

Here is your January 10 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, Rick Frishman, Eric Kampmann, Pam Lontos, Dana Lynn Smith, Paulette Ensign, Judith Briles, Jerry Seltzer, Gail Z. Martin, Tonya Evans and Roger C. Parker. The guest columnist in this issue is Janet Lawler.

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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 1, Number 215 January 10, 2011**

**Do you want to sell more books to non-bookstore buyers? Join our commission-only special-sales program.**

**We sell your books. We pay shipping.  
All non-returnable.**

**[BrianJud@premiumbookcompany.com](mailto:BrianJud@premiumbookcompany.com)  
Or [www.premiumbookcompany.com](http://www.premiumbookcompany.com)**

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.

## **Top inquiries from the reps for the week ending 1/7/11**

<b><u>Title</u></b>	<b><u>Quantity</u></b>
<i>Family Caregiver Organizer</i>	300
<i>The 7 Irrefutable Laws</i>	250
<i>How to Live &amp; Thrive in the U.S</i>	144

# Get an Early Start on Selling Your Books in 2011

## Personal Consultations – January 11 There is still time to schedule your consultation

We will show you what to *do today* to sell books early in 2011. These could be sales to corporations and non-retail buyers. Or they could be sales to retailers such as supermarkets, gift shops and specialty stores. We will show you how to increase your sales significantly. You can sell more books, more profitably and even without returns – if you know how. And you will after this webinar.

**Get a personal 15-minute consultation by two industry pros -- on your specific title -- for \$49.95 or just listen in (and ask questions) for \$15.95.** In both cases you will get a recording of the 90-minute webinar and all handouts. Please visit Paypal to complete the payment process (account is [brianjud@comcast.net](mailto:brianjud@comcast.net)). If you prefer to call with your card number, please call (860) 675-1344. Or, email your card number to [brianjud@bookmarketing.com](mailto:brianjud@bookmarketing.com)

**January 11 6:00 – 7:30 Eastern Time**

Sign up at <https://www1.gotomeeting.com/register/769428497>

## Free Webinars in January by Brian Jud Sell More of Your Books to Businesses Sponsored by CreateSpace

Companies of all sizes can use your book (fiction and non-fiction) as a promotional tool. It could be used as an ad specialty, premium, self-liquidator, coupon, prize or award. You will learn how to find the right person to contact and how to approach the buyers. If you know when and how to recommend the appropriate use for your book, you can sell tens of thousands of them. The webinar will show you how.

**Thursday January 20, 2011 6:00 – 7:00 pm Eastern Time**  
Sign up at <https://www1.gotomeeting.com/register/974476329>

## Plan to Sell More Books in 2011 Sponsored by the Alaska Writers Guild

Make 2011 *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 selling more books, and plan the actions you can take to make them happen. Find out things you can implement 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 2011.

Tuesday, January 25 6:00 pm Alaska time (10:00 pm Eastern)  
Sign up at <https://www1.gotomeeting.com/register/420742920>

## Did you reach your sales goal in 2010?

If you didn't sell as many books as you had planned in 2010, I can help you determine why not and perhaps rectify the situation. Contact me at [BrianJud@bookmarketing.com](mailto:BrianJud@bookmarketing.com) and we can set up a time to discuss how I can help you adjust your plans and strategies to reach your goals in 2011.

## 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) )

**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. For example, when I backpack I look for blazes on trees. Or, if I am above the tree line, I seek out cairns or stone markers that I follow with care so I stay on the trail.

As with any journey, a good publisher knows he must follow certain signposts to successfully produce, sell, and market his books. Ignore an important signpost and you can get lost, or go in the wrong direction. Each marker represents a decision you must make – sometimes on your own or with the advice and counsel of someone with more experience. Over the next seven issues of *Book Marketing Matters* I will describe one of seven signposts on the road to good publishing. Here is the first.

**Editorial Content.** You know what you want to write. But no book should be published before it has received good editorial input and direction. A seasoned editor brings objectivity and can lend clarity, coherence, and structure to what you have to say. If your book isn't accessible, it won't get good reviews and come to the attention of your audience.

