

# Book Marketing Matters™

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

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**See the **Top Ten List** of books on writing, publishing and marketing at the [Writers and Publishers Bookstore](http://www.bookmarketing.com) at [www.bookmarketing.com](http://www.bookmarketing.com) for all the books on publishing, marketing, planning, design, publicity, publishing law, writing and special sales.**

## **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/sites/para/resources/newsletter.cfm>)

Prepublication sales will bring in some money early and help you pay the printing bill. But it isn't wise to start too soon on the prepublication publicity for your first book. The first time around in publishing is a learning experience, and there will be countless delays in the writing, production and printing process. You do not want to find yourself spending all your time answering the question, "Where is the book I ordered?" On your first book, hold the announcement until it is on the press. The next time, adjust the start earlier.

## Notes From the Front Lines

(Excerpted – with permission – from the Book Publishers' Handbook, by Eric Kampmann, President, Midpoint Trade Books [ekampmann@aol.com](mailto:ekampmann@aol.com).)

**Is it important to meet a certain deadline for publishing your book?** The answer is, yes, sometimes it is important to get a book into the marketplace to coincide with a particular event. For example, a Christmas book must be in bookstores sometime in October at the latest. Or a gift book for graduation should be out there by April. There are many examples where timing is critical for a proper launch of your title. But in reality, most titles do not tie into a specific date or season and therefore another consideration must come into play: It is far more important that you get the book right than getting it out. Trust me, the world is not breathlessly waiting for the next title to be launched. (unless, of course, you are the author of the next Harry Potter). So I would council a "deliberate" approach to bringing your title to market. Get everything lined up that you can line up, and then keep pushing. Remember, you are only half way home when you get to publication date.

## Marcella's Magic

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

Do you have a book about how to start a business, how to run a business, how to manage your finances, how to cook a great Italian dinner? All these things are information, things about which people want to know. You have to put that information into a presentation that you can make in a store, one that will make people want to buy the book that you've made.

## Savvy Self-Promotion

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

**Boomers Bonanza Online.** If you're trying to reach the boomer group online a recent article in Business Week advises staying away from bloggers, video sites and other interactive media. Instead, they suggest going after sites with thoughtful, research-based content (like book review sites, etc.). With 80% of boomers (between the ages of 40+ and 60) the time to target boomers is now. Check out this interesting article: <http://www.marketingvox.com/archives/2007/04/05/study-boomers-do-research-on-web-reachem-via-integrated-plans/>

## 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*.)

*A good guest is someone who knows the audience and who can answer questions without too much about "my book."*

## Kremer's Korner

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

Often TV rights are sold at the same time or in lieu of motion picture rights. In general, the option and pickup prices for prime-time TV movies are lower than those for movies. While TV movie rights might sell for anywhere from \$25,000 to \$75,000, miniseries rights sell for about \$20,000 to \$40,000 per two-hour segment. Besides rights to adapt a book to a TV movie or miniseries, several other TV rights that can be sold include specials, installments, TV anthology series, and TV episodes.

## Author 101

(Excerpted from *Author 101: Bestselling Book Publicity*, by Rick Frishman and Robyn Spizman; contact Rick at [FRISHMANR@PlannedTVArts.com](mailto:FRISHMANR@PlannedTVArts.com) or [www.author101.com](http://www.author101.com))

Many would-be writers start their books impulsively and haphazardly, which seldom works. When they get good ideas and inspirations, they rush to get them down. Frequently, they don't think about how they should proceed and just feel that the strength of their ideas, inspiration, and passion will carry them through—and sometimes, they're right. However, in most cases, they're charting a course for failure.

Many aspiring writers also go through what authors call “brain dumps,” in which they unload whatever ideas or information are on their minds. While brain dumps can be good starting points and help in identifying valuable material, they can also create real messes because torrents of ideas, information, and emotions are released without sequence, order, or design. Brain dumps can produce floods of loosely connected concepts that are not thoroughly thought through or researched. So when writers subsequently read their ramblings, they become discouraged and toss everything out—the good as well as the bad.

