

Here is your December 3 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 Marsha Friedman.

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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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## **11:00 ET Dec 3 -- Free Teleseminar on Special-Sales Marketing**

Listen to a free teleseminar with Patrick Snow interviewing Brian Jud about special-sales marketing. This will occur **December 3** at 11:00 am Eastern Time. Call in on 1-308-344-6400 with Pin: 1083722 #

## **Do you have a special-sales success story?**

My book, *Beyond the Bookstore*, a *Publishers Weekly*® book about how to sell books to non-bookstore markets, needs updating. I am now working on the second edition to be published in 2008. If you have a special-sales success story, or know of someone who has sold books in large quantities in non-bookstore markets, please let me know. I'd like to include such examples in my next edition. Thank you

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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](mailto:ekampmann@aol.com) )

**Selling to the Sales People.** When people approach me with a new project, they often make unsupportable claims that challenge credibility and experience. As a sales executive, I am always balancing hopes and dreams with the undeniable reality that most books rarely sell beyond their first printings. I want to help, but if I conclude that the publisher is an unrealistic romantic, then I am apt to pass his/her project by. I believe it would be better to modify claims to success to a level that conforms to the possible. People in my position live in the trenches of the everyday. We believe it is OK to publish a book that has modest expectations attached to it. We like to work with titles over time, sometimes taking a year or more to find just the right way to success. The one-minute atomic book is nice, but frankly, it is a rare, rare thing. In a word, keep it *real!*

## 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>)

Premium orders are large, usually 1,000 or more books and the customer can ask for 60% off or more. Such a discount can be justified for a large order that eliminates the problems of financing, storage and individual shipping. A typical premium discount schedule might look like this:

<u># of Copies</u>	<u>Discounts</u>
25 – 99	20%
100 – 499	40%
500 – 999	50%
1000 – 14,999	60%
15,000 UP	cost of printing plus 10% of list price

## Marcella's Magic

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

Try to give a store at least four to six weeks advance notice before your requested event. Give them a copy of your book. If your book isn't ready yet, give them a copy of the jacket, a press release, what your marketing and promotions plans are and the flexibility of your schedule.

## Savvy Self-Promotion

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

**Bah-Humbug: ignore Christmas – long live Chinese New Year!** If you're in the midst of gearing up for the big Christmas selling season I have a question: What about the other hundreds of holidays throughout the year?

Everyone digs in around Thanksgiving to prepare for the upcoming holiday season and while I'm not discouraging you from pushing this sales angle there are more holidays to consider than just Christmas. You can market to anything from Chinese New Year to Labor Day – depending on the book/product you're marketing it might even tie-in better to a non-peak sales season. Here are a few quick tips to get you started:

Educate yourself first: getting to know your holidays is important. The last thing you want to do is pitch your product on a somber holiday. Also, you want to make sure that your message matches the holiday you're positioning it on.

Picking your dates: download the Calgoo.com calendar if you want a full listing of dates you can pitch your book/product to. The calendar offers everything from US holidays (even the obscure ones) as well as Asian, Canadian and European Holidays.

Stick with your plan: Sometimes you'll find that some holidays work better than others. It's fine to experiment but once you have found a few holidays that work for you you'll want consistently market to them. Getting inroads into a particular culture is not just dependent on your message, consistency in promotion is important too.

## You're On The Air

(Nick Peters, Vice President, MediaLink)

*A satellite media tour is a series of prearranged one-on-one interviews with television or radio stations around the country on a given topic agreed to in advance. The talent answers questions live and on tape for stations around the country. Television is sent by satellite, radio by broadcast-quality landlines or telephone lines.*

## 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>)

While the major mail-order catalogs drive a hard bargain – requiring as much as 50 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 who are willing to pay you to they can advertise your books to as many as five million people?

## 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))

To publicize your book, you must capture people's attention in a world filled with media noise. The best way to do so is to write a silver bullet -- a clear, sharply focused description of your book that can be recited in the time it takes an elevator to go from the ground to the fifth floor. Your silver bullet must clearly explain what your book is about, why it's special, and the precise benefits it will provide to readers.