## 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>)

Ask not what the customer can do for you, tell what you can do for the customer.

## Ideas for Selling to Corporate Buyers – Guy Achtzahn

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

At the college level, your marketing should be directed to the instructors. What should you include in your direct-mail package to instructors? It would be cost-prohibitive to send a review copy to each, so your initial letter should qualify those who might be interested in using your book as a text. Then you could send a complementary copy to those who are interested. With this strategy, your direct-mail piece should contain an informative letter, the Table of Contents, a detailed description of your title, a sales piece and a reply card requesting a "desk copy" or "examination copy." You could provide this information through your web site.

## Marcella's Magic

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

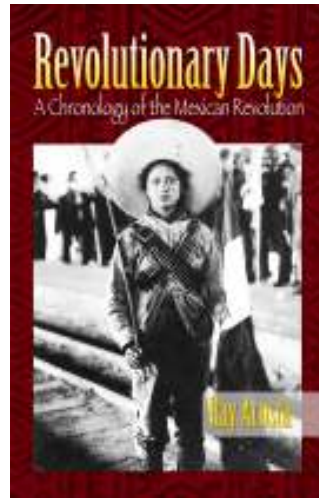
An impulse purchase for most subjects is rare. In few instances will customers walk into a section, see something that catches their eye, and just pick it up and buy it. There is usually some other connection that has been made with that customer through the author. That occurs through the author's promotion.

## The Cover Story – Michele DeFilippo

(Your cover is a critical part of your marketing effort. Contact Michele at 1106 Design today for book cover design with hand holding. (602) 866-3226 or <http://www.1106design.com>)

*Revolutionary Days: A Chronology of the Mexican Revolution* by Ray Acosta

Working with only historical images can be a challenge in cover design because they are usually in black and white and often of poor quality. For this title we created a focal point by removing part of the background image so the soldier's sombrero "breaks the frame." To introduce some color, we overlaid a subtle Mexican pattern on a maroon background and chose a warm gold gradient for the title.



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

(Contact Professor Evans at Legal Write Publications, [info@legalwritepublications.com](mailto:info@legalwritepublications.com) or [www.legalwritepublications.com](http://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.)

One New Way to Register a Copyright & New Rules.

**Registration with Electronic Copyright Office (eCO):** the Copyright Office online system. Advantages include:

- Lower filing fee of \$35 for a basic claim (for online filings only)
- Fastest processing time
- Online status tracking
- Secure payment by credit or debit card, electronic check, or Copyright Office deposit account
- The ability to upload certain categories of deposits directly into eCO as electronic files

## The Book Shepherd

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

**Why should you write a book? Let me continue to count the ways:**

*#4 Books make great marketing tools.* Some say that they are a "calling card" to be handed out liberally. Others use chapters and position them as freebies on the Internet; on Blogs; within Newsletters and magazines of groups that the book will cater to. Think book cover—create a snappy postcard with the cover on one side; a key message to your crowd; and a suggestion for them to engage you, hire you as a speaker, buy your book. Create a campaign rotating different thoughts. Snail mail them, of course. You will be amazed with your results. If you want to make your mark, increase your presence, become a media expert, a sought after speaker or consultant, or simply reinvent yourself, a book can be your best friend.

## Online Book Promotion -- Dana Lynn Smith

(Book marketing coach Dana Lynn Smith is the author of *The Savvy Book Marketer's Guide to Successful Social Marketing* and several other book marketing guides, available at <http://www.SavvyBookMarketer.com>. For more book marketing tips, visit her blog at <http://www.TheSavvyBookMarketer.com> and follow @BookMarketer on Twitter.)

**Promote Your Book with a Virtual Book Tour.** A virtual book tour involves making scheduled appearances on blogs and other online venues to promote your book. Here are the first four of eight basic steps to organizing your own tour:

1. Set the dates for your tour. Tours typically include daily appearances for one to two weeks. It's best to schedule several months in advance.
2. Identify blogs, podcasts, online radio shows and other online sources that your book's target audience reads or listens to.
3. Develop a good pitch letter outlining your plans for the tour and the benefits to the tour hosts, and send it to your prospective tour hosts.
4. Schedule the tour stops as you receive confirmation from hosts, then set up a web page to promote your tour.

