Here is your May 30 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 11, Number 225 May 30, 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 5/27/11

<u>Title</u>	<b>Quantity</b>
Dr. Seuss	250
American Auto Legends	400
A Guide to Project Management	130
Head First PMP: A Learner's Companion	n 130
Top-Down Network Design	130
Historic Photos of Orlando, Florida	200

# Free Webinars in June by Brian Jud

# It's Show Time: How to get and perform on more TV and radio shows

Do you want to sell more books on TV and radio shows? This personal media-training course will show you how to get on more shows and appear confident while delivering your message convincingly, with your words and actions. Learn how to use memory techniques if your mind goes blank, discover proven techniques to use when taking calls from listeners and find new ways to improve your telephone interviews for radio shows. You will also learn how to become the perfect television guest by using your body language, gestures and facial expressions strategically and confidently.

Thursday, June 16, 6:00 – 7:00 pm Sign up at: <a href="https://www1.gotomeeting.com/register/936779305">https://www1.gotomeeting.com/register/936779305</a>

# **Distributing and Pricing Books Profitably**

Most publishers spend their time trying to make their books fly off the bookstores' shelves. But first you have to get them on the shelves. Selling books through retail outlets requires a distribution network. In this webinar you will discover how to find, contact and work profitably with distribution partners for the trade and special markets.

Determining the optimum price is one of the trickiest endeavors you can face. Set it too high and you will lose business; too low and you will damage your bottom line. Brian will show you how to set a price for your book that will lead to maximum profits.

Thursday, June 23, 6:00 – 7:30 pm Sign up at https://www1.gotomeeting.com/register/194248017

#### **Notes From the Front Lines**

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

As a distributor, we often are forced to reject books because not enough care was put into one or more of the key decisions before we saw the project. In fact, it would be best if the publisher would enlist the help of the distributor, or some other experienced advisor before arriving at a final decision. Here are the seven key decisions as I see them. First, print the right number of books. Err on the side of caution if you are unsure. Remainder tables are always full for a reason. Second, price the book for your market. If you are selling through retailers, then your price should be lower. If your market is very specialized, then you may be able to price up. Third, use an experienced designer for your book jacket. Fourth, chose your printer carefully. Do they have a good reputation for service and fast turnarounds for reprints? Fifth, should you pay the traditional royalty rate or is there another way? Sixth, do you have a distributor and if not, how do you plan to sell your book? Seventh, what is your marketing plan? Do you know your market and do you know how to reach it?

#### **Povnter's Pointers**

(Excerpted - with permission - from Dan Poynter's Fifteenth Edition of *The Self-Publishing Manual*: <a href="http://www.parapublishing.com">http://www.parapublishing.com</a>. To receive Dan's free newsletter, *Publishing Poynters*, go to <a href="http://parapub.com/sites/para/resources/newsletter.cfm">http://parapub.com/sites/para/resources/newsletter.cfm</a>)

New customers have to be bought; existing customers are free.

#### 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)

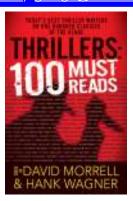
If you lose an order, follow up by asking why you did not get the order. In a bidding situation, you may have had the low price, but did not mention some needed service or feature. Always ask for constructive feedback by saying something like, "What would it have taken for us to reach agreement?" It might be something you can accommodate such as providing the content in another form, making the books returnable, or offering a larger quantity discount.

## The Cover Story - George Foster

(George Foster has designed the covers for more than a thousand books and is contributing author to "1001 Ways to Market Your Books". Contact him at <a href="www.fostercovers.com">www.fostercovers.com</a>) <a href="mailto:george@fostercovers.com">george@fostercovers.com</a>)

#### Thrillers

A book of 100 definitive, thought-provoking commentaries on the 100 greatest thrillers of all time. Each commentary is by one of today's best thriller writers and their names are all on the front cover. Whew! There is no way they could be anything but small so I used them to create a screen through which we see a lurking killer outside your window. A dramatic, singular image is common to the thriller genre and here a simple shadow works great for adding type legibly over it.



