

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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Simon & Schuster • R. R. Bowker • Publishers Weekly

Nathan's Notes

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

You can gain an advantage in marketing to museum stores by joining the Museum Store Association (MSA), an international organization representing museum store professionals worldwide. MSA is a nonprofit organization dedicated to the general welfare of the museum store industry, and it helps museum store managers better serve their institutions and the public. The Association is located at 4100 E Mississippi Avenue, Suite 800, Denver, CO, 80246-3055 and their telephone number is (303) 504-9223. You can find more information by emailing them at info@museumdistrict.com or by visiting their website (<http://www.museumdistrict.com>).

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>)

Libraries come in several types. There are almost 16,000 public libraries (8,937 public library systems, some with branches). There are 50,000 libraries in elementary schools, 20,000 in high schools and 15,000 special libraries (including 1,700 law libraries). Other libraries include: more than 3,000 in colleges, 1897 governmental, 363 military and over 1,000 formal libraries exist in larger churches. Your book does not match all libraries; approach the right libraries.

Marcella's Magic

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

A book signing can work if it's part of a total promotional package -- if it's in conjunction with a radio interview that day, an interview on the local television station, an article on a local paper, or a review that appeared last week. If the signing is tied into those kinds of things, it can work and be very effective and create continuing momentum for the author and for the title.

Savvy Self-Promotion

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

Mail Tip! Doing a mailing? Why not mail your mail on a Saturday to insure you get your mail into the hands of your recipient by Monday or Tuesday! Anything sent later in the week might be lost in the shuffle.

You're On The Air

(Brad Hurtado, former producer of *Donahue*, *Maury Povich* and *The Charlie Rose Show*)

You do not even have to be an author to conduct a media tour. Mass communication is perfect for anyone with a message to communicate to a large number of people in a short period of time. If you have a product to sell, a business to grow, a cause to further, a seminar to promote or an idea to communicate, you can perform on a tour. All it takes is a message that is important to some segment of the population and knowing where that segment is.

Kremer's Korner

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

While the major mail-order catalogs drive a hard bargain – requiring as much as a 60 to 70% discount – they can move a lot of books. Not only that, but the exposure they give your books to their customers will often result in spillover sales through bookstores. Where else could you find outlets that are willing to pay you so they can advertise your books to as many as five million people?

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)

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>)

One criterion applied to book selection in grade schools is its reading level. There are actually tests that are applied to books to determine their reading level according to the vocabulary used, the number of syllables in words and the length of the sentences.

Booklet Ideas – Paulette Ensign

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

A well-known US public seminar company markets their seminars through direct mail, sending millions of brochures out monthly. Having a “clean” mailing list is important to them. To eliminate duplicate mailings, the company decided to offer my booklet, “110 Ideas for Organizing Your Business Life” as an incentive for people to indicate receiving duplicate mailings. The company knew their own need better than anyone living outside their world. I could never have identified this application. Each time the booklet was received, it promoted my products and services. Minimizing paper in your life (getting organized) was the thrust of the seminar company’s decision to use this booklet to clean up their mailing list, making it more profitable for them, and more streamlined for their clients.

Pam’s Publicity

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

If you’re interviewed on TV, send the right message about who you are, what you think, and how strongly you believe what you’re saying.

DON’T wear

- Red, black, white or patterns.
- Noisy, shiny or distracting jewelry
- Shiny, slinky materials like silk, satin or polyester
- Tinted lenses
- Bulging pockets

DO wear

- Simple, tailored clothes in natural fabrics and basic colors
- Minimal prints
- Minimal jewelry
- Dark suits – but not black
- Light shirts or blouses – but not white

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 – Antoinette Kuritz

(Antoinette is a publicist and radio host, may be reached at akuritz@san.rr.com)

When pitching media, remember that you are *edutainment*. In order to get booked, you have to inform and educate, but you also need to entertain. Producers are not interested in selling your book for you; they are interested in how you can drive their ratings, whether you can keep the audience tuned to their station. So pitch an idea and be ready to present it. Once you are booked, mention of your book on the air will follow.

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>

Buy Lines

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Brian Jud is host of the National Special Sales Summit sponsored by Simon & Schuster, *Publishers Weekly* and R. R. Bowker. Brian also conducts the *Masters of Book Marketing*™ seminars and the *Book Marketing Monthly*™ teleseminars. He is the 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. Brian is also the author of the new series of printed booklets published by R. R. Bowker with *Proven Tips for Publishing Success*. Brian is editor of the *Book Marketing Matters* special-sales newsletter, and creator of the *Special-Sales Profit Center* used by R. R. Bowker to sell other publishers' books to special markets. Contact Brian at P. O. Box 715, Avon, CT 06001; (800) 562-4357; brianjud@bookmarketing.com or visit <http://www.bookmarketing.com>.