

Here is your June 13 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 Jeniffer Thompson.

My newsletter is sent by subscription only. Please pass this information along to people you feel may benefit by it. If there were any problems with this delivery, please let me know. If you prefer to have this **sent to you as a pdf**, please reply with "pdf" in the subject line or body copy. If you no longer wish to receive this -- or if you received it in error -- please reply with "**Remove**" in the subject line.

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 12, Number 226 June 13, 2011

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

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**BrianJud@premiumbookcompany.com
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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 6/10/11

<u>Title</u>	<u>Quantity</u>
<i>Nautical Atlas</i>	5,000
Pharma "Thank you" book	10,000

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: <https://www1.gotomeeting.com/register/936779305>

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)

Getting Lead Times Right. One of the biggest mistakes a publisher can make is to accelerate the publication date to meet some artificial deadline. The most important date you should keep in mind is the lead time demanded by the largest book retailers. They do this to establish a coherent budgeting procedure, which means if you insist on a one-month lead time, you will not get your book onto the shelves of America's biggest accounts. Most distributors will counsel you on the best timing for your book. Listen to them because they are trying to maximize your initial sales with book retailers.

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>)

Literary agents are 85% hope and 15% commission.

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)

Independent publishers may have an edge over larger publishers in the sense that a company may not want a bestseller as a premium. If *everybody* already has it, it would be less desirable as a sales promotional tool. A less known, but equally applicable title, may be preferred. For similar reasons, your prospect may want an exclusive on your title. It will not want to waste its promotion dollars if someone else is offering the same title in a promotion.

The Cover Story – Dotti Albertine

(Dotti Albertine of Albertine Book Design is an award-winning book designer and a professional who has been in the business for over 20 years. She can be reached at: www.AlbertineBookDesign.com | 310-450-0018 | dotti@dotdesign.net)

Here are two covers I like using red and yellow. Bright colors always grab attention.



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.)

When Does Copyright Exist? Copyright exists *automatically* when a work is created. A work is “created” when it is fixed in a copy for the first time (in a writing or recording, for example). Contrary to popular belief, you do not need to register your work with the Copyright Office for your rights to exist. But there are substantial legal and financial benefits if you do register so order the e-Report on the *Benefits of Copyright Registration* for more information.

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 #5: Highly successful authors become the Expert. Knowing what sets you apart from the crowded author sky allows you to boast a tad. You are the expert. You've done the work, paid your dues, and completed the research. Yes, you are the expert. Now let others know. Allidah Poole Hicks and Bonnie Knuti just published *When Crisis Strikes: What to Say, What to Do, How to Help*. It's an excellent book that offers hundreds of ideas on how to reach out and connect with a family member, neighbor, friend of a friend, even a total stranger when you want to express care and concern. The authors have done their homework, done the research, lived through a variety of situations where they had received the outreach of others ... in other words; they've become the expert in what to say, do, help when it comes to crisis. They have a unique message that is needed by so many—just turn on the news—crisis is everywhere.

When you become the expert, and you let others, including the media and meeting planners know it ... your presence in the media will increase; your book sales will soar.

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.)

Video is one of the hottest online promotional tools these days, and with good reason. People watch hundreds of millions of videos a day on YouTube and other video sites, and folks who enjoy videos often forward the link to someone else, creating viral marketing opportunities. Search engines like Google include videos in search results, and people also use search engines and video sites to search for videos on a particular topic. So, how can authors take advantage of the power of video to pro-mote themselves and their books? Here are some ideas:

- Add a video greeting to your website, to get up close and personal with your audience.
- Record a brief video promoting yourself as an author, expert, speaker, and/or consultant.
- Create a video book promo (similar to a movie trailer, combining graphics, words, and music).
- Offer free video tutorials.
- Make video posts to your blog (known as vlogging).
- Post video testimonials from customers on your website.
- Create a video bio for your online media room or post clips of live speaking events or television interviews.
- Short videos get watched more often, so keep your video under three minutes. About 30 to 90 seconds is usually ideal. Be sure to include your website address and a call to action in pro-motional videos.

You're On The Air

(Benita Zahn, Noon News anchor and talk-show host on WNYT-TV, Albany, NY)

The perfect guest on television is someone who believes in his topic, can answer concisely and can sit nice and steady.

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>)

If you would rather not sell your overstocked books at a loss, you can donate them to specific causes. For example, in the past publishers have donated books to schools, libraries, churches, prisons, charities, public television stations, 4-H clubs, scouting groups, garden clubs, and other nonprofit groups. Publishers can deduct 100% of the production costs of any books donated (200% if the company is incorporated), plus 100% of the freight and 100% of administrative fees.

