

Here is your July 11 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 14, Number 228 July 11, 2011

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.

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

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All non-returnable.**

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Or www.premiumbookcompany.com**

Top inquiries from the reps for the week ending 7/8/11

<u>Title</u>	<u>Quantity</u>
One Big Hug	250
Are you My Mother?	400
Go, Dog. Go!	575
Finding Your North (Re-Order)	35
The Ultimate Italian Cookbook	1,200
Paula Deen's Savannah Style	2,000
The Natural	400

Free Webinars in July by Brian Jud

Making your book a bestseller

Thursday, July 14th

2:00 pm or 7:00 pm – take your choice

Want to find out how one author made her book an Amazon.com, Barnes & Noble and New York Times Bestseller? Join my friend, Steve Harrison, on Thursday, July 14th for a free webinar (or telephone seminar) and discover the ingenious, yet simple "bestseller blueprint" you can use to sell more books in a week than most authors sell all year. I'm a compensated affiliate. You'll hear from four authors who've used it to make their books bestsellers and one who sold \$184,256.00 of copies at zero cost!

To register go here now: <http://www.bestsellerblueprintcall.com/?10941>

How to Get More Reviews and Awards

Sponsored by CreateSpace

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

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.

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

Mid-Year Marketing Checkup

Sponsored by SPAN

Thursday, July 28

6:00 – 7:30 pm Eastern Time

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.

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)

I see seven key decision points that need to be addressed as a book is being prepared for publication. 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 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?

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>)

Help the information-seeking potential customer to make a buying decision. Give enough information on the book. Provide the same shopping experience they have in a store. If you are publishing fiction, put the first chapter on your site as a free read. The first chapter in a creative work will give the reader a taste and is designed to keep the buyer reading. If your work is nonfiction, provide the first page or so of each chapter to give the browser an idea of what is in the 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)

Sell YOUR book, By Selling Someone else's book. By selling your book to companies and business customers, you have found that there is a target market.

If you have a cookbook.... Target may be people who cook.
A financial book.... banks, credit unions etc....

But, if you have a cookbook, why not partner with authors who are equally interested in selling their books. Then merge ideas to sell each others books as well. This opens the door for each other, in different areas of the country and provides additional opportunities for your book. Meet by phone at least monthly and discuss target markets etc. We can help you find people and join forces to conquer the world!

Thrifty Author – Gail Z. Martin

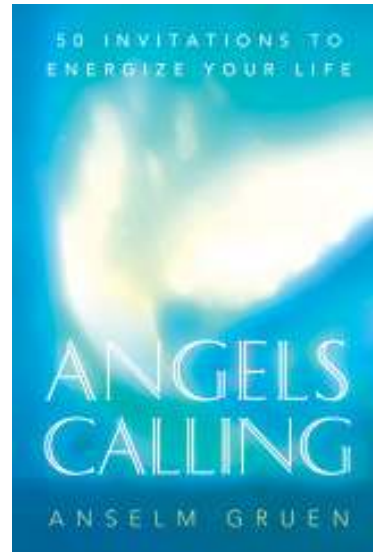
(Gail Z. Martin, from *The Thrifty Author's Guide to Selling and Promoting Your Book Online (coming Fall, 2011)*; gail@dreamspinnercommunications.com or www.GailMartinMarketing.com)

Take a moment and think about future books and future product spin-offs when you're choosing your web domain name. For example, a website with the name of your book series might be more versatile than a site with the name of just one book. Likewise, if you offer related products or services, think about purchasing spin-off site names like www>YourNameCoaching.com or www>YourNameProducts.com so that people can find your other products easily. You don't have to create sites for those names right away, but once you buy the domain and pay the annual fee, no one else can take it.

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 www.fostercovers.com) george@fostercovers.com)

A small-size book calls for a large image. This is a photo of the northern lights manipulated in photoshop to create a stunning image for such a context. Simple, bright, and blurry, as if it were a crude photo of an actual angel. The type is classic but feels modern. Yellow is used only for the author's name because white would have been too flat.



