

Here is your May 16 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 Jackie Audrey O'Neal.

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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 10, Number 224 May 16, 2011

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

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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 5/13/11

<u>Title</u>	<u>Quantity</u>
<i>The Fit Traveler</i>	50
<i>The Mind of the Customer</i>	500
<i>Clean Plate (re-order)</i>	800
<i>The Flag</i>	2,000

Free Webinars in May by Brian Jud

Marketing on a Budget – Get the Most Buzz for Your Bucks

Do you want to get more bang for fewer marketing bucks? In today's tight economy many authors and publishers cut back on their marketing expenditures to save money. But if you can market your books more effectively and efficiently, you can actually do more for less. During this webinar you will discover many things you can do on a tight budget that can increase your exposure and sales.

May 17, 2011, 6:00 – 7:30 pm Eastern time (90-minute version)

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Sign up at <https://www1.gotomeeting.com/register/494331056>

May 19, 2011, 6:00 – 7:00 pm Eastern time (60-minute version)

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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.)

Inevitably we must face up to the question of "how many books should I print?" If you ask your printer, they will suggest more rather than less because, they say, "your unit cost will be lower." If you ask the author, they will generally push for more because they are going to go out and push their book everywhere. And if you ask your distributor (if you have one), they will return the favor by asking you "how many do you want to print?" Let's face it, fixing on just the right number is not science. Each book is different and requires its own unique set of calculations. But there are a few general rules to follow. First, be conservative. You can always reprint. Second, if your book is aimed at the bookstore market, never print more than six months anticipated supply. If you are reprinting predictable backlist, you might print up to a year's worth of inventory, but remember you are tying up cash. Third, use the sales history of similar books to judge your needs. Ingram's ipage is a great reference resource for such purposes. Finally, books depreciate faster than new cars. If you are forced to remainder, you will do it at pennies on the dollar.

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>)

It is easier to promote one book twice than to write a new book.

Ideas for Selling to Corporate Buyers – Guy Achtzehn

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

Books are considered impulse items in museum stores and should be priced accordingly. In addition, to a low price, buyers look for quality of production and content. The information in a new title is expected to be precise, and it may be subjected to a formal review process. Your submission to the buying authority should include a statement that facts and dates have been checked for accuracy.

The Cover Story – Tamara Dever

(Owner/Creative Director, TLC Graphics. For more information about producing beautiful and saleable books, please visit www.TLCGraphics.com)

Turtle Town is the first in a series of books for 8- to 12-year-olds. The original cover ideas (from a designer with little book experience) weren't age appropriate, the titles were hard to read, illustrations lacked interest, and weren't conducive to becoming a branded series.

The final cover was inspired by surfing decor and retro posters, giving it a better surfing feel. The title is dynamic and conducive to a series. Because each book will be set in a different location, a faux sticker was included toward the bottom to show where the book takes place. A sign indicating the book's rank within the series is theme-appropriate and useful. The main graphic was compiled using parts of several illustrations as well as stock graphics to make a believable scene and introduce the main characters. Each book will utilize the same style of illustration with the cutout and wood background, but have a somewhat different color scheme.



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.)

Copyright is a type of intellectual property that relates to and governs a primary means – artistic and literary – by which our cultural and historical identity is developed, cultivated, and preserved. Intellectual property has been defined generally as “creations of the mind” that are afforded the status of property and thus have value that is capable of protection. Intellectual property is governed by various national and international laws, and generally gives its owner the exclusive right to do or authorize certain things regarding the property. Copyright is just one of a number of different types of intellectual property.

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](https://www.facebook.com/AuthorU) and [Facebook.com/TheBookShepherd](https://www.facebook.com/TheBookShepherd), [@AuthorU](https://twitter.com/AuthorU) on Twitter)

The 7 Traits of Highly Successful Authors. Trait #3: Highly successful authors know how to Communicate.