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 agents and editors receive a proposal, they wonder, “Can the author actually write this book; can he or she complete it?” “Does the author have the qualifications to write it and will he or she deliver and energetically promote a first-rate book that will sell?” The “About the Author” section can help dispel these fears.

In this proposal section, blow your own horn by clearly and factually showing why you’re so ideally qualified to author your book. Since your platform plays such a pivotal role in acquisition decisions, emphasize your platform in your biography. List your media experience; authorship credits; and where you have spoken, taught, and appeared. Also describe your newsletter and how many people subscribe, as well as your Web site and how many hits it gets. If you have an extensive mailing list, state its size. Providing this information will show that you can deliver the items in your proposal.

The Very Idea

(Editorial by Brian Jud)

Once you set a goal for yourself, do not let anything prevent or slow you down from achieving it, regardless of obstacles that may appear. In order to be motivating, goals should be...

... **clear, specific, measurable, time-sensitive and written**: You will sell X0,000 book to corporate buyers by December 31, 2011

... **realistic**. Set goals within the realm of what is possible for you to accomplish.

... **arranged hierarchically**. Arrange your goals from the most to the least important.

... **part of a plan**. Your product, distribution, pricing and promotion strategies should all work together to reach your objective

... **followed up and make them work**. Plan your work and work your plan.

... **evaluated regularly**. Assess your progress to make sure it is forward and goal directed. If it is not, make the corrections necessary to get you back on course.

... **focused on the solution, not the problem**. Don't fight problems, *right* problems. Set goals to reach profitability, not to avoid a loss.



... **set when you are in a negative frame of mind**. Negativity can overpower your thoughts when revenue and profits are down.

... **derived from a sense of purpose**. Purpose breeds passion, the unfailing belief in yourself and your ability to make your goals become reality.

... **flexible**. Your mission statement should be entrenched in granite, but there must be some flexibility in the way you implement your plan to fulfill your vision.

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)

If you try to do a little bit of everything, you will not be able to create and maintain a distinct competitive advantage. Plan and coordinate the ways in which you will allocate your resources.

Booklet Ideas – Paulette Ensign

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

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

FAIL EARLY AND OFTEN

A phrase frequently thrown around among successful entrepreneurs is "Fail early and often." Rather than sticking with something that is not working, test one element to see if that makes a difference. It can be changing the title of your booklet or the size of the booklet or the color or the graphic on the cover. It can be marketing to a related yet different audience -- adult baby boomer children of seniors instead of seniors, or parents of college students instead of college students, or businesses who want to reach your people instead of your going directly to the end users themselves. Thomas Edison didn't fail in inventing or harnessing electricity. He merely found 10,000 ways that didn't work. Can you relate sometimes? I know I sure can, many times in the past 20 years of doing tips booklets.

ONE THING AT A TIME

Whatever you do, test one element at a time. Otherwise you will not know what still isn't working or what the magic change was. It can be tempting to want to compress the time it takes to discover a good solution. In fact, it will take you longer by testing multiple things at a time.

COSTS OF TESTING

You may be concerned that all this testing will be expensive in money or time. It doesn't have to be either of those. You can do a test with digital (downloadable) products, including a product sheet that has things on it that don't exist. No need to do a print run with a different cover on it to see which prompts better results. Have your graphic designer do some different covers as JPG files, and a product sheet that has yet-to-be-created products from the same content on it (booklet, audio, card deck, journal, calendar, book -- whatever products that work well for your content, in multiple languages, in hard copy and as downloads). Put a PDF of the product sheet out into the world, in front of potential large-quantity buyers. You'll find out fast enough what appeals and what goes nowhere.

ASK

The best market research often comes by directly asking the corporate decision maker what it was that made them say "no." It could turn out to be a really simple fix or something you never considered. You just might turn that "no" into "yes" once you find out what was standing in the way. Stranger things have happened!

CHOICES

Be sure you have more than one product to present, even if it's the same content in different formats. One of the biggest oversights that many booklet authors have (including me for many years) is going to market with only one booklet in one format. That means the answer will only ever be either "yes" or "no." Many sales are unnecessarily lost this way. You can offer other formats before they exist, as mentioned earlier in this article. When someone wants a format you have yet to create, the odds are very high you'd be willing to make that happen in pretty short order when the sale looks like it will be worth it to you.

TIMING

When all is said and done, it could turn out to have absolutely, completely, totally nothing to do with you, your product, or your thought process. It could be that the timing didn't line up. A new "gift with purchase" campaign from a company you approached that would have been a perfect match for your booklet was just decided for the next calendar year, and you missed it by 3 days. Or the person who makes these decisions has one foot out the door to retirement, doesn't care about your fabulous booklet no matter how good a match, and the replacement person won't be hired for awhile and will need to get settled in before taking on anything new. When you find yourself in situations like these, make a note to yourself to check in with them in the future, and move on to the next most likely buyer.

