

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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Our commission-only special-sales catalog is SOLD OUT!

You can still be included in our second catalog that will be published in January 2009. Your book will be included in a monthly addendum that will be sent to the reps, and be displayed on our new website.

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We find sales leads for you and then...**

- 1) Assign a sales rep to you, and that person makes personal sales calls on the top 75 premium buyers and does all the follow up, or
- 2) Create a flyer and mail it with your book to a custom list of premium buyers and follow up for you, or
- 3) Make telephone sales calls to a custom list of buyers and follow up to attempt to close the sale.

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Presented by Dr. Judith Briles and Brian Jud



Notes From the Front Lines

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

When you consider choosing a distributor, make sure it values backlist titles as an important component of its overall selling strategy. Every active title should be treated as if it were frontlist by the sales team. This allows its sales people to reactivate titles that may have been overlooked in the past.

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>)

Should ezines and blog accept Google Ads? Many ezines and blogs are accepting money from Google on a pay-per-click basis to let Google post ads on their publications. Running ads is fine but there is a sinister twist here.

Google does not allow the editors/publishers of these ezine and blogs to exclude any (often unsavory) advertisers from the attached ads. The result is that industry leaders/opinion molders are running ads for companies and business models they do not agree with.

But they are accepting the money. Readers of these important people are misled by the implied endorsements which sometime appear to be express endorsement. Some of these luminaries argue that everyone knows these ads are separate/different from their advice.

But book writing and publishing attracts and is populated by numerous newcomers who do not know a scam from a good offer. They rely on industry leaders to guide them through the minefields of book publishing.

Para Publishing and Publishing Poynters has never accepted scam ads from Google. The money is just not worth the damage to our reputation. Our supplier recommendations are listed at <http://parapublishing.com/sites/para/resources/supplier.cfm>

Marcella's Magic

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

One of the most difficult things we run into is people who are letting us know at the last moment about promotion that's happening with their book. It's really difficult when you put the bookseller in a position of having to play *catch up* on a title. We often lose that initial sale, we lose that initial momentum, and then we're always chasing that title and we never have the right inventory. If we had known in time, we would have been able to respond appropriately, get the books on the shelf and do the right things to sell the books.

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 a 60 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 that are willing to pay you so they can advertise your books to as many as five million people?

You're On The Air

(Lori Dolney Levine, Senior Talent Executive, *Fox After Breakfast*)

What helps sometimes is to look down and look up. People don't stare into the eyes of another.

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 be successful, all books need publicity. Readers are swamped with books. Hundreds of thousands of titles are published every year, which breaks down to several new titles being issued each minute. That's an awful lot of books competing for booksellers' shelves and readers' attention. Plus, books face stiff competition from movies, television, newspapers, magazines, sports, the Internet, games, and more.

Publicity is the most effective way to single out your book for recognition and to build its identity and visibility. In publishing, they refer to "breaking a book out," which means getting it noticed so that it can emerge from a sea of competitors. Publicity is the best way to break your book out and to create name recognition, interest, and sales. Through the wonders of publicity, weak books have been built into huge successes, and great books that lacked publicity have not been widely read.

The Very Idea

Sometimes you get conflicting directions from well-meaning people, whether you receive it at seminars, in discussion groups or from books. Evaluate the source and legitimacy of the advice to assess how it applies to your particular situation. Then proceed carefully, evaluating your progress and making corrections as you move ahead.



Marketing to Non-Bookstore Buyers

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

Books Are Fun, Ltd. (A *Reader's Digest* Company, <http://www.booksarefun.com/>) and Imagine Nation Books (<http://www.imagenationbooks.com>) are the two leading display marketers of books and gifts. Their book fairs and book displays supply books and gift items to corporations, schools, hospitals, and early learning centers throughout the United States and Canada. Their model is to go to a location and set up a display. In some cases they sell books on the spot and in others they take orders and send the books later.

Booklet Ideas – Paulette Ensign

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

Expect a booklet to be used more for future reference than a newsletter. The continuing presence of your booklet means you and your business have a continuing presence in the life of the reader. They are more likely to purchase product and service from you when they can easily contact you.

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)

You already know that the media is the best avenue for promoting your book, because it adds credibility to your message, positions you as the expert, and best of all...it's free. So you've done a few interviews and gotten quoted in a few articles, but those just left you hungry for more. Now, how do you expand on the contacts you've already made? The key to getting more exposure is to build relationships with the media professionals.

A steady media contact is like a key to the city of free publicity. Reporters will actually start calling you for interviews and quotes instead of the other way around. But developing such relationships is not that simple; they take work on your part. The good news is that when you master these relationships, you'll find them to be much easier for publicity than convincing a new media person that your message deserves to be heard.

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)

Use “dueling words” to add impact to your titles. When your book title stops readers in their tracks, when they encounter your title online or while browsing their favorite bookstore, you know you have a winning title. And the easiest way to do this is to arouse curiosity.

That's why titles that employ words used in unusual ways are so powerful. Readers become engaged when the words of a title rarely appear together, or are seemingly at odds with each other. For a long time, my favorite example of this was David Chilton's *The Wealthy Barber: Everyone's Commonsense Financial Guide to Becoming Financially Independent*.

