

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

Do you want to meet face-to-face with the buyers who can purchase thousands of your books in special markets? Then you need to be at Brian Jud's

National Special Sales Summit

New York City, October 11 - 14, 2006

You can have *scheduled appointments* with prospective buyers from:

Mass Merchandisers and Discount Stores • Gift Shops • Airport Stores • Home-shopping Networks • Book Clubs • Supermarkets • Catalogs • Associations • Educational Markets • Specialty Retail Stores • Military Branches • Distributors that sell to these markets

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Nathan's Notes

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

Many associations publish special reports and news about the industry. In many cases these may be found on their websites. Read these to keep current on relevant events. This knowledge will serve you well during your media performances, too.

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>)

College, school and textbook stores respond best to face-to-face sales calls. There are roughly 2,800 college stores serving 2,200 U.S. colleges and universities with more than 11 million students. Some of the major college store chains are Follett College Stores (about 600 stores), Barnes and Noble (315), Wallaces (60), Nebraska Book (50) Founders (20) and DeKalb (15).

Marcella's Magic

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

What you want is for your book to have legs. When it is on the shelf next to all those other books about Italian cooking or about financial management, you want your book to speak for itself and say, "I have a message that no other book on this shelf has."

Savvy Self-Promotion

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

Celebrity Endorsements. It's a known fact that one complimentary nod from a famous face can launch even the most obscure product. Most advertising agencies pay a high price to have a celebrity take a swig of their soft drink or wear a pair of their running shoes. The good news is, if you can get an endorsement for your book it probably won't cost you a dime; except maybe time, patience, persistence and oh, did I mention patience? It's a long road to get an endorsement, but once traveled can prove very profitable to the sale of your book.

First determine the best celeb for your book, by "best" I mean a celebrity with a vested interest in your topic. For example you might pitch Lance Armstrong for a book on cycling or cancer. Once you have your wish list of celebrity names together, you'll want to start by contacting The Screen Actor's Guild to get their current agent/publicist information. You can do this by calling (800) 503-6737 if the celeb you're looking for is LA based. If they're not, visit www.sag.org for the current contact information for Sag's New York office. If your celeb is an author, see if they are a member of the Author's Guild. If they are you can get their contact info by sending The Guild a quick email at staff@authorsregistry.org with your list of names. If they are not a Guild member, Google their names and track them down through their web site.

You're On The Air

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

Before appearing on the air, read national newspapers, magazines and watch news programs so you can respond to questions on late-breaking events. When performing on a show in a distant city, read its newspaper for local events pertaining to your subject.

Kremer's Korner

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

For many publishers of special-interest titles, one of the largest markets for their books are sales at association conferences and seminars. Be sure you have a presence at those conferences where your target audiences gather. Exhibit if possible, have your authors speak, advertise in conference programs, etc.

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 or go to www.rickfrishman.com)

If your contact isn't responsive, try to preserve the connection. The top people are usually busy and may not have the time to respond to you now. However, things always change and today's rejections could be tomorrow's acceptances so don't abandon the contact. Be patient, but persistent. Gently remind your contact about yourself without being a pain.

Marketing to Non-Bookstore Buyers

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

There is a downloadable report (pdf format) that provides a statistical profile of state library agencies in the 50 states and the District of Columbia. It includes information on staff, income, expenditures, services to libraries and systems, public service hours, service outlets, service and development transactions, collections, allied operations, and electronic services. The data was collected through the State Library Agencies Survey conducted by the National Center for Education Statistics (NCES). Download this document at <http://nces.ed.gov/pubsearch/pubsinfo.asp?pubid=2002302>

Booklet Ideas – Paulette Ensign

(Paulette is President of Tips Products International, Paulette@tipsbooklets.com)

Keep one basic premise in mind: everything you are marketing in your business is marketing everything else in your business. When you have the opportunity to speak with a prospective client, be prepared to explore the range of products and services you have. See what works for them. You may be surprised once you start speaking with them. They could buy more than you first thought, in quantity or in a higher priced or wider reaching service. The conversation can often find its starting place in sending them a booklet.

Pam's Publicity

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

Imagine that you get an article into an industry or trade magazine that goes to 80,000 people. If you were to do a mailer, at two dollars apiece – which is an inexpensive mailer for printing, postage and everything – and you sent that to 80,000 people, it would cost you \$160,000. If you got into a magazine like *Cosmopolitan* that would go to two million people, instead of a mailer that cost two dollars per piece, you would get FOUR MILLION DOLLARS worth of publicity! What's more, publication has greater credibility than a mailing, because the media source is quoting you as an expert, or publishing your "expert" article, not yet another self-promoting piece of direct mail. So it's easier, cheaper, and gives you more benefit!