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 a Copyright Owner Has the Right to Do. In general, the Copyright Act gives a copyright owner the exclusive right to do and to authorize others to do (or preclude others from doing) the following:

- ✓ **Reproduce** the work (make copies)
- ✓ **Prepare derivative works** based on the original (create a motion picture based on a novel or a novel based on a motion picture)
- ✓ **Distribute copies** of the work to the public (publish) by sale or other transfer of ownership, or by rental, lease, or lending
- ✓ **Perform the work publicly** (a public reading)
- ✓ **Display the work publicly** (hang a painting in an art gallery)
- ✓ **Perform the work publicly by means of a digital audio transmission (DAT)**, in the case of sound recordings

Collectively, these rights are often referred to as an author's exclusive bundle of rights. To find out what copyright does not protect, order the e-Report titled **What Copyright Does Not Protect** or the book **Copyright Companion for Writers**.

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.)

Encourage your readers to share your content with others. Make it easy for your blog readers to share your content by adding "share" buttons from <http://sharethis.com> and/or <http://www.addthis.com>. Then invite readers to share by including text at the end of your best posts such as: "Do you know someone who might benefit from these tips? Just click the Share This button below to send a link by email or recommend this post on your favorite social site."

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 #7: Highly successful authors see the Big Picture and know how to Sell*

Do you really understand selling and marketing? Can you do it? Do you know what the competitive books in your genre are and how your book is different? Have you thought about spin-off books, products, gimmicks and gadgets? CDs, DVDs, eBooks, creating webinars, teleseminars, speaking and workshops, bookmarks that can be viewed as “tools” meaning you sell them vs. giving them away, items such as t-shirts, hats, jewelry—the list is endless. When you start selling your book, think of items that are tie-ins that would be a natural—as in, “If I have this book, what else do I need to ...”

Books don't sell themselves. You are going to be the cook, waiter and dishwasher. It doesn't matter if you publish with a traditional publisher or create your own. This is the roll up the sleeves time where your vision comes into play; your commitment to your book project shifts into high gear and you start selling. Even before your book is in print, you are selling—driving your buyers to commit to presales. You are thinking what else ... maybe a series ... after all, books have a habit of breeding other books. Is there a movie in your book? How about foreign rights? When should you launch the eBook? How about a YouTube channel that will further ID you as the one, the expert?

This is the time to think big, the sky is the limit. In the end, you will find that you have created an enterprise, all around your book, your idea. Pretty cool.

You're On The Air

(Eric Marcus, Author of *Breaking the Surface* and former producer for *Good Morning America* and *CBS This Morning*)

I love to go on tour. I meet store managers and other people, building relationships over the years. Then when I come out with my next book I tell them, "I've got my new book out. Will you talk to me?" And they do.

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>)

When creating sales literature for librarians, list the publication dates for your new and forthcoming titles so librarians can be sure when your books will be available; then be sure to meet those publication dates. List the month and year of publications for your backlist titles as well; librarians like to know how current the information is in any book they order. Providing the copyright date and ISBNs also helps librarians to avoid ordering books or editions they already have.

Booklet Ideas – Paulette Ensign

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

Include your colleagues as a group to approach when marketing your booklet and looking for new clients. Not only do your colleagues buy, they are also excellent referral sources to people they know who you don't. One booklet author more than recouped the entire costs of editing, designing, and printing her booklet solely with the sales she made to her colleagues, she reached an audience of eager buyers and referral sources, who brought more buyers to her.

ACTION: List the colleagues you want to approach with an announcement and offer to buy your booklet in bulk. It could be smaller bulk orders (10 to 100) or larger ones (thousands at a time).

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)

To write a nonfiction book, it's crucial to set achievable goals and create workable plans to achieve them. Unless you're into experimentation or just want to meander along for the ride, you need a road map; you need to know where you're going. You must be clear about your objective, what you want to achieve. So, the first step is to clarify your goals.

