

Here is your June 27 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 Marika Flatt.

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 13, Number 227 June 27, 2011

Do you want to sell more books to non-bookstore buyers? Join our commission-based 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 6/24/11

<u>Title</u>	<u>Quantity</u>
<i>Mad Libs</i>	50
<i>Who Moved My Cheese</i>	55
<i>Voting Coloring Book</i>	5,000
<i>The Italian Family Cook Book</i>	1,200
<i>Finding Your North</i>	35

Free Webinars in July by Brian Jud

How to Get More Reviews and Awards

Sponsored by CreateSpace

Book reviews and awards can be an excellent source of sales. In addition, they can enhance your credibility among prospective buyers, increase your chances of getting on the air or in print and may give you more leverage among agents, publishers and distributors that turned you down in the past. However, you must get the right ones and use them effectively in your promotion if you are to get the maximum benefit. This webinar will show you how to do that.

Thursday, July 21, 2011 6:00 – 7:00 pm Eastern Time

Sign up at: <https://www1.gotomeeting.com/register/418331913>

Mid-Year Marketing Checkup

Sponsored by SPAN

Are you on target to reach your annual goals for sales, revenue or profit? Don't wait until the end of the year to find out. This is the time to learn if you are on the right path, and heading in the right direction. If you evaluate your relative progress now, you still have time to make any necessary corrections to get back on track. During this webinar Brian Jud will show you how to do that. This is your opportunity to evaluate your goals, re-energize yourself and map your actions for the remainder of the year.

Thursday, July 28 6:00 – 7:30 pm Eastern Time

Sign up at <https://www1.gotomeeting.com/register/916552121>

Notes From the Front Lines

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

Book Marketing. Marketing is a very misunderstood word when it comes to selling books through bookstores. With most consumer brands, marketing is based on sophisticated and expensive testing. Almost nothing is left to chance, which is not so much a guarantee of success as it is a reduction of the cost of failure. Book launches involve little or no testing and therefore might be compared to a baseball batter taking a swing at a curve ball. If he hits the ball one third of the time, he is considered a star. So it is with many trade books on a publishers list. A few home runs pay for many swings that miss. Publishers try to mitigate this situation by finding well-known authors who have previous successes, or barring that, they use the media as extensively as possible to create buzz and sales. So one reason book publishing is a risky business is because most of the marketing is done after the launch when the investment in books has already been made. This would suggest that for most books a conservative first printing would be the wisest course of action.

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>)

Bookstores are the frosting, not the cake.

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)

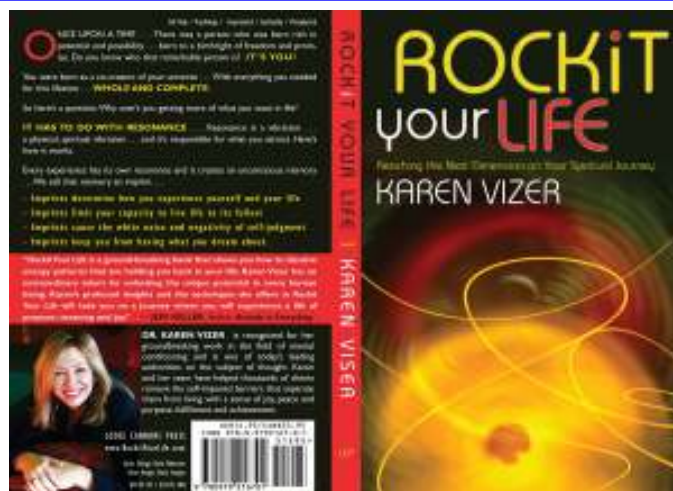
The total market size of incentive travel and merchandise incentives is \$46.1 billion, according to the Incentive Federation. Companies using incentive travel spent \$13.4 billion and those using merchandise incentives spent \$32.7 billion. Among companies that used incentive merchandise, the most common application was for non-sales employee recognition followed by business gifts.

