

# 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))

Many associations provide a membership roster, making it easy to reach them individually. However, before contacting the members, ask the association for permission to do so. This will help you avoid the appearance of SPAM and to circumvent future ill will. Your email to the members with the notice that the association Board approved your correspondence will enhance your image and improve your response rate.

## **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>)

It is generally accepted that a toll-free order number will increase the response to a direct mail offer. Some clients will respond to your solicitation via fax or email, but some would rather call than send their credit card numbers into cyberspace. Toll-free numbers raise the confidence level and the level of your customer service.

## **Marcella's Magic**

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

Bookstore buyers read newspapers and magazines looking for new titles. You can reach these people through articles written by or about you if you contact editors with a story idea.

# Savvy Self-Promotion

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

**Getting on Radio and TV --- Today!** If you're itching to get some media hits, here's a tip that will make your exposure soar: pitch them something they're already interested in. While this might sound like common sense most authors who do their own promotion usually try to swim upstream instead of going with the flow. Pitch them something in the news, or perhaps a current film, celebrity mishap, or seasonal item. Send them a new and different topical idea and you're sure to become a media darling. But keep in mind that by different we mean really *different*. For example we pitched an author who wrote a book on volunteerism during Valentine's Day, her topic: How to Meet Mr. Right in a Soup Kitchen (and hopefully he's employed). The media loved this one. Why? Because it wasn't like the other nine hundred pitches they'd gotten that week. Be new and be different and you'll be a star!

# You're On The Air

(Eric Marcus, former producer for *Good Morning America* and *CBS This Morning*)

Don't go on as a guest. Go on as an expert.

# Kremer's Korner

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

Send out review copies to make subsidiary rights sales. The quicker you send them, the less chance the editor or buyer will have to lose interest in your book. In most cases, these review copies must be in the hands of major rights buyers at least six months before publication date so they have plenty of time to make a decision and schedule their use of the rights they buy.

# Networking Magic

(By Rick Frishman, President of PTA, co-author of *Guerrilla Publicity*, and co-author of the new title *Networking Magic*; to get Rick's free newsletter and his million dollar rolodex email [rick@rickfrishman.com](mailto:rick@rickfrishman.com) or go to [www.rickfrishman.com](http://www.rickfrishman.com))

Increase your networking opportunities by increasing your knowledge and getting into the habit of constantly reading. Knowledge is power. Read everything: national and local newspapers, magazines, and a wide variety of books. Read about your business, your interests and other people's businesses and their interests as well as totally new subjects. Expand your horizons.

# Marketing to Non-Bookstore Buyers

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

Your job is to find or create – through content or promotion -- a meaningful and distinctive reason why your customers should choose your title over all the others. Not every difference is a differentiator. To be effective in motivating people to buy, the distinguishing characteristic(s) must be important to them, superior to similar titles, communicable, affordable and profitable (to you).

# The Very Idea

(Excerpted from *How to Promote Your Business with Booklets* by Paulette Ensign, [Paulette@tipsbooklets.com](mailto:Paulette@tipsbooklets.com))

"101 Tips & Strategies for Successful Trade Show Exhibiting" is a booklet written by Michael Losier in Victoria, Canada. Michael gives away a copy of his booklet as a door prize in his teleclass he presents on the phone. This gives him the opportunity to talk about the booklet during his class. He also mentions the address to his web site during the teleclass, and again in the class notes he provides to the people in his teleclass. These mentions prompt single copy and large quantity sales of Michael's booklet. Everything promotes everything else.

# Maximize Your Exposure

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

**Publicity Myth #5 – Small publications don't matter.** Small publications are just as important as the big ones. Why? Because you never know who reads them. You may think that a magazine with only a 10,000-15,000 circulation could never get you the kind of publicity you want, but what if half of those readers were your target audience? Even better, what if your interview or article in a small publication prompted an editor from a large publication to call you? So target small publications as well as the large ones. As long as your information is interesting and accurate, you will gain more attention and get the publicity you need.

Getting publicity is the best way to promote your book. And when you know the facts of the PR business, you can attain the publicity you need easily and then use it to your best advantage. With a constant stream of good publicity, your book is destined to flourish.

# 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))

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, attainable in a limited time period; and written to make them indelible and not subject to later interpretation.

# 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))

If you are marketing a book about how people can get more money, understand that people can gain money in two different ways. Conservative readers may want to increase their wealth by *saving* more money, responding to a message about how "a penny saved is a penny earned." This would not appeal the more venturesome readers who think that "nothing ventured, nothing gained." The important point is that the information in the book remains the same.

## **Guest Columnist – Marilyn Ross**

(Excerpted – with permission - from *Jump Start Your Books Sales*; Marilyn is President of Self-Publishing Resources; [Marilyn@MarilynRoss.com](mailto:Marilyn@MarilynRoss.com); [www.SelfPublishingResources.com](http://www.SelfPublishingResources.com))

Vicki Lansky, author of many books from major publishers, has given several of her titles “second lives” when they went out of print. Then she goes after special sales. Her edition of “KoKo Bear’s Big Earache” sells almost 5,000 copies every year to pediatric ear, nose, and throat specialists. And her “Vicki Lansky’s Divorce Book for Parents” sold 30,000 copies in 18 months largely because of mailings to divorce lawyers, mediators and therapists, and other professionals in the divorce world.

### **Audio Books for the Self-published Author**

The fastest growing segment of the publishing industry just got better. Introducing the first audio book recording, CD duplication, packaging, publishing and distribution service for self-published authors. Spoken Books Publishing is now accepting submissions for inclusion in their audio book publishing program. If your book is accepted, you can choose from dozens of narrators to find the person whose voice you feel is best suited for your book. Their State of the Art, High-Definition recording studios are staffed by many of the best recording engineers, producers and directors in the recording industry. Visit [www.spokenbookspublishing.com](http://www.spokenbookspublishing.com) for a complete explanation of how the program works including audio samples, pricing and submission guidelines.

### **Authors Share Their Book Marketing Expertise With Web Visitors – For Free**

Now authors with books to promote may ask questions of nearly 150 author experts whose specialties run the gamut from romance to foot surgery. Assembled from the thousands of subscribers to Book Promotion Newsletter, the experts include authors, editors, book reviewers, book coaches, ghostwriters, publicists and publishers.

The “Ask the Experts” link is on the left side of Maureen’s Moonspinners Writer’s Page, [www.maureenmcmahon.com](http://www.maureenmcmahon.com). Once at the Expert Site, visitors may ask a book-marketing question of any of the experts. Responses will be emailed back to the inquirer within 3-5 working days.

# 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).

**The "Express Yourself..."™ Authors' Conference**, September 30 – October 1, 2005, at the Sheraton Park Ridge, in Valley Forge, PA, is unlike any other conference because our entire focus is on helping authors to become more successful in selling their books. At this unique annual event writers, authors, presenters, editors, agents, and leading publishing experts – including Brian Jud, Penny Sansevieri, Dan Poynter, John Kremer, and Melanie Rigney – share ideas and exchange information throughout the weekend in seminar presentations, panel discussions, shared meals, and one-on-one consultations. Registration is \$639 and that includes lodging and all meals. For complete information please visit: [www.authorsconference.com](http://www.authorsconference.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>

# 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 Brian Jud at [brianjud@bookmarketing.com](mailto:brianjud@bookmarketing.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>

To subscribe to *Book Marketing Matters* click here: <mailto:[brianjud@comcast.net?subject=subscribe](mailto:brianjud@comcast.net?subject=subscribe)>

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>.

