

Here is your July 25 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 Annie Jennings.

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 15, Number 229 July 25, 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.

We sell your books. We pay shipping. All non-returnable.

**BrianJud@premiumbookcompany.com
Or www.premiumbookcompany.com**

Top inquiries from the reps for the week ending 7/22/11

<u>Title</u>	<u>Quantity</u>
Rules of Golf	34
CCH Tax Guide	4000
Superior Customer Service	700
Junie B. Jones	500
Mind Your Own Wellness	100

Upcoming Free Webinars by Brian Jud

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>

How to sell more books to libraries and associations Sponsored by CreateSpace

Thursday, August 18 6:00 –7:0 pm Eastern

Libraries represent a target market of well over 100,000 locations. In addition to public libraries, there are libraries in schools and prisons as well as special libraries including corporate, medical, law and religious libraries. But marketing to them has changed dramatically over the past few years. The number of titles available, the move toward electronic ordering, a more demanding base of patrons and an increasingly valuable distribution system have all created a more sophisticated book-marketing opportunity.

There are similarities to selling books to associations, too. In addition to many of the points above, you could become a spokesperson and make money in fees and more book sales. You can also get free advertising. This webinar will show you how to make those topics work in your favor and build your sales in two potential lucrative market segments.

Sign up at <https://www1.gotomeeting.com/register/942455721>

Do You Want to Sell More Books and Make More Money? If so, attend the *Masters of Book Marketing Summit* on October 1 with Dan Poynter, Judith Briles and Brian Jud

Sheraton Clayton Plaza Hotel
Hosted by the St. Louis Publishers Association

Most marketing strategies worked yesterday, but if you keep doing the same things you always did, eventually they won't work. Today's fast-forward book world changes each week – and you need to know the best and latest ways to sell more books and make more money. See the agenda at <http://mastersofbookmarketing.com/agenda/>

Register now at <http://tinyurl.com/6gwuqyg> -- \$129 before September 1, and \$149 after.
SLPA members save \$20 For more information email BrianJud@bookmarketing.com

Notes From the Front Lines

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

Self-Publishing works best when your overall operating costs are low. The only way to achieve a low cost publishing paradigm is to outsource almost all essential publishing activities from editorial and printing to sales and distribution. But beware: outsourcing is a great strategy only if you are able to put together a great team. This takes time. It may mean going back to the starting block several times before the team that is just right for your publishing program, but it is essential to keep at it until you are satisfied that the team is working in concert with you.

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 people in the media quickly get the information they need about you and your book. Put your entire book on your website in a unique address section (URL) along with your promotional materials. Email a pitch letter to the editors and reviewers and invite them to your website to see your book and media kit (bio, testimonials, news releases, etc). Tell them what is in your "media kit" and remind them they will save time because they do not have to retype the material. Let them read the book free online.

Capture the reviewer's address when they log on. Add the reviewer to your list and notify them directly when you are promoting your next book. Your mission is to design an online media kit that is so useful the reviewers will flock to use it. And, self-service will save you a lot of time and money. Invite reviewers to your site and offer to send an eGalley.

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)

Low-priced items (such as booklets) might be given away with each purchase of a minimum quantity of some product, or as a reward for visiting a website. It is considered a continuity program if these are given as a series. An example is to encourage return visits to your site about cooking by providing a cookbook in sections to be collected as a complete book over a period of time. If these sections were sold at cost they would be considered a self-liquidator.

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 on Twitter)

Being an author marks you as an expert, *The Expert*. Your book notches up your status with others who call themselves experts. It enhances the influence you have and you become the go-to person to solve a problem. You can parlay your expertise into appearances within the media or developing/enhancing a speaking career. Writing a book isn't a piece of a cake like many "think"—it takes discipline, focus, a vision, and oh yes, courage. Those who are looking for a "voice" for a situation and a solution, search for those who have taken the time and energy to provide it. Enter the author.

