

# Book Marketing Matters™

**Brian Jud's ezine dedicated to helping you get  
your fair share of the special-sales markets,  
and sell more books profitably**

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

## Nathan's Notes

(By Jan Nathan, Executive Director of PMA; [www.pma-online.org](http://www.pma-online.org))

If you want to learn more about how to market to museums, go to the site of the American Association of Museums (<http://www.aam-us.org>) where they have a bookstore with titles on how to do just that. And if you want to find out the contact information for bookstores at many national parks, go to <http://data2.itc.nps.gov/hafe/bookshop/index.cfm> and track them down.

## Notes From the Front Lines

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

**Criterion Number 2 for selecting a distribution partner:** Find a distributor that has dedicated itself to the highest standards of efficiency and responsiveness. Choose one that believes that knowledge, alertness and an ability to anticipate problems are critical points of its service philosophy. Excellent client services require total commitment to every detail of the distribution process.

## 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>)

The school market spends over a billion dollars each year for textbooks, and while most of these books are developed especially for certain courses, many are regular books developed for other markets but adopted as supplementary educational aids. Educators are the most price conscious of all the book markets. Textbook publishers respond by keeping their prices lower than normal and extending only a 20% (short) discount to school bookstores.

## Marcella's Magic

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

It's the author's duty to conduct the promotion, publicity, marketing and advertising at some considerable expense, in most cases in addition to the printing cost which they may have incurred publishing the books themselves. But if the author doesn't do it, it won't get done and books will be returned.

## Savvy Self-Promotion

(Penny Sansevieri, author of *From Book to Bestseller*, penny@amarketingexpert.com)

**The Virtual Tour.** So what is a "virtual tour?" Well it's a way of touring the country without ever leaving your home. The key is to find interest groups on your topic that exist virtually. These can be chat rooms, discussion groups or blogs. Then by contacting them and offering them the chance to interview you on your topic you'll get the kind of direct exposure no print media can offer you. Consider this: if you're targeting a group focused on your topic, then you're going after an audience that is 100% your market. The same can't be said for print or broadcast media. A focused virtual tour can leverage the kind of momentum for your campaign you can't find in an off-line world. So sit back, start surfing and watch your sales soar!

## You're On The Air

(Larry Kahn, Director of Talk Programming at Westwood One Entertainment, the company that produces and distributes talk programming for *Larry King Live*, *Jim Bohannon* and *Imus in the Morning*.)

We're looking for someone who is not boring, but who doesn't talk too much. Someone who gets to the point. Someone who can speak clearly, naturally and someone who can address the questions that the host asks.

## 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 rights sales to movie and TV producers are made through literary agents who specialize in this field. You can find the names of many of these agents in the *Literary Marketplace*. The motion picture industry is a people business: the more connected you are, the more successful you will be. Hence, build up your network of contacts.

## 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](mailto:frishmanr@plannedtvarts.com) and [www.plannedtvarts.com](http://www.plannedtvarts.com))

Seminars are great for networking because everyone is in the same industry or has the same basic interests. When you have common interests, networking becomes far easier and more natural. Introductions and explanations can be shorter or even eliminated because the joint experience of learning, asking and problem solving in your own field takes over and creates a bond.

# Marketing to Non-Bookstore Buyers

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

The more carefully you define each niche, the more successful you will be in demonstrating that you understand their needs, and that your title has information they will find important. Define each subset demographically (gender; occupation, income, education), psychographically (attitudes, beliefs and habits) and geographically (i.e., regional pockets of opportunity).

## The Very Idea

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

Helma Clark decided to learn about football because it was the only thing her son seemed willing to talk about as a young teenager. During the process, she fell in love with the game, and also realized it was an avenue of communication that wives, moms, and significant others could use with the men in their lives. So, she wrote *Snot Bubbles: A Football Guide for Wives, Moms & Significant Others*, a book geared to helping them understand the basics of the game. Helma promoted it with *Snot Bubbles* parties in stores. Then she sold it to school football teams and sororities for resale as a fundraiser. It was also picked up by the head coach of the Detroit Lions who purchased it as a gift for the wives of all of his coaches.

## Maximize Your Exposure

(By Pam Lontos, Owner of the publicity firm PR/PR; [pam@prpr.net](mailto:pam@prpr.net))

**Publicity Myth #3 – I need a unique theory or insight.** While you don't want to rehash old news, there's no need to rack your brain for a totally new theory or perspective. The best approach is to present your findings, opinions, or topic of expertise in a new light – one that may be close to someone else's, but that catches the reporter or editor's interest. Perhaps you have information that can refute a recent claim or that shows how a current business or societal challenge is affecting the publication's target readership. When you simply put a new spin on a current theory or insight that interests the publication's readers, reporters will want to present your findings.

## Marketing Planning

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

**Begin by knowing where you want to go.** Preparing goals is the start of the planning process, the foundation upon which your implementation and evaluation occur. Objectives must be clear so there is no misinterpreting their intent; specific so there is no doubt about whether or not you reached them; measurable in their objectivity, eliminating indeterminate goals such as "be the best in the business;" attainable in a limited time period; written to make them indelible and not subject to later interpretation. Set your goals within the realm of what is possible for you to accomplish. Arrange them from the most to the least important, from broad to specific targets so you do the most important tasks first.

# Marketing Strategy

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

**Help Your Titles Grow.** Titles are like people in the sense that they will grow according to their individual needs and circumstances. Each title you publish may flourish by using habitual marketing techniques, but in most cases each one will be different enough to require a unique growth plan. Define the unique benefits each title offers its target readers, design a dual distribution network (bookstores and special markets), price each according to the value it provides readers, and create a distinctive promotional plan using publicity, advertising, sales promotion and personal selling.