Writing a book may start with a flash of inspiration, but then it takes planning; organization; and work, work, work. It's a long, involved progression—like running a marathon, producing a movie, or conducting a complex campaign. It takes discipline, dedication, and effort. If you try to do it all at once, it can overwhelm you. So it must be planned. And when it is, when you create a structure, writing a book can become fun and fulfilling and can do wonders for your ego and your career.

## The Very Idea

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

If you use creative thinking it is highly likely that you will find new markets, new sources of revenue, and solutions to obstacles you previously felt were insurmountable. Turn your stone walls into stepping stones by applying innovative thinking and creative strategy. It involves risk and a strong belief in yourself, but in the end you will open new niches, find new opportunities, improve your business, grow personally and have a lot more fun.

## Marketing to Non-Bookstore Buyers

(Excerpted from *Beyond the Bookstore a Publishers Weekly* book by Brian Jud <http://www.bookmarketing.com>)  
Find out where potential buyers look for information about your topic. Readers of romance novels would not be surprised to find them in hospital gift shops, at Victoria's Secret stores, flower shops (brick-and-mortar or online) or on cruise ships. You might sell golf books at golf driving ranges, business books to local chambers of commerce or diet books in beauty salons. Sell your books where people interested in your topic congregate.

## Booklet Ideas – Paulette Ensign

(Paulette is President of Tips Products International, [Paulette@tipsbooklets.com](mailto:Paulette@tipsbooklets.com))

Select glossy card stock for your cover, and opaque paper that won't “bleed” through for the inside pages. Those choices keep your production cost down and your perceived value up. Have your booklet bound with 2 staples in the spine, known as “saddle stitching.”

## Pam's Publicity

(By Pam Lontos, Owner of the publicity firm PR/PR; [pam@prpr.net](mailto:pam@prpr.net); sign up for free publicity tips at [www.prpr.net](http://www.prpr.net))

**Hook Your Way to Success.** If you want to catch a fish, you have to use the right hook. Apply this same concept to your publicity campaign and develop a winning hook for each media outlet you approach. Expand your topic to appeal to more publications and more shows. With each outlet, adapt your hook to consider the audience's needs, because that's who the reporters and producers aim to please. Then link your topic to a current event to make it newsworthy. When you use these guidelines and create a winning hook, you will get more interviews, more articles published, and more publicity.

## e-book tips – Roger C. Parker

(Roger C. Parker is the \$32 Million Dollar Author. Test your Book Publishing IQ at his [www.publishedandprofitable.com](http://www.publishedandprofitable.com))

**How to evaluate published, or competing, books in your field.** The best way to evaluate books in your field--or, indeed, any field--is to create an evaluation sheet identifying the 10 or 12 most important criteria, along with space to comment. The easiest way to do this is to use a table created in Microsoft Word or a spreadsheet created in Microsoft Excel.

As you evaluate each book, rate how each book satisfies each of the criteria on a scale of 1 through 5 and add relevant comments. Save and print each evaluation, for future review. Your evaluations will take on new importance as you use the same criteria to rate each title.

## Bartlett's Quotations on Powerful Sales Presentations

(Robin Bartlett is a former member of the PMA Board of Directors and is the PMA University Chair: [rbbartlett@aol.com](mailto:rbbartlett@aol.com))

**Dissect your sales pitch.** Take time to think deeply about the way you currently pitch your book or other product, both face to face and over the phone. It helps to break your pitch down into the basic elements and look at each part in detail. Examine what you say and how you conduct yourself under a critical microscope. Ask a close friend to critique your analysis to insure a balanced view.

## 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))

Publishers can get caught in a trap if they persist in using strategies that were successful in the past, without evaluating whether they are still relevant today. Success in a rapidly changing industry demands that you evaluate past triumphs to determine if you should introduce new titles using a different game plan.

## 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))

The way to find a better mousetrap is to ask people how they would change their existing one. And if it were changed to their specifications, how many would they buy? Find out what people want by asking questions. Until you get all the answers, you will not have a complete sense of the market. This process may lead you to discover that you already have an existing title that solves their problems, but the marketplace does not know about it. Then your strategy becomes one of improved communications.

