

Here is your October 8 edition of the *Book Marketing Matters* special-sales ezine by Brian Jud. It contains regular columns with tips from Dan Poynter, John Kremer, Marcella Smith, Penny Sansevieri, Rick Frishman, Eric Kampmann, Pam Lontos, Paulette Ensign, Robin Bartlett and Roger C. Parker. The guest columnist in this issue is Cathy Stucker.

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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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Notes From the Front Lines

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

The Time Has Come. Unlike what you might have read in some publications, I believe that the time of the independent publisher is here. Years ago, it was nearly impossible to compete with the large established publishers in the book marketplace. Usually smaller publishers were content to receive some scraps while the big players kept the best parts of the main meal. This is no longer true. During the 1990's several changes in the marketplace, including expanded inventory through superstores, increased reach through internet retailers, better services through national wholesalers and stronger support through book distributors, all helped propel the best of the independent publishers onto center stage.

Now, I believe we are entering a new phase of growth and success for independent publishers worldwide and we predict that this will mean better services and better pricing from companies providing sales and distribution. This will mean that distributors will have to become more innovative, more flexible and more competitive in support of their publisher clients. And it will also mean that the publisher will have more choices and leverage when negotiating contracts with distributors. The distributor will have to become quicker, more responsive and more transparent in the conduct of their business and it will mean more growth and success for the publishers as the support for their titles increases in the trade marketplace. I am optimistic because there is real cause for optimism.

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>)

Navy libraries spend more than \$3 million each year on books. The International Communications Agency (formerly the U.S. Information Agency) runs 129 libraries in 110 countries with 6,000 to 25,000 volumes each and devotes about \$2 million each year to procurement. They like to see brochures and review copies.



Dan's Contributions Recognized

Tom Gregory (left), President of Infinity Publishing, presents the *Lifetime Achievement Award* to Dan Poynter for his many contributions to the publishing industry. The presentation was made on September 29 at Infinity's 8th Annual Express Yourself Authors' Conference, held in Valley Forge, PA. The ceremony was preceded by a humorous "roast" of Dan by Penny Sansevieri and Brian Jud.

Marcella's Magic

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

When contemplating an in-store event, what bookstore people need is a little time to sift through the mail to see what it is that appeals to them that they want to follow up. So in most cases, when you send the material, send them a jacket of the book and a press release. If you have a finished copy, and you want to send them that, do so. That's always good because nothing sells the book like the book itself. Then let the bookseller come back to you.

Savvy Self-Promotion

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

Ever wondered if there's actually a good day to send email? As it turns out there is. A recent report by MarketingCharts indicated that click rates were higher on Wednesdays, followed by Thursdays and Mondays.

You're On The Air

(Benita Zahn, Noon News anchor and talk-show host on WNYT-TV, Albany, NY)

The biggest fears people have when they come into the studio is that they'll look foolish, that they're not going to know what to do and not know where to put themselves. All you have to worry about is being comfortable. If you're not comfortable, you won't do well answering the questions. Sit down and feel at home. Talk to the interviewer. Ask, "What should I do? Who should I look at?" Ask if everything is in place. They'll tell you.

Author 101

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

Don't forget to send a thank you note! I know it sounds crazy- but most people don't send a thank you note after they do a media interview. Big mistake! Always send a note to the host and the producer. In the note...

1. Thank them for having you on (or for the interview)
2. Remember a specific item from the interview and talk about that
3. Give them your cell number and offer to be on anytime at the last minute
4. Tell how much fun you had on the show and how you got a great reaction
5. Ask them for a "testimonial" and ask them to send it to you on their stationary
6. Ask them for an mp3 of the show (or a tear sheet if it is a print interview)

The Very Idea

Use visuals to establish, demonstrate and reinforce your positioning concept in a memorable way. And if you create a “photo op” as that same time, you can stimulate word-of-mouth advertising – the most effective and efficient kind of advertising.



Marketing to Non-Bookstore Buyers

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

Even though it is possible to sell directly to libraries, it is generally not a good idea. Your distribution partner has sales people who know the library market, what the librarians are looking for and when they want it. You can take advantage of these relationships, and at the same time create instant national coverage for your titles.

Your distribution partner can help you more if you communicate with it regularly. Let your account person know about upcoming titles, changes to old titles (pricing, binding) and details about your promotional plans. Look into advertising in their magazines or newsletters, if they offer such an opportunity.

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>)

A company could offer one of your books as a free gift to prospects that will listen to their sales presentation. For instance, insurance salespeople could give away a tax guide to everyone who listens to their pitches.

Booklet Ideas – Paulette Ensign

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

Market your booklet and your business online in addition to your offline marketing methods rather than only offline or only online. Online marketing provides additional sales channels, expands your geographic limits, costs time rather than much money, and allows your business to expand while staying a small business in terms of personnel and physical location.