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)

Use your printed articles to market to industries of that type. If you have an article in a financial journal, write letters to related associations and companies and do a promotional mailing. For example, the financial industry can include banking, mortgage, and insurance outlets. Send a reprint of your article along with the letter and mention that you have been published in one of their industry's top trade magazines. That'll surely get their attention.

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)

Should your book contain a ReadMe file? Many software programs include ReadMe files. These help computer users prepare to install new software programs, or upgrades, on their computer. ReadMe files typically highlight tips and information that can ensure a trouble-free installation. The idea of ReadMe files could be applied to many books, especially self-help and business how-to books. The book equivalent of a software program's ReadMe file could help authors:

- Focus the reader's attention on key ideas, chapters, benefits, and features found in the book.
- Help readers prepare for reading the book by listing resources that readers might want to assemble before reading, such as preparing not-taking sheets, printing-out forms or worksheets, gathering information that might be required while reading.
- Provide instructions for reading the book, helping readers pre-qualify their interests and needs, so they can go directly to specific chapters or indicating which chapters can be skipped, or read later.
- Reinforce the book's benefits and value. By summarizing the benefits of the book's contents, authors can precondition readers to enjoy a positive reading experience, resulting in more referrals and online reviews.

Conciseness is a key to a successful "ReadMe" experience. Although most books have introductions covering the above points, often the information described above may not be noticed because it's contained in paragraphs distributed throughout the introduction.

Perhaps more readers would benefit if a book's ReadMe information was consolidated in 1 or 2 concise, easily-scanned, pages where it would be easier to notice and easier to read.

Marketing Strategy

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

The way you combine and execute the four marketing variables will impact your cash flow, profits and unit sales. An integrated marketing mix entails producing a saleable, properly priced product that is distributed and promoted to the right people at the right time.

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)

What are your choices for a web address if someone already has your name as their dot-com? You can change a book title, but it's harder to change your name. Some options are to go with your full first name (Maxwell instead of Max, for example) or to shorten a full name to a common nickname (Max instead of Maxwell). Add a middle initial, or use both first and middle initials. Or, use your full first, middle and last name. You could also use your first name, last name and either the word "books" or "author" if the other person with your name isn't also in the book business.

Guest Columnist – Jeniffer Thompson

(Jeniffer Thompson is the author of *Web Site WOW: Turn Your Web site Into Your Most Powerful Marketing Tool* (www.websitewow.com); her design company, Monkey C Media, specializes in author web site design and Internet Marketing strategies, book cover designs and author branding development. www.monkeycmedia.com)

Create a powerful call to action on your web site. Does your site convey a clear message? What do you want your visitors to do first? Often a site will suffer from too many messages and readers will get confused. It is up to you to determine your goals and lead your reader toward that call to action. A call to action can be a BUY NOW button or a newsletter sign-up or way to join a community. Remember most people will not buy on their first visit. If you can grab a reader's e-mail, you can stay top of mind and remind potential customers why your book is a must have this holiday season.

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>)

Book Fairs and Festivals

<http://www.loc.gov/loc/cfbook/bookfair.html>

This sites lists book fairs and other literary events in the U.S. and worldwide.



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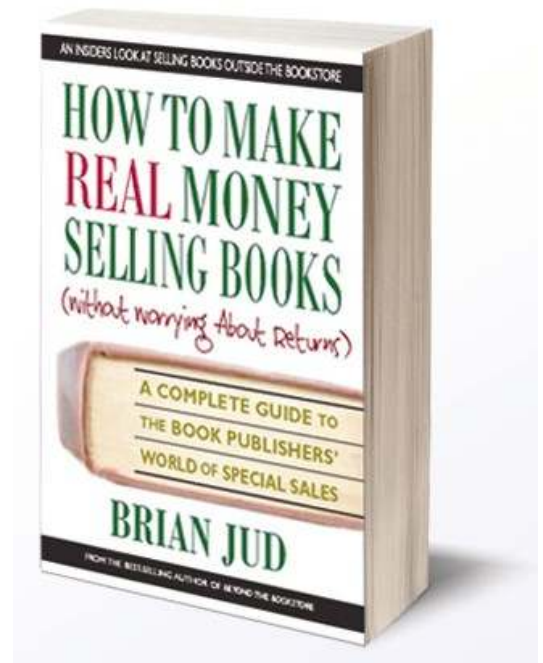
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an informed decision to choose the ones with which you will work. And you can post your own experiences with them, too. Sign up for your FREE trial at <http://www.bookcentralstation.com/trial.asp>

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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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>