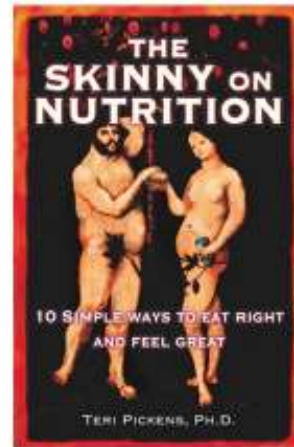
If you want to make your mark, increase your presence, become a media expert, a sought after speaker or consultant, or simply reinvent yourself, a book can be your best friend.

The Cover Story – George Foster

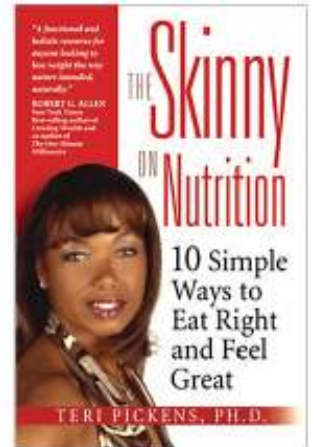
(George Foster has designed the covers for more than a thousand books and is contributing author to "1001 Ways to Market Your Books". Contact him at www.fostercovers.com)

BEFORE: Does the first cover look skinny to you? Eve is handing a hamburger to Adam, holding a can of soda, and they're both overweight. It's cute, but do you believe you'll lose weight here? Instead, you expect jokes and stories about overweight people. Be very careful with irony. It can work against you.

AFTER: Fortunately, the author looks great. Let's put her on the front cover. An attractive face always grabs attention, plus we can show that she lives what she teaches. Red gets a strong positive response from women, and white is clinical, trustworthy. Skinny letters are used in the title, and the two important words are enlarged. The layout is anchored on the left and flows to the right to add action and vitality.



Original cover



New cover by George Foster

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.)

Registration of your copyright with the Copyright Office (www.copyright.gov) creates a public record of the facts and circumstances pertaining to it. While registration is *not* necessary for copyright protection, it is necessary for other reasons.

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.)

Make Your Blog Interactive by Encouraging Comments. Get readers engaged on your blog by encouraging visitors to comment on your posts. Many blog readers enjoy reading comments and comments can spark a discussion among readers. One easy way to encourage comments is to include a sentence at the end of some posts inviting comments. For example, ask readers what they think of the post or invite them to share their own tips. You can even write a post specifically designed to elicit comments. It's a good idea to thank each commenter and perhaps make a further comment based on what they said.

You're On The Air

(Jim Bohannon, Host of the nationally broadcast Jim Bohannon Show)

In terms of belligerent callers, it depends entirely on the nature of the belligerence. If it's a personal assault, it's the host's job to avoid it. If it's a subject of legitimate concern, and the caller brings a certain passion to the topic, then I just let the guest and caller mix it up. If the guest has written a book on anything that approaches controversy, he or she must be aware of the fact that controversy will arise.

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 negotiating for first serial rights, you should consider what price to ask. You don't want to price your book out of the market, but at the same time you want to get a fair price. Here are a few guidelines to use in determining your price:

- 1) The higher the circulation of the periodical, the more it can generally afford to pay.
- 2) How much of your book do they want to excerpt?
- 3) Does the publication want exclusive rights to the entire book or to just part?
- 4) For how long do they want exclusivity?
- 5) Syndication rights should sell for more than first serial rights to one publication.

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)

If you're serious about getting your book published, go to bookstores and spend time in front of the shelf where your book would be housed. Read, or at least leaf through, all of the nearby books that are similar or on the same general subject, to acquire a sense of how your subject has been treated. Check tables of contents and indexes to learn the content they provide and what they omit. Note competing books' formats, designs, special features, celebrity endorsements, and how their material is presented

Booklet Ideas – Paulette Ensign

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

Focus on uniqueness. That means the uniqueness of the purpose of a tips booklet (accomplishes the purpose of a business card, flyer, or brochure, yet much more), the uniqueness of your expertise (comes from your set of experiences unlike those of anyone else), the uniqueness of the delivery method (printed copy when so much is downloaded; downloaded when historically things have been printed). The booklet brings your large quantity buyer better-educated consumers through the unique vehicle of a tips booklet without the consumer having to read a full-length book on the topic.