## Guest Columnist – Dawn Josephson

(Dawn Josephson is an editor, ghostwriter, and founder of Cameo Publications, an editorial and publishing services firm. She is the author of *Putting It On Paper: The Ground Rules for Creating Promotional Pieces that Sell Books* and *Write It Right: The Ground Rules for Self-Editing Like the Pros*. Contact her toll-free at 1-866-372-2636 or via e-mail at [dawn@cameopublications.com](mailto:dawn@cameopublications.com))

**3 Offers that Move Books.** Need to move some books fast? Rather than offer your book for 50% off (which ultimately does nothing more than devalue your book), consider the following offers.

- 1. Free shipping.** Business professionals who are accustomed to paying hefty shipping bills will perk up when they hear that shipping charges are waived. They will likely order additional copies for their entire staff.
- 2. Autographed copy.** Autographed books are more valuable than non-autographed ones. Write a short note to those people you personally know, and give a simple “Best Wishes” or “Thanks for your support” to strangers.
- 3. Include a certain number of books for free when the person hires you to speak at their event.** Doing a presentation to 100 people? Then include 100 free books so each person in attendance gets one. Increase your speaking fee for this particular event enough to cover the cost of the books. If the event is large and giving one book per attendee is not feasible, include 50 books into your speaking fee and have the meeting planner give them as door prizes or incentives. Fifty people walking around with a copy of your book at the event will be great marketing for you and will entice those who did not get a free copy to actually purchase one.

# Buy Lines

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

Now you can, with help from these **NEW booklets** with  
***Bowker's Proven Tips for Publishing Success***, by Brian Jud

R. R. Bowker has published a new series of printed booklets to help you sell more books. These booklets are easy to use and offer proven tips for creating and implementing creative book-marketing strategy. Three of these booklets are currently available with *Proven Tips for Getting on Television and Radio Shows*, *Proven Tips to Performing Successfully on Television and Radio Shows*, and *Proven Tips for Developing Books That Will Make A Profit*.

Over the next few months, these booklets will also be available: *Proven Tips for Creating Successful Marketing Strategy*, *Proven Tips for Profitable Marketing Planning*, *Proven Tips for Creating Profitable Book Distribution*, *Proven Tips for Pricing Your Books Profitably*, and *Proven Tips for Improving Your Book Promotion*. For more information go to [www.bookmarketing.com](http://www.bookmarketing.com).

## A Special 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>

## The Book Marketing Expert Newsletter

Designed for the super savvy author, *The Book Marketing Expert Newsletter-PRO* is a monthly publication written by the top names in the industry. Each issue features insider tips on pitching the media, media interviews and regular columns on Super Savvy Book Marketing, Striking Internet Gold, Beyond the Bookstore, and many more! For \$79 a year (that's less than 25 cents a day!) you too can be a book marketing pro and get the inside track on media, marketing and super savvy promotion. Looking for publishing success? The Book Marketing Expert-PRO will show you how! For a free sample issue and pricing, send an email to: [sample@amarketingexpert.com](mailto:sample@amarketingexpert.com). Click here <http://tinyurl.com/az3fq> to sign up today!

# Let Book Marketing Works and R. R. Bowker sell your books for you

This new team can help you get incremental sales and profits in non-bookstore markets, using Brian Jud's new Special-Sales Profit Center. Never before has there been such an easy way to get your books into the hands of buyers who can purchase tens of thousands of them. We know who they are, where they are and what titles they want. We contact them for you and turn the order over to you for shipment and billing.

**We sell your books for you.** Focus your efforts on what you do best -- publishing new titles. Bowker's sales people can get through to buyers who won't take others' calls.

**You pack, ship and bill.** We send you the orders to fulfill and bill.

**Minimize distribution discounts and returned books.** Sales to most non-bookstore markets are sold direct, on a non-returnable basis. Your margins can be improved significantly.

**Lower your selling costs.** Since we act as your sales force, you don't need to hire people.

**Accelerate your cash flow.** Not only do these buyers pay more quickly, but many of the sales can be at list price.

**Get a competitive advantage.** While your competitors are fighting over limited shelf space, you can reach buyers they never even heard of. But we have.

**Know what is going on at a moments notice.** We keep you informed of the activity regarding your sales, so you can respond quickly to new opportunities, and make better decisions.

## ***We Put the Profit Back in Publishing™***

If you have a children's or business title, and are interested in learning more about the Bowker sales program, please send an email to Mark Levine at [Mark.Levine@Bowker.com](mailto:Mark.Levine@Bowker.com) for a copy of our Marketing Input Form

## **Contact Information**

For copies of all the previous issues of *Book Marketing Matters* visit <http://www.bookmarketing.com>

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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](http://www.bookmarketing.com)

Brian Jud is author of *Beyond the Bookstore* (a *Publishers Weekly* book) and *The Marketing Planning CD-ROM* describing new ways to sell more books profitably to special-sales buyers. He is also the host of the television show, "The Book Authority," and is the author of the NEW series of *Bowker's Proven Tips for Publishing Success*. And Brian is the co-creator of the *Special-Sales Profit Center™*. Contact Brian at P. O. Box 715, Avon, CT 06001; (800) 562-4357; [brianjud@bookmarketing.com](mailto:brianjud@bookmarketing.com) or visit <http://www.bookmarketing.com>.

