

Book Marketing Matters™

Brian Jud's 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

Notes From the Front Lines

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

I see seven key decision points that need to be addressed as a book is being prepared for publication. As a distributor, we often are forced to reject books because not enough care was put into one or more of the key decisions before we saw the project. In fact, it would be best if the publisher would enlist the help of the distributor, or some other experienced advisor before arriving at a final decision. Here are the seven key decisions as I see them. **First**, print the right number of books. Err on the side of caution if you are unsure. Remainder tables are always full for a reason. **Second**, price the book for your market. If you are selling retailers, then your price should be lower. If your market is very specialized, then you may be able to price up. **Third**, use an experienced designer for your book jacket. **Fourth**, chose your printer carefully. Do they have a good reputation for service and fast turnarounds for reprints? **Fifth**, should you pay the traditional royalty rate or is there another way? **Sixth**, do you have a distributor and if not, how do you plan to sell your book? **Seventh**, what is your marketing plan? Do you know your market and do you know how to reach it?

Nathan's Notes

(By Jan Nathan, Executive Director of PMA; www.pma-online.org)

If you want to join an association that can help you sell books to the U.S. Military's commissaries (supermarkets), exchanges (general merchandise, specialty stores), and/or MWR services (sports complexes, fitness centers, clubs, etc.) look into the American Logistics Association. Its mission "is to promote, protect and ensure the existence and continued viability of the military resale systems, support other Quality of Life programs for the members of the US Armed Forces and their families, provide an environment for sales that are mutually beneficial to the military and industry, provide a forum where industry and the military can explore opportunities, reach business solutions and enhance the business of ALA member companies." For more information go to <http://www.ala-national.org/>. The ALA mailing address is 133 Fifteenth Street, NW, Suite 640, Washington, DC 20005.

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>)

An anthology is a collection of writing selections from one or more authors, usually on the same theme. You may be able to sell a chapter or two of your book for a compilation. Editors of anthologies may offer you a flat fee or a percentage of a normal royalty.

Marcella's Magic

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

Before I plunk down my \$14.95 or \$29.95 for a cookbook, or a travel book, or a business guide, I want to know more about it. How is it organized, is there a table of contents, if it's a cookbook does it have an index? Does it lead me from one subject to the next?

You're On The Air

(Excerpted from Brian Jud's new e-booklet, *It's Show Time: 493 Tips for Performing Successfully on Television and Radio Shows*; www.bookmarketing.com)

How effective would you be communicating to an international audience if your message were broadcast only in English? Would you be more effective if it was translated into the language of each country? The same principle applies if you talk to any audience using words or terms it does not understand. You might as well be speaking in a foreign language. The audience will not know what you are talking about, and will tune you out or switch to another station. Don't get caught up in jargon, but speak to communicate.

Kremer's Korner

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

Most mass-market paperback rights are sold for a term of five years to seven years. Other rights might be sold for the life of the copyright. Others, such as serial rights, are only for one-time use.

Networking Magic

(By Rick Frishman, President of PTA, co-author of *Guerrilla Publicity*, and co-author of the new title *Networking Magic*; frishmanr@plannedtvarts.com and www.plannedtvarts.com)

Regardless of what service you provide or product you produce, remember that *you are your product*. In networking, you are always on stage. People will watch you with a critical eye and take notice of how you act.

Marketing to Non-Bookstore Buyers

(Excerpted from *Beyond the Bookstore a Publishers Weekly* book by Brian Jud <http://www.bookmarketing.com>)

Since school districts are so geographically dispersed, you will probably not find it economical to contact them personally. For that reason, most publishers use independent sales reps to reach academic markets. But these salespeople need new product every season and are more likely to represent you if you can supply new titles regularly.

The Very Idea

(Excerpted from *Beyond the Bookstore* a *Publishers Weekly* book by Brian Jud, <http://www.bookmarketing.com>)

A proverb tells us, "A problem well stated is a problem half solved." Describe your challenge in broad terms to give you maximum leeway when seeking an answer. For instance, if you want to reverse a decline in sales, do not set a goal by simply thinking, "How can we sell more books?" Instead, think, "What is the non-market? Who else could buy our books that are not buying them now?" This may open the door to sell your travel books to bed-and-breakfast inns, erotic books in Victoria's Secret stores or romance books to cruise ships.

Marketing Planning

(Excerpted from Brian Jud's new e-booklet, *Plan Your Work and Work Your Plan: 461 Tips for Profitable Marketing Planning*; www.bookmarketing.com)

Find new titles to bring to market (or new markets for existing titles), different distribution channels, novel ways to offer price incentives while maintaining your margins and original ways to promote your titles above the ever-increasing clutter of competitive advertising, sales promotions and publicity.

Marketing Strategy

(Excerpted from Brian Jud's new e-booklet, *The Buck Starts Here: 635 Tips for Creating Successful Marketing Strategy*; www.bookmarketing.com)

You can do three things to create a sustainable publishing business: 1) publish for uniqueness, 2) develop a distinctive competence, and 3) create competitive advantage.

Guest Columnist – Jerry Labriola

When planning your library tour, obtain a list of all the libraries in your state or region. Make sure it contains vital information about each library such as address, phone number, names of staff and its operating budget if available. Also find out if it has meeting rooms and, most importantly, a *Friends of the Library* organization or its equivalent. The Friends are proud of their work and will usually put more time into rounding up attendees than will the library staff, which has other responsibilities. All of this should be taken into consideration when choosing which ones to contact. Be selective.

Buy Lines

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

Now you can, with help from these **new e-booklets** with
Proven Tips for Publishing Success, by Brian Jud

These booklets are easy to use and offer 635 Tips for Creating Successful Marketing Strategy, 461 Tips for Profitable Marketing Planning, 345 Tips for Creating Profitable Book Distribution, 485 Tips for Getting on Television and Radio Shows, 493 Tips to Performing Successfully on Television and Radio Shows, 434 Tips for Pricing Your Books Profitably, 555 Tips for Improving Your Book Promotion, and 482 Tips for Developing Books That Will Make A Profit. For more information go to www.bookmarketing.com.

A New Book From *Publishers Weekly*

Brian Jud's new book/CD package, *Beyond the Bookstore*, contains all the information you need to sell more books to non-bookstore markets. It is a *Publishers Weekly* book published by Reed Press.

Subscribers to *Book Marketing Matters* get a \$25 discount. Use **Promotion Code BMM050** when ordering at <http://www.bookmarketing.com>

Contact Information

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Discover even more information about non-bookstore marketing by visiting the *Special-Sales Tip of the Week* at www.bookmarketing.com

For more information on having Brian Jud speak to your organization, and for 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@bookmarketing.com or visit <http://www.bookmarketing.com>