ACTION: Identify all the ways you bring uniqueness to your potential large quantity buyer. The clearer you are about that, the easier it is to support your clients' uniqueness in the marketplace.

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 any of these topics, 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 a professional speaker, contact the media about August 7 for National Speakers Day! Share your advice and expertise on how to improve your speaking, overcome a fear of public speaking, and start an exciting career in professional speaking. Use these dates to create your own media opportunities by writing press releases on these topics, contacting radio stations in your area, or becoming a featured expert on television or in print:

<http://prpr.net/prpr-publicity-newsletter/private-newsletter-pages/august/>

The Very Idea

(Editorial by Brian Jud)

Sometimes the only way to get from here to there is not a straight line. In the realm of non-traditional sales, independent sales people (called distributors) sell products as premiums and ad specialties to non-retail buyers on a commission-only basis. The sales people learn their prospects' needs, propose solutions, make multiple presentations, negotiate the terms of each sale and service the business once the order is placed. This takes considerable time, if for no other reason than that the buyer's risk of making the wrong decision is considerably higher since the purchases are not returnable. Here is a description of the typical process for making a large-quantity, non-returnable sale to a professional buyer, perhaps in a corporation, association or school.



Step One: Salespeople search for new prospects

Step Two: Qualify and prioritize the prospects. The distributors must decide which are the best sales prospects at this time so they concentrate their efforts where they should get the greatest return.

Step Three: Meetings with each prospect to set purchasing criteria and campaign objectives (One to Two Months)

Step Four: Product search. The sales people search the array of available promotional products available to find those that best meet the agreed upon criteria (Two weeks per prospect).

Step Five: Planning. Once they have campaign ideas, the distributors prepare plans and budgets (a proposal) describing how the various programs will most cost-effectively reach the stated objectives (Three to four weeks).

Step Six: Initial presentation. The distributors present their proposals to the decision makers (One to two months).

Step Seven: Due diligence. The prospect will investigate its impact on sales, competitive position, customers and marketing plans (One to three months).

Step Eight: Follow-up presentations. The distributor may have to return multiple times to meet with higher-level people who can influence the decision (One to two months).

Step Nine: Negotiation. The parties negotiate in good faith to get the best deal for their sides (One to two months).

Step Ten: Close the sale and then service and maintain the business.

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)

Monitor the Readability of What You Write - - For Free! Hidden inside Microsoft Word's Tools menu is a powerful feature that can help you monitor the readability of your writing. Readability is a measure of how easy, or difficult, readers are likely to find your words. The easier it is to read your words, the more likely your words will be read. The harder it is to read your words, the less likely your words will be read (and acted upon).

Microsoft Word includes two widely respected readability tools, the Flesch-Kincaid Reading Ease test and the Flesch-Kincaid Grade Level test.

Reading-Ease. High scores in the Flesch-Kincaid Reading Ease test indicate easy-to-read passages. Low scores indicate hard-to-read text.

Grade Level. The Flesch-Kincaid Grade Level test indicates the number of years of education generally needed to understand the text. Low scores indicate easy-to-read text; higher-grade levels indicate fewer potential readers.

To measure the readability of a Microsoft Word document using the Flesch-Kincaid tests, select Tools, Spelling and Grammar, and Options. When the Options dialog box appears, click the radio button next to Show Readability. The next time you spell-check your document, Word will analyze its readability. You'll be given a chance to correct potential trouble spots before you're presented with the Ease of Reading and Grade Level scores.

Note: the above passage's Reading Ease was 50.1, its Grade Level was 9.4 (i.e., high school freshman.) The relatively low score was a result of too many sentences, 18%, with passive verbs.

