

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

Special Request

If you have an example of a title that was sold into a special-sales market (discount store, warehouse club, corporation, niche market, etc), or a special-sales story that you would like to share, please contact me immediately.

I am seeking such examples to include in my new book, "Beyond the Bookstore." It will be published by Reed Business Press and sponsored by "Publishers Weekly." I will be happy to attribute the story to you, or leave you anonymous. Please contact Brian Jud at (800) 562-4357 or brianjud@comcast.net.

Poynter's Pointers

(Excerpted - with permission - from Dan Poynter's book, "The Self-Publishing Manual:" <http://www.parapublishing.com>.
To receive Dan's free newsletter, "Publishing Poynters," go to <http://ParaPub.com/news.html>)

Specialty shows, such as sport and boat exhibitions and trade shows, are rarely worthwhile for a small author-publisher with a single title. However, you can make sure that your book is carried and offered for sale by someone in the show. Find a booth with related merchandise and offer them some books on consignment. Give them a carton of books and an examination copy for the table. They get a piece of the action (usually 40%) and you get the exposure while moving books.

Distribution Quicktakes

(Eric Kampmann, President, Midpoint Trade Books and author of "Tree of Life, A Book of Wisdom for Men"
ekampmann@aol.com)

The Second of Ten Common Mistakes Independent Publishers Should Try To Avoid. Is it important to meet a certain deadline for publishing your book? The answer is, yes, sometimes it is important to get a book into the marketplace to coincide with a particular event. For example, a Christmas book must be in bookstores sometime in October at the latest. Or a gift book for graduation should be out there by April. There are many examples where timing is critical for a proper launch of your title. But in reality, most titles do not tie into a specific date or season and therefore another consideration must come into play: It is far more important that you get the book right than getting it out. Trust me, the world is not breathlessly waiting for the next title to be launched. (unless, of course, you are the author of the next Harry Potter). So I would council a "deliberate" approach to bringing your title to market. Get everything lined up that you can line up, and then keep pushing. Remember, you are only half way home when you get to publication date.

Marcella's Magic

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

Having a book autographed by the author is a significant event to most people. A key to a successful book signing is advance notice. At least six weeks before you tour a city, contact the bookstore managers there to arrange your signing. Most bookstores are willing to accommodate you.

Marketing to Libraries

Acquisition librarians must be aware of your title before they can order it. Therefore, promotion to the library market is as critical as it is to others. Author appearances drive patron interest as much as they do through retail stores. And since librarians pay particular attention to their patrons, your media performances can stimulate word-of-mouth advertising among them.

There are cooperative mailings (packages comprised of many flyers from different publishers) that can help you reach librarians economically. Publishers Marketing Association (www.pma-online.org) offers co-op mailing programs to libraries. It conducts individual mailings dedicated to titles on fiction, poetry, business, children, health, travel and multi-cultural topics, among others. They also mail to public, academic and corporate libraries. If you are marketing through a wholesaler, be sure to include its ordering information on your literature.

Guerrilla Publicity

(By Rick Frishman, President of PTA and co-author of "Guerrilla Publicity"; frishmanr@ruderfinn.com)

Visitors to Web sites are demanding, and they have plenty of options. If your site has problems, they won't waste their time with it and usually won't return. They might even turn to your competitors' sites. So don't put up your site until it's well tested and easy to navigate, and you're convinced that it's effective. To ensure visitor pleasure, make sure that your site is always easy to use, quick to download, informative and attractive – and that it reflects your mission.

Media Appearances

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

The decision not to select you may have nothing to do with your experience or topic. If your subject is not right for the audience or if the topic has been the theme of a recent show, the producer will opt for a different guest this time. If you are rejected, find out why and resubmit your proposal later.

Jump Start Your Special Sales

(Marilyn & Tom Ross, authors of "Jump Start Your Book Sales" <http://www.CommunicationCreativity.com/js>)

There are many common denominators between supermarkets and publishers. Why not learn how to entice customers to buy more from the research and strategies used in the fiercely competitive grocery industry? Two important factors were revealed in a Point-of-Purchase Advertising Institute's Consumer Buying Habits Study: 1) 70% of purchasing decisions are actually made in the store, most of which are unplanned, and 2) shoppers are more likely to purchase a product that is highlighted via an in-store display.

So how do we translate this information into Web book sales? Help those who come to your site by highlighting certain items like the grocery store end-of-aisle displays that draw shoppers' attention to products. Choose high-profit items and feature them prominently at the end of your order form (the equivalent of the checkout stand).

Kremer's Korner

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

To increase the income from your books, you might sell ads for related products in the back of your books. Though some people would question whether such advertising would corrupt the editorial integrity of books, ads have not interfered with the quality of most magazines which carry advertising nor with many directories (such as "Literary MarketPlace" and the "Thomas Register") which also carry advertising.

Guest Columnist – Fern Reiss

(Author of "The Publishing Game;" FernReiss@PublishingGame.com)

Catalogs buy non-returnable, pay shipping and buy in large quantities –though they may want 80% discounts. Once you have a list of possibilities, call their toll-free number and request a catalog. Ask for the name of the book buyer, and their email address if possible. Request a submission form, if they have one.

In addition to returning the submission form, send them a bulleted list of why your book would work well in their catalog. If you can write copy in the style of their catalog, write a blurb describing your product so that they can envision it fitting into the catalog.

For copies of all the previous issues of "Book Marketing Matters" visit www.bookmarketingworks.com

To subscribe to "Book Marketing Matters" click here: [<mailto:brianjud@attbi.com?subject=subscribe>](mailto:brianjud@attbi.com?subject=subscribe)

Watch for the new book/CD package, "Beyond the Bookstore" due in November 2003. It contains all the information you need to sell to the non-bookstore markets. It is written by Brian Jud, published by Reed Business Press and sponsored by "Publishers Weekly."

For more information on Book Market Map™ directories and other ways to increase your sales and profits in special-sales marketing contact Brian Jud, P. O. Box 715, Avon, CT 06001; (800) 562-4357; brianjud@bookmarketingworks.com or visit <http://www.bookmarketingworks.com>