The Cover Story – Dotti Albertine

(Dotti Albertine is an award-winning book cover designer. Contact her at www.AlbertineBookDesign.com)

I love exciting book covers! The title for this non-fiction book was so provocative, and I wanted an energetic image to mirror the title. I can spend hours finding the best image for a book, and when I see it, I know it's the one. Because life energy feels hot, warm colors felt like the best choice. Rockets (book title spelled with an "i" intentionally by the author) are smooth and round, so a corresponding font was chosen.

For the back cover, I like to stay in the color palette of the cover for an integrative look. It's all one piece of art. You cannot read the back cover copy here; however, Karen gave an opening paragraph that suggested "pain" followed by bulleted items that list why you have the pain, then goes on to explain that her book will tell you how to get out of the pain. Next come a great testimonial and a paragraph outlining the author's qualifications — wonderful formula for a "how-to" book. Karen's headshot has the same warm colors as the book cover.



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.)

How Long Copyright Protection Lasts

The duration of copyright protection depends on when a work is created and always runs through the end of the calendar year in which it expires. But in general for works created on or after 1978, protection lasts for the life of the author plus seventy years after her death. For additional information and specific details about pre-1978 works or those created on a work-for-hire basis or by more than one author, see *Copyright Companion for Writers*.

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 #6: *Highly successful authors don't Publish Too Soon.*

Sure, you want the book out. Your family is sick of you being buried in it. You're sick of it as well. Your crowd can hardly wait to get their hands on it. And let's face it; it would be nice to finally have some cash flow coming your way. But, and it's a big but, don't publish too soon.

There are always errors lurking in your book midst. Rare is the author who if asked if she could take one more pass over the copy; insert another story or example; change a statement or opinion based on new information; get a professional editor to really edit, one who goes beyond copy editing and understands content, the flow of your text and what your book is really about; secure a professional cover designer; get advice from someone who has successfully published ... you fill in the blank, that they would take that one the time to do it.

Breathe, look at it one more time, and let your book enjoy a natural birth, not a forced one.

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.)

You can create brief promotional videos with a webcam, the video capture feature of your digital cam-era, or a digital video cam-era such as the Flip Video Ultra. You don't necessarily need to use editing software to enhance your video—part of the charm is having it look homemade.

For book promos, you'll probably want a more polished look. You can get some basic video production tools and learn to produce videos, or hire someone to do it for you. Prices range from \$150 to thousands of dollars, depending on the skill level of the producer and the complexity and length of the video. For tips on making your own videos, see these articles by MaAnna Stephenson and Joanna Penn.

I recommend first uploading your video to YouTube, then embedding a link on your website or blog. Just copy and paste the "embed" code from the video's page on YouTube. When you upload the video to YouTube, include important keywords in the title, description, and tags. Keywords are very important—that's how people will find your video through online searches.

Here are some other ideas:

Promote your videos in your ezine and through social media sites such as Twitter, Delicious, and StumbleUpon, and embed them in your profile on social networking sites like Facebook. You can use the free service at Tube Mogul to upload your video to several different video sites at once, but I recommend first uploading directly to YouTube. Submit your videos to video search engines such as Blinkx and Truveo.

You're On The Air

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

You've got to look at your book and say, "What's the most important thing I have to hit?" And you've got to say it in about two sentences. That's all the time you get.

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)

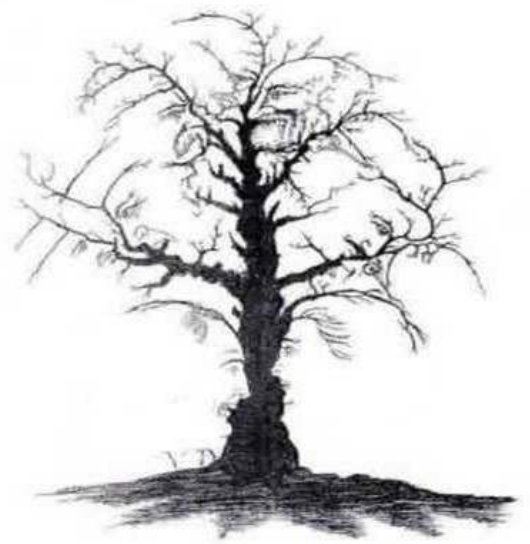
Since publishing houses are commercial enterprises, acquisition decisions are market driven. At every stage of the process, editors, committee members, and other company personnel will examine whether they think the book can make money. Salespeople and executives may seek the opinions of large retail booksellers. A book will seldom get the green light unless all involved believe that it will turn a profit.