## 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 and Jim Bohannon)

Look for the clues that the interviewers are giving you. They may gesture to let you know they're getting ready for another question or for another guest to join in the conversation.

## 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>)

One way to draw attention to your books is to sponsor an award competition that is in some way connected with your books. For example, if you were publishing a book on cooking with woks, you might sponsor a wok recipe contest. Using their books as prizes, a law book publisher established scholastic awards at various law schools. In another case, Addison-Wesley sponsored a national Best Teacher Award competition in connection with their book by Marty and Barbara Nemko, *How to Get Your child a Private School Education in a Public School*. The award emphasized the value of committed teachers.

## 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))

Strategic planning recognizes that under certain conditions, sales of Title A may be more responsive to a heavy schedule of media performances while direct marketing might be more effective for stimulating sales of Title B. Tactical planning delineates the steps that should be taken to arrange the media appearances and the outline for implementing the direct mail campaigns.

## Author 101

(Excerpted - with permission - 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))

When your book idea is in its embryonic stages, before it's even taken full form, conduct preliminary research. First, search the Internet to get a sense of how much information on the subject is online, which usually indicates the level of interest in it. Use your initial inquiry for two purposes:

1. To note the perspectives of the coverage
2. To gather additional knowledge on the subject

Research to find out:

- \* What materials exist
- \* How others have approached the subject
- \* What others have stressed
- \* What others have omitted
- \* How thoroughly the subject has been covered

Make printouts or detailed notes of the information you find that you can keep in your files and use for later reference.

## The Very Idea

(Editorial by Brian Jud)

You know where you are now in terms of your sales goals, but where do you want to be at the end of the year? Goals are the foundation of a solid marketing plan. They provide a target at which to aim, the standard against which you can gauge your company's progress. They divide your vision statement into manageable steps and provide a path to its realization. And written goals provide a means for looking back to see how far you have come. Goal-setting is a tool, and like any other tool it is useless if used incorrectly. **Yet, goals are worthless unless they are...**



- ... clear, specific, measurable, time-sensitive and written.
- ... realistic.
- ... arranged hierarchically.
- ... part of a plan.
- ... followed up and make them work.
- ... focused on the solution and not the problem.
- ... set when you are in a positive frame of mind..
- ... derived from a sense of purpose.
- ... flexible.

Use goal setting as the tool it was meant to be, part of the process that transforms your vision statement into reality.

## Booklet Ideas – Paulette Ensign

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

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

Consider developing a booklet that reflects a composite of your business' services. Creating each of those aspects as a subheading in your booklet, with 10 - 12 tips under each heading, can do this most effectively. You may later decide to write an individual booklet based on each one of these sub-header sections after you create the first booklet. An organizing booklet includes tips on filing, paper flow, time management, space organizing, interruptions, and more. Any one of these topics could be its own booklet.

### **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](http://www.prpr.net))

Answer the reporter's question accurately and thoroughly, and don't be afraid to give away too much information. Many new authors fear that they might give too much and then no one will buy their book. But it's impossible to spoil an entire book in a five-minute radio interview, and the radio listeners will actually want more when you give them a little. So answer the questions and don't say, "You'll find the answer to that on page 116 of my 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](http://www.publishedandprofitable.com))

**Marketing Funnel or Profit Wheel--which is more important?** Many authors are already familiar with the concept of the marketing funnel, a "narrowing hallway" containing offers that an author's prospects can try out. These offers typically range from "free" through low-priced e-books and reports, to progressively more expensive teleseminars, webinars, and coaching opportunities.

Although helpful, the traditional marketing funnel idea may encourage authors to not just write a book, but prepare a "suite" of product and service offers, it doesn't emphasize the idea of a continuing process.

The Profit Wheel offers an alternative to the "funnel" concept. The profit wheel identifies the 6 stages of a prospect or reader's relationship with the author. These stages are Awareness, Comparison, Transaction, Reinforcement, Advocacy, and -- most important -- "Repetition."

