

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)

Become an expert. Learn your discipline expertly, and then increase your visibility by teaching, speaking, and/or writing about it. Design, organize, lead, teach and participate in seminars and workshops. Publish materials on narrow subjects that you've mastered and clearly explain your knowledge to others. As a recognized authority, you'll meet and spend time with other experts and your peers. You'll expand your knowledge, your contacts your network and your business.

Poynter's Pointers

(Excerpted - with permission - from Dan Poynter's Fifteenth Edition of *The Self-Publishing Manual*: <http://www.parapublishing.com>. To receive Dan's free newsletter, *Publishing Poynters*, go to <http://ParaPub.com/news.html>)

The common ground for nonfiction books is in their distribution; the subject matter of each book is unique. Nonfiction should be sold where customers for it can be found. Boating books should be placed in nautical shops, local geography-history books in tourist shops and football book in sporting-goods stores. Sell your books where the highest concentration of potential customers can be found. Most of your prospects probably never go into a bookstore.

Marcella's Magic

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

The question of what makes a good book is a very large question and it's also an easy question to answer. A good book is a book that people want. How do you make a book that people want? You give them information that they need, that they are asking for, whether its a story in the form of fiction, mystery, collection of poetry, a western, or whether or not it's in a business book.

Savvy Self-Promotion

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

Book Signings are Boring. Consider doing an event instead or doing your signing in some place other than a bookstore. We've done signings in pet stores, electronics stores, supermarkets, coffee houses, and restaurants. Make your event memorable and don't spend an afternoon just sitting at a table waiting for readers to show up. Marketing involves movement, message, and communication. If your event doesn't incorporate all of these you're wasting valuable marketing time (and dollars). Utilize local shops and businesses and get them involved in your promotion. You might be surprised how receptive they are!

You're On The Air

(Rita Thomson, Field Producer for *CNBC*, *CBS News* and *Chronicle*)

A producer looks for story ideas, tries to find good interviews and pictures, then puts together a segment on the air. I have to think of the viewer first. It's not my job to sell books, but to make interesting television. If a book helps me get interesting television, that's good.

Kremer's Korner

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

If you would rather not sell your overstocked books at a loss, you can donate them to specific causes. For example, in the past publishers have donated books to schools, libraries, churches, prisons, charities, public television stations, 4-H clubs, scouting groups, garden clubs, and other nonprofit groups. Publishers can deduct 100% of the production costs of any books donated (200% if the company is incorporated), plus 100% of the freight and 100% of administrative fees.

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)

Following up is not simply a short-term strategy; it is a critical discipline that is essential in networking. Following up is how you convert leads into lasting network relationships. It's a time-tested method that is critical in building and maintaining productive networks.

Marketing to Non-Bookstore Buyers

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

Stop selling your books. Start selling the benefits that people receive from buying your books. Discount-store managers want increased traffic and profits. Demonstrate how your promotional efforts will drive people into their store. Librarians are not profit driven, but they want to help their patrons. What do your customers need and how can you help them meet their needs?

Booklet Ideas – Paulette Ensign

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

For those of you who enjoy public speaking and count it among the services of your business, it is useful to know that countless paid speaking engagements can come directly from publicity excerpts. There was a professional organization of country club comptrollers who invited me to speak at one of their monthly meetings because one member spotted a publicity mention of my booklet somewhere and they thought the topic of getting organized would be of interest to their members. They didn't even buy the booklet, just invited me to speak! From that speaking event, the same group booked me at their annual convention. Someone in the group told their boss about the merits of the conference session, which led to yet another speaking engagement for the boss's professional organization. Three paid speaking opportunities came from one publicity excerpt, without anyone ever purchasing a booklet ahead of time. The credibility of having published something and having it mentioned in a magazine, on a topic that was appealing to the group was enough to get these three paid speaking dates onto the calendar.

Pam's Publicity

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

Stand while giving the interview. Even though you're talking on the phone, act as if you were giving a live presentation and stand tall. Standing will raise your energy level and you will be more alert than if you were sitting. Radio interviewers love energy and can really pick up on your mood.

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)

The reply to the question "Are we pricing each title properly?" may not inspire the ideas necessary to improve your profitability. On the other hand "How can our pricing be changed to yield more profits?" will encourage a discussion that will yield several potential answers from which you can choose the best for your circumstances. Defy economic gravity by planning for profits.

Marketing Strategy

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

Build an image or position around your company name or imprint to...

- Encourage repeat sales.
- Designate a certain level of expectation of quality.
- Identify you as the genre leader.
- Build a customer following.
- Make it difficult for a retailer to replace you with another publisher.
- Transfer customer confidence to a new author under same imprint.
- Maintain higher price and profitability levels.
- Align with the tastes of a specific target niche.
- Isolate the bad reputation of one imprint.
- Arrange exclusive distribution agreements for different imprints.
- Meet price competition with one imprint while maintaining a higher price on another.

Guest Columnist – Maryglenn McCombs

(Maryglenn is an independent book promotions specialist based in Nashville; www.maryglenn.com or email: maryglenn@maryglenn.com)

What Exactly Is "Buzz?" *Buzz* is about recognition. It is about familiarity. It is about word-of-mouth, and conversations over lunch, around the water cooler, and between friends, and colleagues. It is the sound of book groups talking about a book. *Buzz* is the sound of big print runs clicking off the printing press, it is the sound of a journalist's fingers on a keyboard, and the sound of an author's voice on the radio and on TV. *Buzz* is sound of boxes of books being packed, shipped, and opened. *Buzz* is the hum in the aisles of Book Expo – the meetings, the greetings, deals being made, and books being sold. *Buzz* is the sound of cash registers ringing up sales. It is reorders and reprints. *Buzz* is the sound of a successful book.

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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Book Marketing Monthly[™] Teleseminars

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Do you need a jump-start to get your sales moving?

Do you have a quick question or two about how to get started in special sales?

If so, consider a one-hour consultation with Brian Jud. Get answers that will ignite your sales efforts. Brian can help you create a quality product, distribute it to markets you may not even know exist, price it profitably and promote it more effectively so you can...

Sell more books

Beat your competition

Become more profitable

Sell in untapped, lucrative markets

Minimize -- if not eliminate – returns

Go to <http://www.bookmarketingworks.com/ConsultingServices.pdf> for more information.

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.bookmarketingworks.com/beyondbookstore.htm>

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I won't share or sell your email address.

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

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>.