## The Very Idea

Have fun doing your promotion. People relate to humor and generally associate positive qualities to the product being promoted (and buy more of it), particularly when the wit is product related, rather than simply making jokes.



## Marketing to Non-Bookstore Buyers

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

Segmentation, market research and target profiling will keep you from being fooled by mirages and help you create successful marketing strategies. Look beyond the numbers to learn the needs of people in each segment. Do not market to the number of people but to the needs of the people. You will find this to be a more lucrative long-term strategy.

## Booklet Ideas – Paulette Ensign

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

Tell the prospect you will “crunch some numbers” and get back to them. The only time to give a prospect an immediate answer in the initial phone conversation is when they are buying a specific quantity of non-customized booklets to be shipped without a rush. Otherwise, give yourself the time to construct the price quote. You may need to speak with your graphic designer, printing company and a shipper to research the costs for this job.

## 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))

**When writing an article for a magazine, open with a story that presents the problem the article will solve.** Give 3 to 8 tips, strategies, or steps that the readers can take to solve the problem. Give a very brief, one paragraph summary with a call to action: “When you use these tips, you will....” In the resource box at the end of the article is where you put your contact information and highlight the aspect of what you do that you want the readers to know about. It can be your book, your consulting practice, hiring you as a speaker for their conference, etc.

## 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 Authors Can Profit from Creative Briefs.** Creative Briefs are 1- or 2-page documents eliminate misunderstandings when hiring creative services, like direct-response copywriters and graphic designers. Every project should begin with a creative briefs spelling out all project details and mutual expectations, including project goals, deadlines, deliverables, and terms.

Creative briefs are best created jointly, online, while both parties are talking to each other, using an online screen-sharing service, such as [www.gotomeeting.com](http://www.gotomeeting.com). After the call, the author should send a copy of the brief to the vendor as an e-mail attachment. The vendor should indicate their acceptance by return e-mail.

Briefs can be created using a variety of software programs, including Microsoft Word, mapping programs like Mindjet's MindManager, or using an online form created with tools like [www.assessmentgenerator.com](http://www.assessmentgenerator.com).

Visit [www.publishedandprofitable.com](http://www.publishedandprofitable.com) and download Roger C. Parker's "Write Your Way to Success: 4 Steps to Success" special report.

## 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](mailto:rbbartlett@aol.com))

**Summarize and confirm.** Sometimes the buyer is just sitting on the fence and just needs a little extra handholding to move him or her to the decision. One of the best ways to firm up the sale is to briefly summarize the key points where you have achieved agreement with the buyer. Look over the notes you've taken and identify the three or four bullet points that represent the greatest benefits to the buyer. These are the “what's in it for me part of the sale.” Summarize those key points in as few words as possible (brevity is very important at this point). At the end simply ask if the buyer will give you a purchase order now or if you can expect it to be faxed or mailed within a few days. (Again, always try to offer a choice of courses of actions for the buyer to take when you come to the close.)

## 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))

The process of writing your plan directs your creativity to the words you are writing and ideas seem to come from nowhere. Your mind will be asking, "What if ..." type questions, forcing you to acknowledge other ways of accomplishing your objectives.

## 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))

You may become so busy performing your daily duties that you neglect the creative tasks necessary for continuous growth. Creativity is a playful way of looking at ordinary events, stimulating your thinking and inventing new ways to accomplish results. Creative conflict forces you to think through your strategies more carefully, leading you in directions you might not have discovered on your own.

## 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> )

**The Right Press Release Formula.** Nothing is more important than the press release itself – it's your key to the media's door. The quality of your press releases has everything to do with your success in getting on the air. You want to make sure your headline is enticing - it's got to grab the media's attention. The text of your release should elaborate on the subject matter and what the "on-air" conversation will be about. It's always good to include a couple of juicy or provocative quotes. Also include a short, but impressive bio, and 5 to 10 questions you'd like the host to ask you.

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## 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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