#### **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 Copyright Protects. Copyright law protects your exclusive right to exploit (use productively) your original artistic or literary work. Copyright law was written to encourage the free exchange of ideas and to stimulate the progress of "useful arts," which benefit society. The federal Copyright Act provides copyright protection to "authors" (creators) of original literary and artistic works.

#### The Book Shepherd

(Judith Briles is co-author of *The Tango of Authoring and Publishing*; <a href="www.TheBookShepherd.com">www.AuthorU.org</a>; <a href="www.TheBookShepherd.com">www.AuthorU.org</a>; <a href="mailto:Facebook.com/AuthorU and Facebook.com/TheBookShepherd">www.TheBookShepherd.com</a> and <a href="www.AuthorU.org">www.AuthorU.org</a>; <a href="mailto:Facebook.com/TheBookShepherd">Facebook.com/AuthorU and Facebook.com/TheBookShepherd</a>, <a href="@www.TheBookShepherd">@AuthorU on Twitter</a>)

The 7 Traits of Highly Successful Authors. *Trait #4: Highly successful authors know where and what their Niche is.* If there is ever a formula for failure, it's the one that where the author believes, truly believes, that her book is for everyone. Nonsense. The more you niche yourself and your work, the more you "drill down" into that niche, the greater the success you have.

Books aren't for everyone; knowing what your target market is enables you to write to them; to seek out their problems; to provide the entertainment that they seek; to provide the solutions they desire. Genders, generations and cultures look at situations from different perspectives. They seek solutions and receive information in different ways. They version of what's humorous, dramatic or thrilling varies widely. No, you don't write and publishing for the masses. The mega millions of fans that the *Harry Potter* series enjoys has also mega millions of non-fans. The fans represent a population, as the non-fans do.

You need to find and know yours. It's so much easier being the whale in the pond vs. the sardine in the sea.

## 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 on Twitter.)

**Enhance Your Blog and Ezine with Guest Posts**. Once a week, I invite an expert to share his or her expertise with the readers of my Savvy Book Marketer blog through a guest post. Guest posts are win-win for everyone. Readers get valuable tips and insight from a variety of experts, guest posters build their expert status and get links back to their websites, and bloggers and newsletter editors get additional content for their sites.

Guest posts can take the form of how-to articles or interviews, and you can even post audio or video clips from the guest. Fiction authors can interview other authors in their genre. At the end of a guest post, include a bio or resource box with information about the author and a link to their website. I also include a photo of my guest posters.

Find guest posters through your social networks and your contact list, and use search engines to find other blogs and ezines in your field. When sending a guest post invitation, describe your blog or ezine, suggest topics of interest (or request permission to reprint a specific article from their site), note whether you accept previously published content, specify a word count range for the article and a limit on the length of the bio/resource box, and request a photo.

#### You're On The Air

(Brad Hurtado, former producer of Donahue, Maury Povich and The Charlie Rose Show)

You have to package yourself into the time you have available. If you have one hour on a radio show, there's plenty of time. But if you've got three minutes on a national show, in a short amount of time, you have to hit the ball out of the park.

#### 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)

A number of U.S. library jobbers and wholesalers also offer export services. Among these is Baker & Taylor. You might want to check with them to see if they would like to participate in any joint promotions of your titles.

#### **Marketing Strategy**

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

Strategy defines how all the elements of your marketing mix fit together. This involves making choices that are interdependent because your marketing activities must be mutually reinforcing. Your channels of distribution, for example, should reflect your target-market decisions. You would probably use different networks for selling to bookstores, libraries, mass merchandisers and academic markets.

# **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)

Entrepreneurial planners are like photographers, focusing on one point in time and translating that moment into reality. A photograph, once taken, becomes the past. The photographer moves on to the next shot seeking a new perspective. Planning directs that movement toward the accomplishment of pre-determined, worthwhile goals.

#### **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)

When you forward query letters to publishers or agents, direct them to specific individuals, not to companies, "Editors," "Gentlemen," "Dear Sirs or Madams," and so on. Publishing houses and literary agencies are often large, and imprecisely addressed mailings can get lost. Busy, overworked employees may also seize upon any excuse not to open another envelope.

Address every submission to a specific recipient or it probably won't be opened or receive sufficient attention. Also, triple-check the spelling of all names, individuals and firms, because misspelling an agent's or editor's name could fast-track your submission to oblivion.