Pam's Publicity

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

Prior to doing an interview, ask the reporter or the person arranging the interview for some preliminary questions to get your mind thinking on the right track. Topics have all different angles, so you want to know as much about the reporter's angle as possible. Often, a reporter will veer away from one specific questioning path, but it's good to have as much information as possible before the interview.

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)

Never press the space bar twice following the period at the end of a sentence. This is especially true when working with paragraphs of justified text—i.e. lines of equal length.

When word spacing is adjusted to create lines of equal length, each space will expand, often creating a very noticeable gap between sentences. Sometimes, these gaps will be located in adjacent lines, creating distracting rivers of white space running through your text.

Bartlett's Quotations on Powerful Publishing Ideas

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

KISMIF. The “Keep it Simple, Make it Fine” rule of thumb for powerful presentations is to cover only one or two important points per topic. That's all your audience is likely to handle and remember. Of course, we all have more than one or two points to make, so let your collateral literature continue to sell for you after you leave the prospect's office. I like to underline and add lots of stars and arrows to draw attention to the most important benefits. This technique will allow you to verbally address the most important points and still leave a half-dozen or more behind.

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)

A tactical plan reduces your annual plan to a *doable* action plan, a “To Do” list, a reminder of what you need to do in the short term. Not all tasks need be performed at the same time. Prioritize your activities and divide them into quarterly, weekly and then daily lists.

Marketing Strategy

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

Make two lists, one containing the tasks required to keep your business operating profitably, the other a record of what you enjoy doing and do every day. Now compare them to see if you are doing what needs to be done or what you like to do. Incongruence does not mean you must stop doing what you enjoy; it simply points out where you need assistance.

Guest Columnist – Cathy Stucker

(Cathy Stucker, The Idea Lady™, cathy@idealady.com -- subscribe to Cathy's newsletter at <http://www.IdeaLady.com/bright.htm>)

Make Money by Diversifying. Often, people who want to start a business will ask my advice. For instance, if they are thinking about having an online business, they will ask if they should have a blog? Put Google AdSense on their site? Create an ebook? Sell physical products? Offer services? Promote affiliate programs? My answer: Yes.

While they are often looking for one thing they should do, I believe that you should have many ways of generating income. The same is true for offline business. If all of your revenues come from one source, what happens if that revenue stream dries up? That can happen if you do not diversify your business.

Diversification can come in many forms. For example, you might do business both online and offline. Many small retailers have found that having an online business allowed them to keep their businesses afloat, and even expand, when their brick and mortar stores went through tough times. And for some, having the online business meant they still had income, even if the store did not survive.

Some online businesses have gone the opposite direction, from being Internet-only to opening physical locations to serve customers locally. Other ways of diversifying include: Have a mix of customers. If most of your business comes from one large client, you would be in big trouble if that client went away. Even having most of your clients in one industry can spell trouble if that industry suffers a downturn. Having lived through the 80's oil bust here in Houston, I remember well how many businesses outside the oil industry were hurt.

Create multiple revenue streams. Offer a variety of products at multiple price points so that customers can get the solution they need at a price they can afford.

Be prepared for change. For years, Kodak has been synonymous with "film." When was the last time you bought film for a camera? Now, although Kodak still sells film to professional photographers, their consumer products include digital cards, photo paper, printers, software and other equipment and supplies for taking, printing and displaying digital photos. Will technology or changes in the law make what you are doing today obsolete? Start diversifying now to move your business to the next phase.

Attract customers in many different ways. If you only get customers from one source (e.g., advertising in the newspaper), what happens if that method becomes less successful? Online, do most of your customers come from a particular search engine or site? Or from pay-per-click advertising? Keep using something as long as it works for you, but never stop looking for new ways to find customers.

Did your mother tell you not to "put all your eggs in one basket"? Mom knew what she was talking about. Diversification not only makes your business more successful, it can mean the difference between success and failure.

Free Information

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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Upcoming Events

SPAN Marketing Monthly™ Webinar

Join host Brian Jud with guest speaker Penny Sansevieri in a one-hour webinar to be held on October 24 at 7:00 pm Eastern time. The topic is "Red Hot Publicity" -- how to use the Internet to increase your sales. Go to <http://www.spannet.org/webinar-10-24-07.htm> to register.

PMA Online University

PMA's October 17 Online University is called *From Bestselling Book Cover to Blockbuster Brand: How Choosing the Right Book Cover Can Launch Your Business Empire*. Speakers and business partners Ron "Hobie" Hobart and Kathi Dunn, and their team at Dunn+Associates, create the success tools that authors, speakers and experts need to build their brands and business empires. You'll leave this content-rich, fast-paced presentation with dozens of inspirational - and useful - ideas. To register, please visit our website at the following link:

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