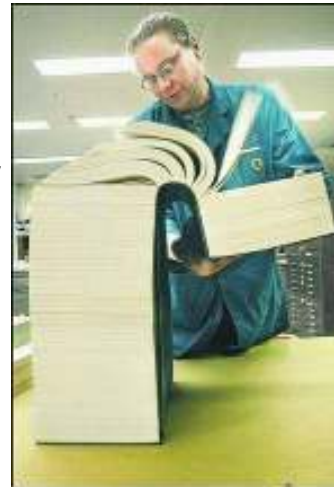
Understanding your goals can be elusive and that they too can change. The first goals that pop into writers' minds are not what they truly want. Or they mature and develop and their goals and values change. The best way to determine your actual goals is to ask yourself nonjudgmentally why you want to write a book. Be honest. Dig deep to find the actual reasons why you want to write your book, because they can influence the choices you make and the direction you chart. Do you have a point to make, a story to tell, or a feat to accomplish? Admit if you want fame, fortune, and recognition, but understand that they may be difficult to attain.

Before you begin to write, after you are clear on why you want to write, create a step-by-step plan. Think about the best way to get information and understand your topic, how you can find out what you should read and whom you should interview. Assess the competition, learn how you differ, and identify your niche. Set financially realistic goals, which means don't expect to make a fortune from your book. In fact, don't write a book to make money, because you will probably be deeply disappointed. As Louis Patler points out, even books that sell well may make questionable financial sense.

The Very Idea

(Editorial by Brian Jud)

Important Objects Feel Heavier. People who were told that a book was important perceived it to weigh 944 grams, on average, compared with 591 grams for those who received no such information, according to a study led by Iris K. Schneider of the University of Amsterdam in the Netherlands. The researchers say the study shows that the concept of importance is closely associated with bodily sensations of weight, and they suggest that future studies probe whether people who are perceived as important are also assumed to be heavier (*Harvard Business Review*, July 8, 2011).



Marketing Strategy

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

Expand from your core market. The book-buying public grows at the same rate as population growth, so making more and better books will not necessarily increase sales.

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 you're trying for publicity, but not getting "hits," think about how you can work differently. Ask yourself:

- Do you not believe you can get into a large publication? You can!
- Do you think the small publications don't matter? They do! You never know who reads what!
- Are you pitching yourself instead of the story for the readers? They care about their audience, not you.
- Do you pitch the editor when you should pitch a writer? Remember: If you want to be interviewed for a story they're doing, it's the writer. If you want your article to be published, pitch the editor.
- Do you ask reporters what they want? Befriend them; make their job easier. It will pay off.
- Did you gear your pitch to the specific publication? Give them what they need! Fit into their audience's desires.
- Did you only pitch the top twenty publications? You should be pitching to hundreds, not just the top twenty.

You're going for "top of the mind" recognition. You want people to say "I see your name everywhere!"

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)

There's more to editing than proofreading. Authors sometimes view the need for editors as a sign of weakness. They often think: "I've probably made some grammatical or spelling mistakes, and I guess I need an editor to fix them." But, there's more to editing than "fixing" grammar and spelling. A good editor can save you months of wasted effort by helping you identify what you're trying to accomplish before you begin writing.

The above process is called "developmental" editing. It takes place before you write your book. Developmental editing involves working with a book coach in order to fine-tune your goals for writing a book, identifying the contents and organization of your book, and creating a marketing plan for your book.

A book proposal is the result of working with a developmental editor. A book proposal is a business plan for your book. It describes the market you're writing for, the benefits they're going to enjoy, the competition your book will be judged against, the contents that will make your book unique, and how you're going to market your book.

Why can't you do this yourself? You could, if you had experience and time! But, working with a developmental editor can help you prepare your book proposal faster and better than you could by yourself. The process of conversation and collaboration gets your book started on the right track, without the isolation that comes from trying to do everything yourself.