Another example is Dan Ariely's current best-seller, *Predictably Irrational*. When "Predictably Irrational" catches your eyes, your immediate reaction is probably to note the contradiction and ask: "*How can something be predictably irrational?*"

Then, you note the book's subtitle: *The Hidden Forces That Shape Our Decisions*. If you like this type of book--you're hooked.

So, instead of approaching your book's title from the straightforward, or conventional, perspective, take the time to explore the possibilities offered by pairing contradictory words together.

Bartlett's Quotations on Powerful Publishing Ideas

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

Stay cool under fire. Being nervous at the beginning of a sales call is natural. But how do you stay calm and cool, especially if the discussion heats up? Being well prepared helps, but there are times when even the best sales reps can't know everything in advance. A good sales person must know how to wing it. There will be times when you have to jump into the “white-hot spotlight” and perform. To control the willies, take deep breaths, concentrate on speaking slowly, stay on point and focused, sit back in your chair and relax your hands, arms and torso. And rehearse your presentation again and again until it slides off your tongue without thinking.

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)

Do not think of the word *plan* as a noun – a document created at the beginning of a fiscal period. Instead, think of it as a verb, a technique to help you organize and direct your thinking so you can prepare your activities over the planning period. The objective of the planning process is not a physical plan, but a course of action. The written plan documents the course of action.

Marketing Strategy

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

Not every new-product idea you have will be a winner the first time out of the blocks. Test marketing can be a risk-reduction factor by helping you learn its strengths and weaknesses. The major benefits of this strategy are that test marketing enables more accurate forecasting, makes it more likely that you will have a saleable product, allows you to identify and correct weaknesses, and not waste (or perhaps spend less of) any vital resources.

Savvy Self-Promotion

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

Never Use a Squeeze Page as Your Main Website. Squeeze pages are popular among web-marketers. These are pages designed to "squeeze" you out of your email by offering you fabulous (free) incentives or opportunities to buy. When done correctly, squeeze pages can be a great way to grow your list, but the problem is, many folks use these as standalone websites, which is a huge mistake. Squeeze pages are fine if they're a page within your site, but when they're a site onto themselves this becomes tricky.

Why? Well, the squeeze page is designed to block consumers from getting to content unless they give you their email address. The same is true for search engines, but the problem is, search engines can't fill out forms. This means that they can't spider your site either, since they can't get to all of your fabulous content. Second, journalists are not going to give up their email address to get to your media room. So if a press person lands on your site and finds nothing but a squeeze page, you've now lost a media interview, too.

Guest Columnist – Elliott Katz

(Elliott Katz at ElliottRKatz@aol.com and via www.AwardPress.com.)

You can sell foreign rights for your book. Are you missing opportunities to sell foreign rights for books because you think people in other cultures are different than North Americans? Elliott Katz thought his book, [Being the Strong Man a Woman Wants: Timeless Wisdom on Being a Man](#), was for North American men who need to show more leadership in their relationships with women – a trait that many women want in men today. (This may explain why many women won't "settle" and why women give this book to men to help make them into Mr. Right.)

Katz thought men in other countries were different. Mexico and Latin America were where the machismo image of a strong, powerful male originated. Japan was the land of the Geisha. Eastern European had traditional roles. But after selling translation rights to publishers in Japan, Korea, Mexico, Brazil, Poland, Russia, Romania, Czech Republic, Slovenia, Serbia and Nigeria, he realized that while cultures may be different, human nature is similar. Here's

how you too can sell foreign rights.

1. Prepare an email that sells the book and include:

- successes to date, including sales figures and other rights sales;
 - a short summary of the book and the table of contents;
 - reviews and endorsements of the book; and radio and TV coverage;
- Offer to send a copy of the book and ask for the agent's m
- links to the book's Web site, its page on Amazon.com, mailing address.

2. Research foreign rights agents. Good literary agents know the publishers in their markets.

- Display the book at international book fairs which agents attend – such as BookExpo America, Frankfurt, London and Beijing.
- Consult the list of foreign rights agents in International Literary Market Place, available in the reference section of many libraries.
- Google "foreign rights agents" and "foreign rights." Results will include publishers' Web pages with names and contact information for their foreign rights agents.
- To find agents who specialize in a certain genre, such as children's books, go to web sites of publishers of that genre and look at their list of foreign rights agents.

3. Send agents the email about your book. When you receive a positive response, send the book with hard copies of reviews and anything else agents can use to sell the book. Most foreign rights agents charge 10 per cent commission on the advance and royalties.

4. Support your agents' efforts: Send updates on other rights sales, reviews and other media coverage for the agent to send to publishers.

5. When you get an offer: Negotiate the contract. Foreign rights contracts usually grant the publisher only the right to publish the book in its language. All other rights, such as serial rights, are usually retained. Ask your agent about withholding tax that is paid to that country's government. It's usually 10 to 15 per cent.

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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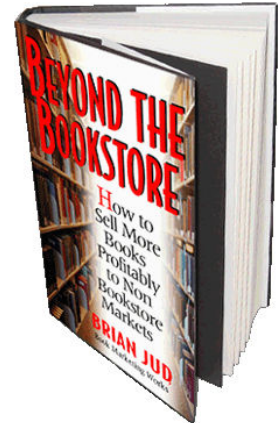
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Brian Jud now offers several programs to contact prospective buyers in special markets for you through personal sales calls, customized mailings and telephone calls. There is a program for any budget. Brian is also an author and book-marketing consultant 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. 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 or go to <http://www.bookmarketing.com>