# The Very Idea

(Editorial by Brian Jud)

You publish a book, but different people see it differently. They are looking at it from their perspective. A bookstore buyer is looking at how your book can help build store traffic or increase their profit per square foot. Librarians want to know how your content can help their patrons. Corporate buyers want to know how your book might be used as a premium to sell more of their products. TV and radio hosts want to know if your content is appropriate -- and of sufficient interest -- to the people in their audiences that it can help increase their ratings. Stop selling your books and start selling what the information in your books can do for others.



### **Booklet Ideas – Paulette Ensign**

(Paulette is President of Tips Products International, Paulette@tipsbooklets.com Follow me on Twitter: <a href="http://twitter.com/pauletteensign">http://twitter.com/pauletteensign</a>)

Find time to do your booklet by doing it in small pieces and when you're thinking of other things. Your wealth of ideas will more readily surface randomly when you're involved in your daily life. Be sure to carry a notebook or other recording device to capture those random ideas when they do come to mind. Get the tips into a Word document you've created for this booklet as soon as possible. Before you know it, you'll be up to 3500 words that will need editing, and your booklet will be done.

**ACTION:** Start a word document on your computer immediately so you have a place to capture your tips as soon as you think of them.

# **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)

If your expertise fits a current topic, take advantage by sending out a press release to newspaper, television and radio stations, or call up the media directly! For example, if you are an expert in communication, contact the media in June, which is Effective Communication Month! Share your advice and expertise on how to improve verbal and written communication skills.

Use these dates to create your own media opportunities by writing press releases on these topics, contacting newspapers, magazines and online media. See the calendar here

## **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)

Find the time to get more done--by pruning your "reading" list. Chances are, your in-box contains numerous unread newsletters, or subscriptions to blog posts. You like to read them, and profit from the information they contain, but you just haven't had found the time.

Unfortunately, each day, additional e-mail newsletters and blog posts arrive, adding to your "to read" list. And, each additional unread e-mail newsletter adds frustration and stress, adding to your guilt of not getting everything done.

I've found that the solution is to track the true value I'm receiving from my incoming newsletters and blog feeds. Which ones consistently provide the most helpful, relevant information? Which ones, on the other hand, cover familiar ground, or spend too much time trying to sell me something?

By taking a hard look at my incoming mail, and identifying the most valuable sources of information, I've been able to create more time for the most useful blogs, as well as more time to devote to writing my own newsletters and blog posts.

### **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)

If it's early in the publishing process and you discover the name of your book is already taken (by someone else) for a web site address, strongly consider renaming the book, especially if the competing domain name company is a competitor or offers similar products or advice. Not only do you not want to confuse readers who look for you and find someone else, but you also want to avoid the possibility of being sued for copyright or trademark infringement.

# **Guest Columnist – Patricia Fry**

(Excerpted from Patricia Fry's FREE ebook, 50 Reasons Why You Should Write That Book. http://www.patriciafry.com.)

**Reason Number 14**: You have connections. In other words, you know people and are known within the world related to the theme or genre of your book. You understand the value of exploiting these connections in order to get a foot in the door with booksellers, members of your particular audience, agencies who could help further your promotional efforts and so forth. And you can also use some of these connections to get expert testimonials for your book cover.

Anyone who has ever ventured out into the world to communicate, share, volunteer, work or otherwise engage with others most likely have connections they can use in producing and/or promoting their books. It's time to do a little brainstorming. List everyone you can think of and how they might ultimately help you.

# Helpful Website of the Week - Adele M. Annesi

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

#### www.agentresearch.com/agent\_ver.html

Agent Research & Evaluation seeks to match writers with the right literary agent based on the writer's stage of career. Its staff produces a report that lists who's selling what you're writing and how well they're doing it. The site works only with legitimate agents who charge no upfront fees. The reports have various costs, but agent verification is free.



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( http://www.bookmarketingworks.com/index.php?pg=bookstore/bookstore.htm )

#### **Contact Information for Brian Jud**

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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. <a href="https://www.premiumbookcompany.com">www.premiumbookcompany.com</a>

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