Good developmental editors are often published authors who understand publishing and are who available to work with you as you explore options and develop a content plan and marketing plan for your book.

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)

Begin by knowing where you want to go. Preparing goals is the start of the planning process, the foundation upon which your implementation and evaluation occur. Objectives must be clear so there is no misinterpreting their intent; specific so there is no doubt about whether or not you reached them; measurable in their objectivity, eliminating indeterminate goals such as “be the best in the business;” attainable in a limited time period; written to make them indelible and not subject to later interpretation. Set your goals within the realm of what is possible for you to accomplish. Arrange them from the most to the least important, from broad to specific targets so you do the most important tasks first.

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 were included in the June 27 issue of *Book Marketing Matters*.

- **Thoughtful Following.** After you've developed an online personality, you need to get that following of devoted readers. Create your Twitter account and follow people that interest you and could benefit you. Follow publishers, publicists, and authors whom you admire so that you can communicate by tweeting to them. Also, by following more people in a specific field of interest, you will illuminate your presence on the web, giving you more Twitter traffic which will lead to more followers. This idea goes for blogs as well. You should follow other blogs and try to connect with similar bloggers. Leaving thoughtful comments with your blog information on other blogger's posts will lead other blog readers to your own blog and, voila, you're widening your readership.
- **Be original.** This last tip is crucial, and perhaps the most difficult. With the massive amount of information available via the Internet, it is hard to think of anything more daunting than having original online content. However, you will not get the same level of reader interest if you're sending out tweets with the latest viral Youtube clip or just posting pictures of cute animals on your blog. You need to write your own original tweets and blog posts, take your own pictures and post them, and be uniquely interesting. It may feel a bit conceited to focus on yourself like this, acting as if your opinion is worthy of worldwide attention, but keep in mind that solipsism is what these websites are all about.

I know that this can sound scary, pushing yourself out of your comfort zone of simple websites and into the world of online social media where you're only as good as your latest blog post and a Twitpic is worth 140 characters. But the constant changes in the social media landscape mean that you have to stay updated and maintain your online presence if you want to stand out online. And *you want to stand out online!*

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>)

Writers in Touch

www.writersintouch.com

This is a dynamic networking and "connections" site where writers give and receive feedback on each other's work. Writers of all genres can post their work, and posting is virtually unlimited. You have to join the site to participate, but it's worth a look if you're considering online feedback sites. Membership (one per household) is free.



Attend the Third Annual Self-Publishing Book Expo

Keynote by Dan Poynter

Special-sales presentation by Brian Jud

Saturday, October 22nd at the Sheraton NY Hotel

Discover everything you need to know to sell more books with panels on social networking, pricing, e-books, distribution, building websites and more

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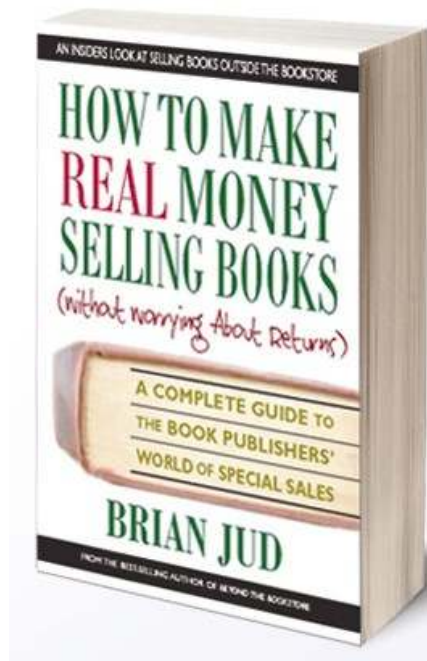
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- Become more profitable
- Sell in untapped, lucrative markets
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Check out the Writers and Publishers Bookstore and give your favorite books a “Thumbs Up Rating.” Discover and rate the best books on 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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I won't share or sell your email address.

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>