

Here is your December 12 edition of the *Book Marketing Matters* special-sales ezine by Brian Jud. It contains regular columns with tips from Dan Poynter, John Kremer, Rick Frishman, Eric Kampmann, Pam Lontos, Dana Lynn Smith, Paulette Ensign, Judith Briles, Gail Z. Martin, Tonya Evans and Roger C. Parker. The guest columnist in this issue is Patricia Fry.

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I wish you success in your book-marketing efforts, Brian Jud

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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

Volume 10, Issue 25, Number 239 December 12, 2011

We get about 3,000 hits per month on the ESP search engine. Most of the titles in our program receive some action on a regular basis. We cannot show them all, but below is a list of the direct inquires for which we send sample books. We usually customize them with the customer's logos or with a tip-in insert page.

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Top inquiries from the reps for the week ending 12/9/11

<u>Title</u>	<u>Quantity</u>
San Diego Hikes	700
Industry Achievers	Samples for Testing
Energy Entrepreneurs	Samples for Testing
It's a Disaster	6000

Upcoming Webinars & Events by Brian Jud

The Best of the Best – the Top 50 Marketing Tips from 2011 Sponsored by CreateSpace

During 2011 CreateSpace has sponsored 11 monthly webinars presented by Brian Jud. These webinars have been on topics to help you sell more books, more profitably. In our final webinar of 2011 we will review the top 50 tips that have helped – or can help -- you the most. Here are just a few of the topics that you will re-discover on our whirlwind tour of the past year's book-marketing webinars:

- How to sell more books in large, non-returnable quantities to business buyers
- Creative promotion techniques
- Marketing tips for beginning book marketers
- Hints for selling more books through trade shows
- How to promote books for those without a large marketing budget
- Ways to increase your sales to libraries
- New strategies for selling your books to associations
- How to get on more TV and radio shows
- How to perform more successfully on TV and radio shows
- Tips for getting more book reviews
- Helpful ideas to win more award competitions
- How to increase your sales in the fourth-quarter Holiday period
- Book-marketing tips for non-fiction

Thursday, December 15 at 6:00 pm Eastern time
Sign up at <https://www1.gotomeeting.com/register/895095224>

How to Create a Functional Book-Marketing Plan for 2012 Sponsored by SPAN

Make 2012 *your* year for success! During this webinar you will discover unique and practical ways to increase your sales through marketing planning. Brian Jud will show you how to create innovative strategies for creating and selling more books. Learn innovative pricing techniques. Find out practical things you can do immediately to arrange distribution into retail and non-bookstore markets. See easy ways to promote your books economically in a competitive environment. By the end of the webinar you will have a step-by-step, customized plan to sell more books throughout 2012.

Tuesday December 29 6:00 – 7:30 pm Eastern Time
Sign up at <https://www1.gotomeeting.com/register/512837728>

Notes From the Front Lines

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

The Seven Signposts on the Road to Good Publishing. Publishing books is like taking a journey. You need a map to point the way; or signposts to guide you. Over the next six issues of Book Marketing Matters I will describe one of the remaining seven signposts on the road to good publishing. The first was described in the Sept 21 issue of Book Marketing Matters. Here is the sixth.

Signpost #6: Alternative Sales Channels. Almost every book has a market outside traditional book channels. In some cases, sales to these outlets exceed what the book achieves in the general trade market. Examples include dotcoms such as Amazon, the gift market, premium sales, foreign rights, and proprietary publishing.

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>)

Write what you love. Do not write about a subject just because you know a lot about it. Think: What do you want to be writing about? What do you want to be thinking about? What do you want to be speaking about? What do you want to be dreaming about? What will make you wake up at four o'clock in the morning so excited that you can't sleep? That is how to pick your subject.

I turned my avocation (skydiving) into my vocation by writing technical books on parachutes and popular books on skydiving.

Ideas for Selling to Non-Retail Buyers – Guy Achtzehn

(President of The Promotional Bookstore, offering commission-based sales of books to non-bookstore buyers, guy@msgpromo.com)

Happy New Year! Stop smoking, begin exercising, spend more time "playing" instead of working... all resolutions you may have heard. So how about adding one.

Send 52 letters, that's only 1 per week, and a sample of your book to a company who can use it! Tell them why they will benefit from giving your book away, or using it as an employee motivational tool. Let them know specifically how they will benefit and I promise, you will sell books. When you sell a company, let us know and we will feature your success in this newsletter!