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 to market your books is like preparing an item to be painted. The preparation usually takes longer to do than the actual painting, but it has to be done in order for the end result to look good.

Marketing Strategy

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

Creative marketing discovers and produces solutions that customers did not ask for but to which they enthusiastically respond. You are marketing to people, not segments. Creatively interpret market feedback so you fully understand the consumers who comprise a segment.

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)

Should you use a “free” web site to promote your book? “Free” sites often come with your email address, or through Google or other online services. These sites are “free” because they require you to have a banner ad at the top, and you'll have no control over who advertises there. So your book on diet tips might have a banner ad for a fast food restaurant at the top, or your book on saving money could have a casino ad. With free sites, you get what you pay for. Not only do you not control the ad, but the domain address is usually full of gobbledygook letters, numbers and characters, making it impossible to remember. Domain names are cheap. Buy one.

Guest Columnist – Annie Jennings

(Contact Annie Jennings, Annie Jennings PR at 908.281.6201, annie@anniejenningspr.com or <http://www.anniejenningspr.com>)

How To Create An Author Showcase Website The Media Will Love! If you are a book author, expert or wish to brand yourself to the media and are in pursuit of media placements, you should develop a media site, or author/expert showcase site developed especially for the media. Choose a name that is easy to type and does not have any unusual spelling in it. You want to keep the site simple and easy to use plus limit or eliminate any challenges the media might have so the first step is the name the site in a way that makes it easy and obvious.

A great example of the name of your media site is www>YourName.com or www>YourNameCredentials.com (www.yournamePHD.com). Or if www.yourname.com is not available buy the .TV extension meaning you would buy the www.yourname.tv. By naming the site after yourself the media assumes they are going to the site to find out about you, the expert or author, and of course, they are right.

It is certainly OK to have more than one website in fact, I recommend it. Each site should have a specific strategy that is, what do you want the visitor to do? This is also called a conversion strategy.

With a media site, you want the media to be able to get all the info they need to book you for the media opportunity. With a business site, you want the visitor to find out all about your business and hire your business. And with an e-commerce site you want the visitor to find out all about your products or services and buy them.

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 Editing Associates www.book-editing.com

If you are looking for a qualified editor in almost any genre, this is the site for you. Book Editing Associates is a network of professional editors who must apply to become members. It is one of the most reputable groups out there.



Attend the Third Annual Self-Publishing Book Expo

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Special-sales presentation by Brian Jud

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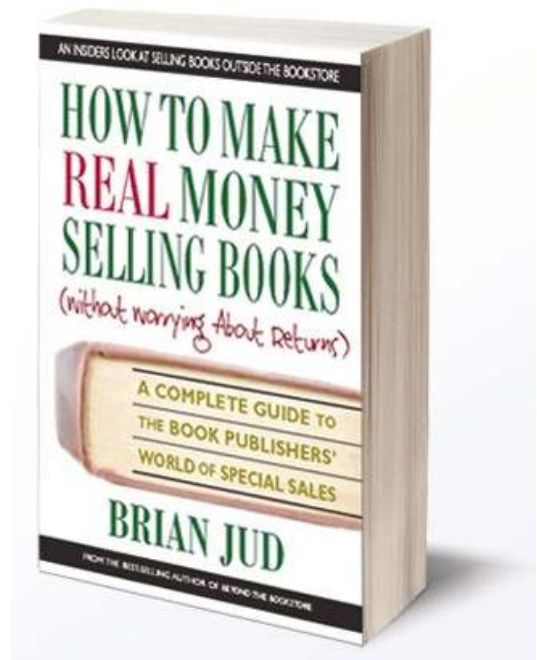
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Check out the [Writers and Publishers Bookstore](#) and give your favorite books a “Thumbs Up Rating.” Discover and rate the best books on writing, publishing and marketing
(<http://www.bookmarketingworks.com/index.php?pg=bookstore/bookstore.htm>)

Contact Information for Brian Jud

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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>