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)

Your marketing plan can be divided into three sections. The first sets direction with your mission statement and goals. The second section is the Strategic Plan that describes how marketing's 4Ps (Product, Place, Price, Promotion) will interact to achieve your objectives. The third section is the Tactical Plan. This goes into more detail describing the specific actions you can take to implement your strategies and fulfill your mission.

Marketing Strategy

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

The essence of strategic positioning is *action* -- performing unique activities, or performing tasks similar to those of your competition, but in different ways.

Value-based positioning is founded on the choice of product or service rather than on customer segments. Firms publishing only math textbooks for colleges would illustrate this position as they demonstrate their excellence in one sub-segment of the academic market.

Need-based positioning arises when you address the needs of a complete segment. A firm practicing this would serve most or all the requirements of a particular group of customers. For example, a firm publishing a complete line of textbooks for vocational schools meets these criteria.

A third theory of creating a brand image is *access-based* (i.e., segmenting customers who may be categorized in different ways). Access is a function of your customers' geography or size. Serving a small rather than a large geographic segment may be the best way to configure your marketing, order processing and after-sale service.

Guest Columnist – Meg LaBorde

(Meg is the Executive Vice President of Greenleaf Book Group, www.GreenleafBookGroup.com)

5 Tips to Turn Rock Star Publicity into Rock Star Income.

A Distributor's Perspective on Publicity

It doesn't take an industry expert to tell you that an appearance on *Oprah* or *Today* can shoot book sales through the roof, but a dirty little secret in the book industry is that media coverage—even a BIG hit—does not always turn into book sales. You owe it to your publisher, your distributor, your hard working publicist and yourself to turn media into money. Here are five tips to help you use fame to get fortune:

1. Leverage your publicity with the supply chain. Update your publisher and distributor! If there is no supply to meet the demand your publicity is creating, you're wasting money and losing sales. Your distributor can target stores in the geographic markets your media coverage is reaching and use your publicity as leverage with national buyers to get more books in stores.

2. Make time for proper timing. I understand that things move fast in a publicity campaign, but it's nothing short of tragic when sales—big sales—are lost because of a silly detail like timing. If you think reviews will have a big impact on your book sales, make sure your publicist has galleys in hand at least four months prior to publication. If your publicist is booking radio or television interviews, consistently give your distributor three-four weeks notice so they have time to work books through the supply chain. If you land a national TV interview, communicate with your publisher and distributor immediately to troubleshoot any inventory issues and to give them the opportunity to use the hit to negotiate front-of-store placement with the chains. Whatever you do, don't let money slip through your fingers because of sloppy timing.

3. Define three sales points to use in all media interviews. NOTE: The hook that lands the interview is not necessarily the hook that sells the book (and vice-versa). Be a good guest, but don't be shy about using free airtime to sell your book. Know your readers and appeal to their needs in your interviews. If you only appeal to the needs of the media, you may get lots of interviews, but your book sales will flop. HINT: Don't feel obligated to answer only the questions interviewers ask or to stick to the hook in the press release. For example, if you landed the interview by positioning yourself as an expert on a newsworthy topic, don't assume people will go to a bookstore to buy your opinion. Instead, offer specific, usable content in the interview and clearly communicate (1) who needs the book and (2) what they will gain from reading it.

4. Say your title at least three times in every interview. Yes, there will be times when this is impossible, and there will be times when this is tacky, but if you make it a rule and stick to it, you will sell more books. Erase the words "my book" from your vocabulary, and always use the full title to refer to your work. This is one easy way to sell books in an interview without sounding like an infomercial.

5. Invest in media coaching. A media coach will help you define your sales points and teach you how to incorporate them into every interview. The fastest way to guarantee big returns is to get your distributor (who, in turn, gets the national buyers) excited about publicity, and then bomb the interview. NOTE: Being a talented speaker, charming personality, or good conversationalist does not make you media savvy. If you're investing in publicity, you should minimize your risk and grow your potential ROI by learning the mechanics of an interview and fundamentals like sound bites and message consolidation.

Book Marketing Blog

For more information on special-sales, book marketing in general, as well as all of the topics discussed in each edition of *Book Marketing Matters*, go to the Book Marketing Blog at <http://blog.bookmarketing.com>

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