Legal Matters That Matter to Writers – Professor Tonya M. Evans

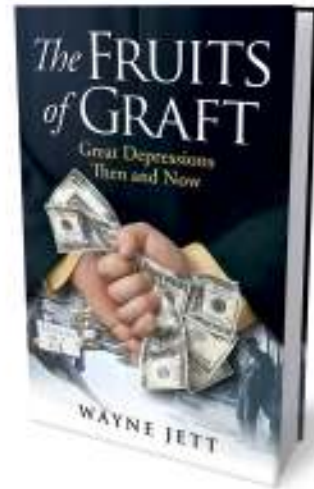
(Contact Professor Evans at Legal Write Publications, info@legalwritepublications.com or www.legalwritepublications.com; The information contained in this column is for general informational and educational purposes only and does not constitute legal advice. If you need advice regarding a specific legal matter, you should consult a lawyer as each case is fact-specific.)

What are examples of things that cannot be copyrighted? Copyright does not protect facts, ideas, systems, or methods of operation, although it may protect the way these things are expressed.

The Cover Story – Peri Poloni-Gabriel

(Peri Poloni-Gabriel of Knockout Design has been in the business of designing books for over 15 years. She can be contacted at www.knockoutbooks.com)

The Fruits of Graft delves into the similarities between the Great Depression and our current economic state. The main visual chosen for the cover depicts the greed in both business and government and provides a background to the title type. Secondary imagery of men out of work in both eras completes the cover. Serif type fonts and the use of small caps add an established, traditional look to the cover.



The Book Shepherd

(Judith Briles is co-author of *The Tango of Authoring and Publishing*; www.TheBookShepherd.com and www.AuthorU.org; Facebook.com/AuthorU and Facebook.com/TheBookShepherd, @AuthorU on Twitter)

Should you eBook have an ISBN? Most will respond, “It depends.” If you plan to have your eBook available for iPad readers, then you must have an ISBN. Remember, your ISBN is the ID that the rest of the book retail world sees. It’s mandatory if your book is available in bookstores as well as with distributors and wholesalers.

Amazon doesn’t require—you get assigned the Amazon ASIN number---which stands for Amazon Standard Book Number. If you already have an ISBN, then you will enter that number during the publishing process with them. Others, such as B&N’s new PubIt doesn’t require it ... they will assigned you a number

“It depends,” is technically correct ... but if there’s just one format that requires it ... the answer is YES. My advice: just do it and if you have a print edition, put both ISBNs on the © page stating which is which.

You're On The Air

(Jim Bohannon, Host of the nationally broadcast Jim Bohannon Show)

This is not the printed page. If you miss something, it’s gone forever. Speak in a way that enables people to understand you.

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>)

In the case of most special sales, be prepared to wait as long as six months of more before any final decision is made. Even then, it may be another three to six months before you receive the order. Most catalogs, for instance, work with at least a none-month lead time.

Author 101

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

To write a successful book, you must be passionate about both your subject and your book. You must breathe, eat, sleep, and live with them. You have to know your subject inside out and make sure that you don't lose interest in it. Many aspiring authors get excited about their subjects and go through a quick, torrid romance; then they lose interest and the project dies.

To keep the fire flaming, you must believe in your book and in the benefits it will give others. When you truly believe, the hard work will become easier and worth the effort. It will not be as difficult to remain patient, to be persistent, and to not give up. When you're passionate about your book, your belief will convince others. It will make them into converts, supporters, and disciples who will deliver your message. Inspired by your passion and belief, they will help you build a groundswell for your book.

Book-Marketing Tips – Roger C. Parker

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

Become a High-visibility Guest Blogger. One of the easiest ways you can expand your reach and introduce yourself to new potential readers and prospective clients is to approach popular bloggers in your field and offer to contribute an occasional guest post. Many bloggers will appreciate, and take you up on, your offer. In any case, though, they will appreciate your posting on their blog. Your post saves them time and adds to the richness and diversity of their blog. They may not publish your post until they've read and approved your draft, and they may ask you to submit your ideas for posts in advance. But, these are a small price to pay for gaining a larger and more visible author platform.

Start by identifying the top blogs in your field, and pay attention to the topics they address. Subscribe to the blog's RSS feed, or sign-up to receive their posts via e-mail. See how often posts by guests appear. Pay particular attention to the length of guest posts. Pay special attention to the types of comments the blog attracts. Who are the frequent commenters? How long are the comments? Begin to comment on their posts, yourself, when appropriate.

Check to see if the blog contains a link to downloadable editorial guidelines. These will describe the types of guest bloggers and blog post titles they're interested in, and the submission process.

