, Small Press Business Manager, Barnes & Noble)

When you go on tour, be sure to meet store managers and other employees, building relationships over the years. Then when you come out with your next book you can tell them, "I've got my new book out. Will you talk to me?" And they will.

Kremer's Korner

(Excerpted - with permission - from John Kremer's book, "1001 Ways to Market Your Books."
Contact John at <http://www.bookmarket.com>)

First serial rights are the rights sold to magazines and newspapers to excerpt part (or sometimes all) of a book before its date of publication. While most first serial rights are sold for anywhere from \$400 to \$5,000, they have gone for as high as \$200,000. "Woman's Day" paid that much for exclusive rights to excerpt Rose Kennedy's autobiography, "Times to Remember."

Aside from the income such sales can generate, the other main benefit of first serial rights is the exposure they provide for new titles. This exposure can sometimes make or break a book. For example, Lee Iacocca's autobiography was launched through a prepublication excerpt and interview in "Newsweek." This cover story was all the publicity Iacocca did for his book, and yet it was enough to create the word of mouth, which made his book one of the first mass-market hardcover bestsellers.

Media Appearances

(by Steve Harrison, Bradley Communications; for a free copy of *RTIR* call 800.553-8002, x599)

"You can really increase your chances of being booked on a television talk show if you have visuals that you can show people."

Distribution Tips (Larry Fox, Biblio Distribution)

If you want to help your distributor sell more books more profitably, there are certain things you should be doing. I listed four tips in the October 28 issue and the next four are listed here. Others will follow in the next issue.

5. Don't publish non-fiction in hardcover, except for some business or textbooks.
6. Price softcover fiction at no more than \$14.95 and hardcover fiction at no more than \$19.95.
7. Think about your readers when creating your text layout. The Baby Boomers have failing eyesight, so use a lot of white space in your page layout. Don't squeeze as many words as possible onto a page to save money.
8. Provide your distributor with a four-color, generic selling piece. Don't include a return address to you that bypasses the distributor.

Guerrilla Publicity

(By Rick Frishman, President of PTA and co-author of "Guerrilla Publicity")

Exhibit at and attend trade shows to build visibility, credibility and community. Shows and expos run by local trade groups and chambers of commerce are bargains. Exhibitors are usually charged modest fees and elaborate booths are not required. Local shows help you build a strong network and customer or client base in your community. To exhibit at local chamber of commerce trade shows, you may have to join the chamber, which is usually a smart investment because it increases your visibility and makes you a full-fledged member of the established business community

Guest Columnist

(Antoinette Kuritz is a literary publicist and host of *Writer's Roundtable* radio show on www.wsradio.com.)

Whether you are self-published or published by a major house, every author should have a professional quality marketing plan completed well before their book goes to print. Why? Because a good marketing plan is the foundation of a book's success. And if one can't be written for your book, you will know that your book is lacking in some aspect of commercial viability. In short, you should be considering the commercial viability of your book even as you write it.

Pricing for Special Sales

Selling to special-sales markets allows you to be more creative in your pricing. You can bundle titles (combine two or more titles) and sell the package at a reduced price. In many cases a larger margin on one title can offset the lower margin on another. As another example, you can *rent* a bundled package. The video program *You're On The Air* which, when bundled with its two companion guides, sold for \$99.95. Alternatively, people may rent it for \$39.95 and return the video after 30 days. If they decide to keep it (which most do) an additional amount is charged to their credit card.

For more information on Special Sales Marketing or to see all previous issues of "Book Marketing Matters" visit www.bookmarketingworks.com

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