You've got the book, do you have the voice? Voice comes in all kinds of packages. Taking your unique approach to your topic, what's your pitch for it ... and who are you going to pitch it to? Knowing your crowd, your target market, saves time and energy. This book business is work. Whether you publish via NY or your tackle it on your own, be prepared to work your butt off.

Too many authors want to do the "author thing" meaning that they want to just be a writer; they want to be left alone! Definitely, not an option in the authoring and publishing business. How best do you communicate besides the written word within your book or articles? Your voice carries to the radio, to the press, to television, to the speaking platform and oh yes, the Internet. There's blog radio, YouTube and the written format— Tweeting, Blogging and Facebook entries. An entire community can be created to communicate with! By using aha thoughts, salty and sassy statements, you build you followers, those who wait zealously for your next work.

Online Book Promotion -- Dana Lynn Smith

(Dana helps authors learn how to promote their books through her how-to guides, one-on-one coaching, blog and newsletter. For more tips, visit www.TheSavvyBookMarketer.com and follow [@BookMarketer](https://twitter.com/BookMarketer) on Twitter.)

When you write articles for print publications, guest post for other blogs, or articles to post in online article directories, it's important to include a strong, action-oriented bio (often called a resource box) to include at the end.

Your resource box should succinctly showcase you and your book, provide a link to your website and/or book sales page, and encourage immediate action. It's best to keep the resource box to about 50 to 60 words, and to offer some kind of free bonus to encourage click-throughs to your site. Here's an example:

*Drawing on her 16 years of publishing experience, Dana Lynn Smith helps authors learn how to promote their books through her how-to guides, one-on-one coaching, blog, and newsletter. For more tips, follow [@BookMarketer](https://twitter.com/BookMarketer) on Twitter, visit her blog at www.TheSavvyBookMarketer.com, and get a copy of the *Top Book Marketing Tips* ebook when you sign up for her free newsletter at www.BookMarketingNewsletter.com.*

You're On The Air

(Larry Kahn, Director of Talk Programming at Westwood One Entertainment, the company that produces and distributes talk programming for Jim Bohannon)

People respect those who are discrete and style themselves in a good-mannered way. Over-promoting yourself is a negative on a radio talk show.

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>)

Most mass-market paperback rights are sold for a term of five years to seven years. Other rights might be sold for the life of the copyright. Others, such as serial rights, are only for one-time use.

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)

It's essential to remember that the media is fickle. When your story is hot, the media will doggedly court you and lavish attention on you. You will become its best friend, its darling. But when the media feels your story is played out, it will move on to the next hot story so suddenly and fast that you'll feel abandoned and let down. Plus, it rarely looks back. When you deal with the media, you have only a brief window of opportunity, a short period in which to get coverage. So, you better have a plan and be ready to make the most of it.

The Very Idea

(Editorial by Brian Jud)

Over 400,000 titles are published every year and most of those authors want to get on bookstore shelves. The problem is, there is limited shelf space available. You may find it more profitable to find non-bookstore opportunities. Here are some of the benefits that could accrue from special sales:

Increased sales and revenue. Increase your sales in a marketplace larger than the bookstore market.

Recurring revenue. Your customers may place recurring orders.

Lower acquisition costs. Selling to an existing customer is less expensive than it is to acquire another customer.

Lower unit costs. The greater the quantity in which you print, the lower your unit cost will be.

Increased profitability naturally follows, since the lower your unit cost the greater your profitability at the same selling price.

Less competition. When you make a sales call on corporate buyers you have their undivided attention.



Less discounting. Buyers usually do not have immediate access to competitive pricing.

Fewer returns. Most non-retail buyers do not expect to return books.

Negotiable terms. You may increase your flexibility in negotiations since discounts are not fixed.

Improved cash flow. Most corporations pay in 30 to 60 days.

Booklet Ideas – Paulette Ensign

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

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

Prioritize your ideas to get your tips booklet done. Do an un-edited data dump of everything you can think of about your topic. Then think about what it is that your reader needs to know first or in what situation. Teaching the reader about a system that has a definite sequence helps you put your content in order. Talking about one part of your expertise at a time can be another good way to divide the many ideas you have. Creating one booklet that samples various related topics can often break through your barrier of deciding which things to do when.