The Very Idea

(Editorial by Brian Jud)

Sometimes you get to the point at which you just do not know what to do. It seems that everything you try just does not work. Do not give up. Go back to the basics. Think about what got you to this point, and what you can do differently next time to avoid this situation. Evaluate your actions. Think what, not how. Consider what else you can do now to change your book, its price, distribution and/or promotion. Look for new markets, new forms (ebooks, booklets), users and uses for your content.

To paraphrase one philosopher, don't follow where the path may lead. Find a new way and leave a path for others to follow.



Booklet Ideas – Paulette Ensign

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

Follow me on Twitter: <http://twitter.com/pauletteensign>)

A couple weeks ago this space provided you a list of a mere 27 reasons NOT to do a booklet. Thanks if you were one of the many people who sent me delightful replies about how that resonated for you. I'm looking forward to seeing the results of that motivation soon, ready for us to [edit your booklet manuscript!](#)

Which leads to the counterbalance, some reasons **TO** do a booklet, just in case you're still wondering. I'm also fond of putting things in the positive, as you may also know. So, in no particular order, see what you think of these. Something is very likely to "speak" to you to do your first or next booklet. Be sure to read all the way to the end of the list -- no peeking!

1. Be an almost-instant published author/expert.
2. Create it faster than a book.
3. Share your knowledge with people who really don't know what you know.
4. Write it based on a simple writing formula, whether you are a "good" writer or not.
5. Divide your knowledge among multiple booklets to provide choices for buyers.
6. Do the booklet as the basis of a whole product line.
7. Use it as the start or expansion of a product line.
8. Produce it for less cost than a book - editing, designing, and printing all for less.
9. Write it a tip at a time as the sound bites occur to you.
10. Market the booklet and your business by sharing a tip at a time online.
11. Write it by recording it and getting it transcribed if you prefer.
12. Use it to market your business as you give it away and/or sell it.
13. Self-publish it to keep total control of content, production, and profits.
14. Share your unique experiences and expertise with the entire world.
15. Sell it in bulk to companies for them to use as a marketing tool.
16. Sell it as single printed or downloadable copies to prompt other sales.
17. License just the contents into other languages and formats.
18. Make money from it.
19. Use it as a conversation starter.
20. Motivate family, friends, and colleagues to create their own booklet(s).
21. Give it away strategically to prompt sales of your other products/services.
22. Be memorable and credible to your clients and prospects as an author.
23. Use it as a memorable business card, kept by people who want more from you.
24. Distinguish yourself in your field.
25. Send it as a unique holiday, birthday, thank you, new year, or other "card."
26. Get beyond real or perceived location, age, or time limitations for generating income.
27. Have the last laugh with family, friends, and colleagues from the booklets' results.

ACTION STEP:

Yes, it's time to take action -- NOW. See what works for you at <http://www.tipsbooklets.com/services.html> or phone to discuss what will work best for you: 858-481-0890 - Pacific Time Zone in usually sunny San Diego, California. There are lots of "yes" answers for you.

Pam's Publicity

(By Pam Lontos, Owner of the publicity firm PR/PR and author of *I See Your Name Everywhere*; sign up for free publicity tips at www.prpr.net)

Prior to doing an interview, take time zone differences and deadlines into consideration. Always ask which time zone the reporter is located in and try to be flexible about scheduling the interview accordingly.

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)

Periodically assess your progress and make any changes that are necessary. Know where you are at all times. Ask yourself what's working, what's not working and what would it take to increase your business by one percent more? Measure more than just sales volume. Look into the nature of the sale. Who will buy your books? When? How? Where? Why? Why *aren't* people buying your books?

Marketing Strategy

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

You can perform RBWA (Research By Walking Around) in bookstores. What books are selling well, particularly in your category? Why? Is it the size, price, cover design, number of pages or internal layout? What cover designs do you like? What makes the internal layout look good – typeface, type size and/or leading? Talk to the employees to find out what makes some books sell better than others.

Thrifty Author – Gail Z. Martin

(Gail Z. Martin, from *The Thrifty Author's Guide to Selling and Promoting Your Book Online (coming Fall, 2011)*; gail@dreamspinnercommunications.com or www.GailMartinMarketing.com)

In today's wired world, readers want to do more than just read your book; they want to have a relationship with you, however distant. The Internet and social media make it very easy for widely separated people to have an ongoing dialogue. Since it is so easy to do, it has even become expected. Today, an author is a recluse at his own peril.