The Very Idea

(Editorial by Brian Jud)

What you see is often a function of how you look at something. For example, some publishers look at libraries as one homogeneous niche. But not all libraries are the same. There are public libraries, hospital libraries, school libraries, military libraries, prison libraries, children's libraries, corporate libraries, law libraries, religious libraries and more. They buy for different reasons, so you have to market to each differently. Seek the opportunity in every market. Look for the hidden segments in which you are more likely to increase your sales.

Some people cannot see the forest for the trees. Others cannot see the opportunities because of the trees. Face it, look closely and you will see things you may have missed at first glance.



Booklet Ideas – Paulette Ensign

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

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

Realize that it is completely possible for you can create a tips booklet with very little money required, if that's something that has been stopping you from getting your booklet done. The only must-do once your booklet is edited is professional layout by a graphic designer so you can present your expertise as well as possible. Once you've got the professionally designed PDF, you can make advanced sales of printed copies by having your large quantity buyer make a payment that more than covers the print production. You can also formally license the use of the PDF which does not require you to get involved with printing at all. A licensing deal is therefore 100% profit.

ACTION: Explore the styles, prices, personality, and reputation of graphic designers to do your booklet so you know who to contact once your booklet manuscript has been completed.

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)

Once you've established contact with media professionals, maintain the relationships and follow up for more exposure. Send a thank you note. Call to ask when the article will be published or when the show will air. Try to offer a new bit of information in your follow-up call. Remember to reintroduce yourself, because reporters and producers talk to many different people every day.

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)

Recommended format for adding dates to filenames. Here's an easy way to keep track of the latest versions of manuscript drafts and mind maps. Simply insert the current year/month/date ahead of the filename when saving the file, or using the File>Save As command, i.e., 090629Filename.doc. This way, the next time you use the File>Open command, the files will appear in the correct order. For example: 090609Filename.doc 090611Filename.doc 090616Filename.doc 090629Filename.doc

There are two things to bear in mind, however. First, you must use numbers, rather than spelling out the names of months. Second, you must use two digits to indicate months or years. To indicate a June date, you have to enter 06, rather than just 6. Single digits throw off the sequence.

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)

Planning is simply the process of evaluating the pros and cons of possible alternative actions and analyzing how each alternative will impact other aspects of your marketing programs.

Marketing Strategy

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

Where do prospective buyers look for information about your topic? That's where you should be selling your books. Is it online? Through word of mouth? From reviews? Do your prospective readers buy through the mail? If not, where could they go to buy your book?

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'll see a lot of different suffixes to the domain name: .biz, .net, .tv, as well as .com. Some people recommend taking all of them so that someone else can't grab up the variations. That's great if you have lots of extra money, but remember that you pay for domain names annually. So, if you have to just pick one domain then pick the .com version. Equally important, since most people look for .com by default, if the only domain with your first choice of wording is already taken for .com, don't grab the .net or .biz version. It will make it much harder for people to find the right site. Choose another domain name.

Guest Columnist – Marika Flatt

(Marika Flatt is the owner of PR by the Book, www.prbythebook.com, an Austin-based publicity firm dedicated to helping authors and publishers achieve quality media exposure coast-to-coast.)

How to stand out online. First, you decided to jump on board with online marketing and create your own website. You kept it simple, offering a bit of personal information and an e-mail address where you could be contacted, maybe even a nice photo. You thought that was enough. But now, just a few years later, the landscape of online promotion and social media has completely changed, leaving your little website in the dust.