ACTION: Determine the best approach for your information - sequential or circumstantial, or presenting a small sample of multiple related topics in one 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)

Incorporate personal experiences into your responses. Audiences love to hear firsthand accounts of experiences relating to the topic. It helps them feel as if they know you personally. But make sure you stay on topic and don't get distracted with your story.

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)

Creating an Author Profile Page at Amazon.com. One of the most effective free promotional tools for authors is to create a profile page at Amazon. Any author who has ever registered at Amazon.com and purchased a book can create a profile page containing content that will show up on the pages where their books appear.

Author profile pages can be created by all authors who have published a book as well as authors who have signed a publishing contract for their book. The sign-up process involves listing your books and submitting the names and e-mail addresses of several industry sources, i.e., agents and editors. Amazon will contact them to confirm that you are, indeed, the author of the published book, or about-to-be-published book.

You can do more than just describe your background on Amazon's author profile pages. You can list your friends or important people and create a calendar. Amazon also provides built-in software for creating a blog. Best of all, you can run an RSS feed from your existing blog to Amazon, so that every time you update your main blog, the Amazon blog will automatically be updated.

More important, your profile and blog will appear on each page where one of your books is displayed, greatly expanding your visibility at no cost to you.

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)

You could logically plan different marketing tactics for different segments for the same title. This would be the case if you promoted one title to bookstores with an exhibit at BEA (May 24-26, 2011), to libraries via direct mail and to corporate buyers through personal sales calls.

Marketing Strategy

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

Positioning strategy (marketing) is not the same as product strategy (publishing), but derives from it. Product strategy creates the physical differences (size, shape, content), and positioning explains the differentiation in a meaningful way to the readers.

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)

You can find out right away if a domain name is already taken by checking on GoDaddy.com, a web hosting company, and typing in the domain name on their domain name finder. If the domain isn't already taken, then congratulations! You can buy it. But what if it is taken? There's not much you can do about it except to find a good substitute. You could use the name of your series instead of the individual book title. You could use a middle initial with your name instead of just first and last name. Try to stick with choices that would be obvious to a reader. Avoid character names, made-up words, or other "cute" choices that readers might not readily connect with you.

Guest Columnist – Jackie Audrey O'Neal

(O'Neal Media Group, <http://onealmediagroup.presskit247.com>, (609) 334-8621 (office) onealmedia@live.com)

As a literary publicist, many authors seek me out in order to raise their book's visibility and their individual profiles in a crowded marketplace.

I've often been asked what I love most about the work I do, as it appears tedious on the surface; however, during the course of my daily tasks of media relations, creative writing, and strategic planning, I'm open to receiving impressions that translate into valuable life lessons.

Taking Action: Someone wise said, "The way to be nothing is to do nothing." In like manner, the way to be great is to do great things. I find that by maintaining a positive attitude, I'm able to take action on behalf of my clients each day to help them achieve greater visibility. In life, taking action removes obstacles and opens many golden doors. I'm confronted with this truth as I press forward.

Planting Seeds of Opportunity: Part of my job is to open the way for fresh, new opportunities. In the course of my work in book marketing, I recognize that each day represents a building block to future success for my clients. Each connection made, each press release sent, each follow-up is a chance to learn and grow for the future.

Effort is Rewarding: Everyone knows book marketing is a full-time job, and requires a great deal of effort. Norman Cousins once said, "Hope, purpose, and determination are not merely mental states. They have electro-magnetic connections that affect the immune system." With this thought in mind, it's easy to see the health benefits that come from hard work.

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>)

The Alliance of Artists Communities (<http://www.artistcommunities.org/>)

An international association of artists' communities with 1,000 programs supporting artists in creative work. If you're looking for a residency somewhere fun and exotic, this is the resource to check.