Guest Columnist – Patricia Fry

(Patricia Fry is the executive director of SPAWN (Small Publishers, Artists and Writers Network) www.spawn.org. She is also the author of 34 books, including *Promote Your Book*, *Over 250 Proven, No-Cost Tips and Techniques for the Enterprising Author*. Available at Amazon.com, IndieBound.com, B&N.com and www.matilijapress.com/PromoteYourBook.com)

Send Your Book to School. If your book has educational aspects for children, consider offering it to school districts nationwide. Betty Louise Middleton Britton's book on the early Spanish days in California is geared toward fourth and fifth grade students because, in this state, that's when they study California history. Consequently, some of her best customers are California school districts.

My Ojai history book is often used by local teachers. First, it is in virtually every school library in the Ojai School District. Secondly, fourth and fifth grade teachers in private and public schools in this community use it in their curriculum at some point during the year. One high school teacher uses it as a text for a class of at-risk teens. She discovered that these students could relate more easily to local history than to the history of far-away places.

If it is a children's book that teaches a character value, consider having it accepted in the Character Counts program. This program operates in hundreds of school districts throughout the nation and the organization is always seeking good books to recommend to participating teachers. www.charactercounts.org.

If your print book is suitable for students at any level, you might consider creating an ebook version. Sooner or later many states will shift from the more bulky, relatively disposable, expensive hardcopy book to ebook formats. Whether you're pitching a print book or an ebook, start by seeing if you can engage one of the wholesalers or distributors for the education market such as American Reading Company, AKJ Books, Books4School or The Booksource. If you are already involved with Baker and Taylor, you might want to approach them about the idea of targeting your book for the education market. Get a list of distributors and wholesalers for schools at www.edupaperback.org/distributors.cfm.

Next, contact individual school districts and speak with the librarian or the person in charge of curriculum or acquisitions. Start your campaign near home. Listen to the feedback and information you get from the directors at your local district. And then devise a plan to take your book on the road either virtually or actually.

Some professionals say that schools are not a very good market for books, but that students are. If you want to get speaking opportunities at the grammar school level, start by calling the principal of the individual school. Let him or her refer you to the librarian or media specialist (usually the same person). According to Diana Zimmerman, who successfully markets her book to students at the grammar school level (see sidebar below), "Sometimes these people are very hard to get online, so persistence is key." Directory of school districts throughout the U.S. www.districtbug.org.

If the students like your book, the librarian will generally order copies for their library. Perhaps your book is more suited to the college student. One way to get your book noticed at this level is to contact college and university librarians. http://lists.webjunction.org/libweb/Academic_CA.html. If your book has an academic appeal, contact appropriate professors and ask if you can send them a sample copy. If the book is already in their library, suggest that they check it out. Locate US colleges and universities here: www.50states.com/college. Even if your book isn't destined to be a textbook, it may be appropriate for school libraries or college bookstores. For a directory of colleges and universities: www.braintrack.com

Helpful Website of the Week – Adele M. Annesi

(Adele is a freelance editor and writer. Contact a.annesi@sbcglobal.net, or visit <http://www.adeleannesi.com/Word-for-Words--LLC.html>)

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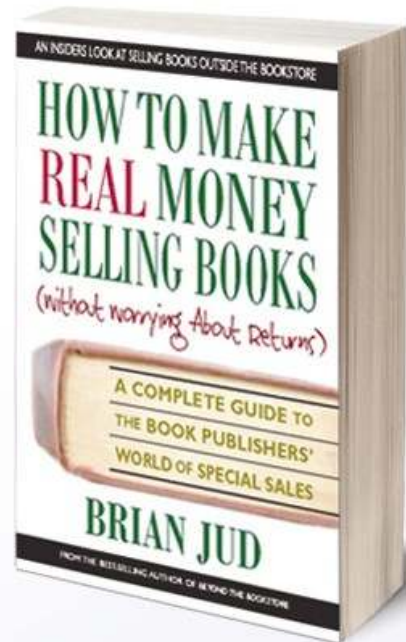
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Check out the [Writers and Publishers Bookstore](#) and give your favorite books a “Thumbs Up Rating.” Discover and rate the best books on writing, publishing and marketing
(<http://www.bookmarketingworks.com/index.php?pg=bookstore/bookstore.htm>)

Contact Information for Brian Jud

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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 now offers commission-based sales to buyers in special markets and several other programs to contact prospective buyers in special markets for you through personal sales calls, customized mailings and telephone calls. There is a program for any budget. www.premiumbookcompany.com

Brian is also an author and book-marketing consultant helping publishers market and promote their books to increase their sales and profits. Find rated lists of suppliers to publishers at www.bookcentralstation.com. 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. Contact Brian at P. O. Box 715, Avon, CT 06001; (800) 562-4357; brianjud@bookmarketing.com or go to <http://www.bookmarketing.com>