Today, it is not enough to simply *have* an online presence, a website to prove you exist. With constantly changing social media outlets such as Facebook, Twitter, and an uncountable array of blogging sites-- personal websites without the glitz of status updates and glam of Twitter feeds have become outdated and unappealing. If you want to promote yourself online, you can no longer rely on an unchanging website to do the job, or even a monthly blog post or an occasional tweet. You have to stand your ground online, maintaining your presence with regular updates and new information to keep readers interested, coming back to your blog and/or reading your tweets.

To help you get an idea of how to stand out on social media sites, we have developed a list of tips. The first two tips are below, and the next two will be included in the July 11 issue of *Book Marketing Matters*.

- **Act fast.** The first thing you should know in cultivating an online presence is that this is something you can and should do immediately, regardless of whether you have an upcoming book release or have only written your first chapter. You have to build a following of dedicated readers, and you have to begin interacting online with similar bloggers and Twitter users. Social media is a combination of charisma, interactivity, and trust. Starting your whole social media machine *just* to promote your book won't earn you that trust from your followers. You have to get them interested in *you* before you get them interested in your book.
- **Create an Online Persona.** To get followers and fans interested in *you*, you need to become an online personality. Of course you are a writer, but are you a foodie? A mother? Are you witty or crafty or poetic? You need to hone in on an online personality and stick to that persona. The reason for this is simple: people are looking to follow people they are interested in, people with whom they share interests. Thus, you should aim to be consistent in your online persona to develop a following of devoted readers. Remember, you might not be able to interest every Facebook friend/ fan or Twitter user, but if you stay true to your online personality, the readers or followers you *do* interest will stick around and retweet your tweets or comment on your blog. For good examples of constancy and personality, look at food critic and author Ruth Reichl (@RuthReichl), a master of poetic, highly punctuated tweets admired by writers and chefs alike. Or perhaps for something more helpful, follow Advice to Writers (@advicetowriters) and receive quotes on writing from authors, writing tips, and links to literary websites and blogs.

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 Guide to Grammar and Writing
<http://grammar.ccc.commnet.edu/grammar>

Dr. Charles Darling developed *The Guide to Grammar and Writing* in 1996 to help students write reports and research. This site enables grammar students of all ages and interests to easily get the answers to grammar questions free of charge.



Attend the Third Annual Self-Publishing Book Expo
(Saturday, October 22nd at the Sheraton NY Hotel)

Keynote by Dan Poynter

Special-sales presentation by Brian Jud

Discover everything you need to know to sell more books with panels on social networking, pricing, e-books, distribution, building websites and more. Will your manuscript sell? Meet with professional editors during One-on-One Manuscript Evaluations and find out. Do you need an agent? Pitch your book idea to a stellar list of agents, editors and publishers in the What's My Story forum. For more information please visit:

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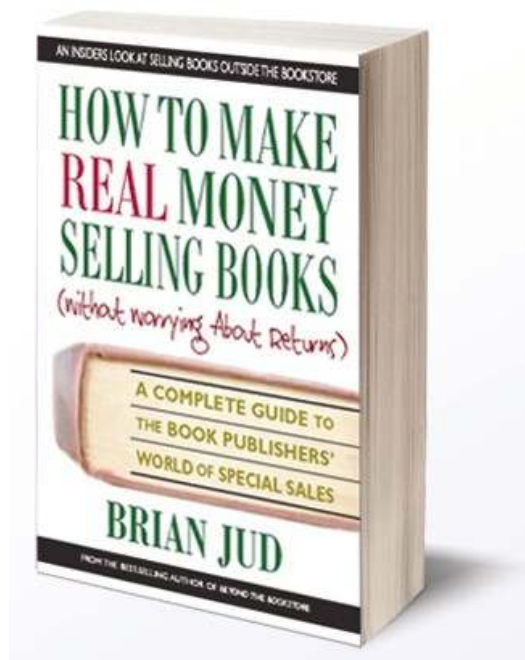
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Check out the Writers and Publishers Bookstore and give your favorite books a “Thumbs Up Rating.” Discover and rate the best books on writing, publishing and marketing
(<http://www.bookmarketingworks.com/index.php?pg=bookstore/bookstore.htm>)

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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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>