## Guest Columnist – Marsha Friedman

(Marsha Friedman is President EMSI and may be reached at [mfriedman@event-management.com](mailto:mfriedman@event-management.com) or <http://www.event-management.com> )

**Pitch Your Topic, Not Your Book or Yourself.** As you develop your message, keep in mind that radio hosts are interested in what you can do for their listeners, not what they can do for you. They want an interview, not an infomercial for your book. So, when pitching to hosts and producers, put emphasis on the issue you want to talk about on the air, rather than on your book. The fact that you've authored a book gives you credibility "currency," so spend it wisely when pitching your cause. There's no need to worry...once on the air, you'll be given plenty of opportunity to plug your book during the interview.

## Upcoming Paid Events

### **SPAN Marketing Monthly™ Webinars**

#### **Practical and creative tips for increasing your sales and profits**

Brian Jud will present a series of monthly book-marketing Webinars sponsored by SPAN. These seminars are designed for independent publishers seeking creative yet practical ways to increase your sales and profits.

Get handouts with each monthly session

Hear guest speakers on critical marketing topics

Become more effective and efficient marketing your books

Turn action into accomplishment by doing the right things correctly

Discover practical marketing information and step-by-step instructions for applying it

The first *SPAN Marketing Monthly Webinar* will be held at 7:00 pm Eastern Time on July 18, 2007 on the topic of Special-Sales Marketing. Brian Jud, author of *Beyond the Bookstore* will be the host. Only 30 people may participate in each Webinar to allow sufficient time for asking questions and getting personal replies. The cost is \$30 per Webinar for SPAN member, and \$40 for non-members. [To register, click here](#) or go to <http://www.spanet.org/webinar.htm>

## New York Book Fair In Central Park June 23

The Greater New York Independent Publishers Association (GNYIPA) will have several tables at the all day June 23 Central Park New York Book Fair, with All books offered at special show discount rates.

In Central Park Central Park's famous band shell on Saturday, June 23 from 10 a.m. to 6 p.m. is a day-long, non-profit event featuring book vendors, author readings/signings, clowns, face-painting, children's storytelling circles, light music entertainment and celebrity appearances in support of literacy and education. Scheduled to appear at the event are actor/author Michael Boatman ('Arli\$\$,' 'Grey's Anatomy'); actor Alex Skuby ('King of Queens'); author/lifestyle philosopher Alexandra Stoddard; author Troy CLE, whose forthcoming book is being called a "Black Harry Potter," author/producer Gary Stromberg, whose 'Car Wash' remains one of the seminal films of its genre; Adriana Lopez, author of "Fifteen Candles," a collection of Quinceaneara memories; Detroit musicologist Stewart Francke, author of "Between The Ground & God"; and acclaimed children's book author Alan Katz, among many others.

Other publishers may contact the sponsoring company to arrange for tables to show their books as well. Vendors interested in participating in the daytime festival in Central Park on Saturday, June 23

should call 323-665-8068 or e-mail [NewYorkBookFest@aol.com](mailto:NewYorkBookFest@aol.com). The event website is at [www.newyorkbookfestival.com](http://www.newyorkbookfestival.com)

## The Book Summit 2007

The third annual Book Summit will bring together key industry leaders to focus on the Internet —how to harness it and to use it to dig into overlooked sales areas. The next Summit will be held on Wednesday, September 26, 2007, at the Small Press Center, 20 W. 44th St, New York City. Mark your calendar now. See <http://www.BookSummit.com> for details.

## 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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*Get on the Right Track to Publishing Success™*

### **Contact Information**

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Brian Jud is an author and book-marketing consultant helping publishers market and promote their books to increase their sales and profits. His firm also sells other publishers' books to special markets. Brian is a [media trainer](#), frequent speaker at publishing events and host of the online [Publisher's Bookstore](#) listing many discounted titles on publishing, publicity, planning, marketing, publishing law, design and writing. Visit his blog at <http://blog.bookmarketing.com> and contact Brian at P. O. Box 715, Avon, CT 06001; (800) 562-4357; [brianjud@bookmarketing.com](mailto:brianjud@bookmarketing.com) or go to <http://www.bookmarketing.com>