An author's true success comes when their web presence helps them leverage every stage of the Profit Wheel. It's never too early to review your Profit Wheel, and authors can't do it often enough. A monthly review of Profit Wheel marketing is not too excessive, but is encouraged.

### **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))

To establish a sustainable competitive advantage, you must perform different activities than rivals or perform similar activities in different ways. With uncoordinated activity you will end up performing most activities the same way everyone else does, making it hard to gain a unique advantage.

### **Thrifty Author – Gail Z. Martin**

(Gail Z. Martin, author of *The Thrifty Author's Guide to Launching Your Book* [gail@dreamspinnercommunications.com](mailto:gail@dreamspinnercommunications.com) or [www.GailMartinMarketing.com](http://www.GailMartinMarketing.com))

Many readers like signed "book plates"—stickers with a design or personal message, even a copy of your book cover than you sign and mail to them. These are especially valued by readers who can't get to one of your live events. Book plates are easy to make with your own computer and a color printer plus a package of printer-friendly labels from the office supply store and cost just pennies apiece.

## Guest Columnist – Janet Lawler

(Children's author, published by Penguin, Simon & Schuster, HarperCollins, and Sterling. [www.JanetLawler.com](http://www.JanetLawler.com))

If you write for kids, but aren't famous enough to draw a big crowd at a bookstore, think of places where you can reach a substantial audience that might be interested in your book. Local communities have numerous non-profit events where an author may be welcome. Contact churches, libraries, museums, and other non-profits and offer to appear at a holiday, fund-raising, or seasonal fair or event. Consider donating a small % of profit (or fixed amount per book sold) to the cause. Be sure to provide promotional information (bio, photo, book covers, etc.) so you are included in event publicity. Often local media report on such events both before and after. Plan ahead for how sales will be conducted. If you are not set up to sell on your own, the organization may have the capability, or can arrange with a local bookstore to provide stock.

## Helpful Website of the Week – Adele M. Annesi

(Adele is a freelance writer and an editor with a high-tech analysis firm and may be reached at [a.annesi@sbcglobal.net](mailto:a.annesi@sbcglobal.net).)

### Your First Page

<http://yourfirstpage.blogspot.com/>

An essential craft forum where emerging and established authors can submit the first page of their novels for a free critique from author and teacher extraordinaire Peter Selgin.



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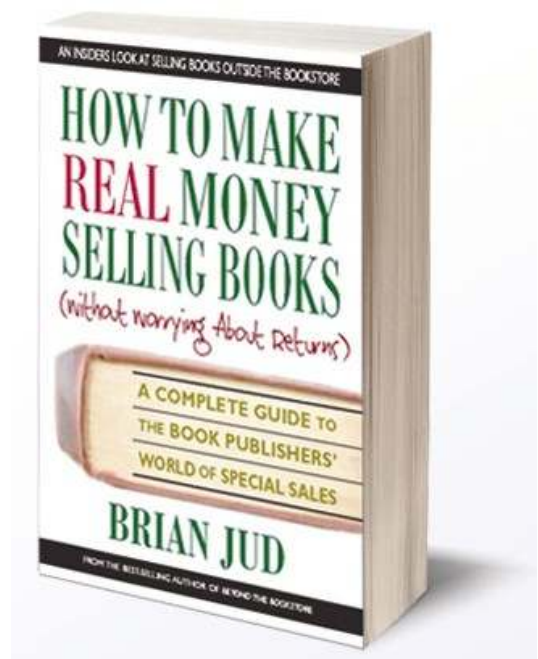
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Check out the [Writers and Publishers Bookstore](#) and give your favorite books a “Thumbs Up Rating.” Discover and rate the best books on writing, publishing and marketing  
( <http://www.bookmarketingworks.com/index.php?pg=bookstore/bookstore.htm>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

Contact Information for Brian Jud

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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](http://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](mailto:brianjud@bookmarketing.com) or go to <http://www.bookmarketing.com>