Show Me About Book Publishing by Judith Briles, Rick Frishman and John Kremer will celebrate its official book launch on Monday, May 17th to Wednesday May 19th

For less than \$20, get your copy on Amazon.com or BN.com ... in return you get a great book PLUS Judith, Rick and John have put together a package of “gifts” that are designed specifically for the author valued at \$1500+:

- A free pdf of *Beyond the Bookstore* by Brian Jud plus a half hour consult—value \$150
- A free cartoon illustration by Shannon Parish of *Illustrating You*—value \$100
- A free copy of Dan Poynter’s **Secret List of Promotion Contacts**—value priceless
- A free copy of **Literary, Subsidiary Rights, and Foreign Rights Agents**, a mini-guide includes more than 1,425 literary agents, including 325+ agents that sell foreign rights, 400 that have sold a first novel, and another 50 or so that handle subsidiary rights sales from John Kremer—value \$30
- A free listen to Peggy McColl interviewing Elle Newmark on how she **Secured a 7-Figure Book Deal**—priceless
- A free copy of Alex Carroll’s **Radio Publicity Manual eBook**—value \$49
- Dan Janal and **PR Leads** are offering a two for one—his service that delivers specific media requests that have been customized for the Author throughout the day. Much more detailed than HARO. Each month you pay for, you get another free ... minimal value \$99
- PLUS ... Judith, Rick and John will draw three lucky winners ... to win one of the three prizes:
- **A Book Marketing Magic: How to Sell Your Book Like a Pro** multi-media program from John—value
- Book Shepherding consult with Judith—value \$500
- Registration for Author 101 University in New York May 22-23 from Rick—value \$497

All you need to do is follow these two steps:

- 1) Buy your copy at Amazon.com or BN.com at our website line and
- 2) claim your prizes! Remember—you MUST BUY between May 17th and the 19th

Here’s where to start: <http://showmeaboutbookpublishing.com/>

IBPA’s 27th Annual Publishing University
May 22-23 at Javits Center

No matter what stage of publishing you’re in—an author-publisher, a one-book publisher, a more experienced publisher—IBPA Publishing University, held at the Javits Center just prior to BEA, brings you hands-on tools and techniques to succeed in a world where the only constant is perpetual change. 20 breakout sessions including the hottest how-to topics in publishing led by industry experts

- General sessions featuring the movers and shakers of the industry—including keynote speaker Skip Prichard, CEO of Ingram Content Group
- The opportunity to “Ask the Experts” in **your own private consulting session**.
- Formal and informal networking with colleagues and future mentors
- Discounted badge for BEA

Register for 1-day or both days—your choice! For more information and early bird pricing, check out <http://ibpapublishinguniversity.com> Use promotion code Jud2011 for a \$100 discount

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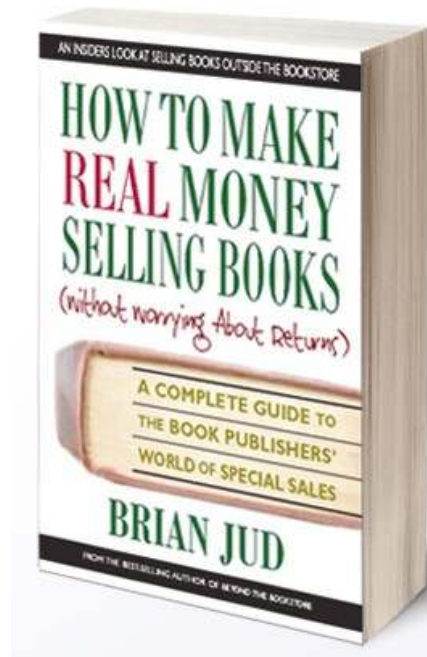
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Check out the Writers and Publishers Bookstore and give your favorite books a “Thumbs Up Rating.” Discover and rate the best books on writing, publishing and marketing
(<http://www.bookmarketingworks.com/index.php?pg=bookstore/bookstore.htm>)

Contact Information for Brian Jud

For copies of all the previous issues of *Book Marketing Matters* visit www.bookmarketingworks.com/mktgmattersnews

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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>