

Here is your August 8 edition of the *Book Marketing Matters* special-sales ezine by Brian Jud. It contains regular columns with tips from Dan Poynter, John Kremer, Rick Frishman, Eric Kampmann, Pam Lontos, Dana Lynn Smith, Paulette Ensign, Judith Briles, Gail Z. Martin, Tonya Evans and Roger C. Parker. The guest columnist in this issue is Patricia Fry.

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 16, Number 230 August 8, 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.

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**[BrianJud@premiumbookcompany.com](mailto:BrianJud@premiumbookcompany.com)  
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## **Top inquiries from the reps for the week ending 8/5/11**

<u>Title</u>	<u>Quantity</u>
Sunny Bunnies	250
Simply Wrapped	125
Laugh Yourself Skinny	200
Successfully Start Your Business	275
Worry Free Retirement	300

# Upcoming Free Webinars by Brian Jud

## 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>

## Using product-line extensions and sequels to build your sales Sponsored by SPAN

Thursday, August 25 6:00 - 7:30 pm Eastern Time

It is hard to make money in the long run if you only have one book. But if you can create other products using the same content you can multiply your income. If you want to continue making money you can extend your product line or you can write a sequel of your novel. Extending your product line means that you investigate new product opportunities and spin-offs. Either of these strategies uses the reputation you have created for yourself to get your readers to buy more from you. That is how you create long-term growth and profitability.

Sign up at: <https://www1.gotomeeting.com/register/927524416>

## 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/6gwuqyy> -- \$129 before September 1, and \$149 after

SLPA members save \$20 For more information email [BrianJud@bookmarketing.com](mailto: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](mailto:ekampmann@aol.com) )

What to Look for in a Distributor. At Midpoint we are undergoing a thorough review of practices and procedures. All companies need to examine the assumptions behind their business because it is so easy to drift into a status quo mentality that is a killer if you want to compete and grow in a challenging economical environment. We have come up with some key words to describe how we would like our client publishers to characterize us as partners in the publishing process. The six words are: experienced, motivated, responsive, candid, flexible and positive. Here is the interesting part: Once we have determined how we would like others to think of us, then we begin to set a standard based on the six words and we begin to strive to live by them. Everyone falls short of the ideal, but when you have a standard that customers expect as the norm, then outstanding results often result, creating an overall environment for excellence and achievement.

## 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>)

Subsidiary rights. Send an email to editors of newsletters, magazines and ezines and offer them the opportunity to excerpt parts of your book free. Ask them to include source, copyright and ordering information at the end of the excerpt. Email promotions can result in slightly fewer responses than traditional mailings and follow-up telephone calls. But the costs in time and money are far less and the responses begin immediately.

## 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](mailto:guy@msgpromo.com))

Your book is your baby! Your pride and joy! Something to show off and be proud of. A labor of love that may have taken years, even a lifetime to complete. But when it comes to corporate buyers, all they are interested in is the content, not the romance of your time spent writing. They are there to use your book for their purposes or that of the business.

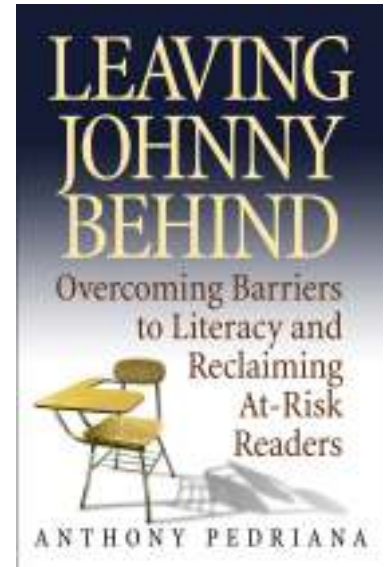
Perhaps you cannot sell the entire book to someone? How about certain parts of the content of your book that may make sense to them? For example, maybe a local credit union does not want to spend \$7 per book on your cookbook. At 300 pieces, that's a one-time bill of \$2100 – less your printing cost. Rather, they would like to send certain recipes out at different times of the year. Maybe a festive salsa recipe for the Bowl games. They'll buy it from you for \$.10 each and they send it to 1500 people. That Bar-B-Que rub for the ribs on the 4th of July? Same Deal. How about a Thanksgiving recipe, Christmas recipe, and 2 others that are random throughout the year? All together, that's 6 recipes at \$150 each or \$900 profit. No printing, no shipping, no fuss.

Remember the \$2100 bill they didn't want to pay? Well, your book cost \$1100, freight to you and back out to them was \$175 and the fuss of getting the order out. Your profit in total? \$825.00. Sell the content. You will realize more opportunities and more money in your pocket.

## The Cover Story – Michelle DeFilippo

(Your cover is a critical part of your marketing effort. Contact Michele at 1106 Design today for book cover design with hand holding. (602) 866-3226 or <http://www.1106design.com> )

In *Leaving Johnny Behind* by Anthony Pedriana, the task was to create a feeling of abandonment and convey the author's concept that many children are not adequately served by today's educational system. The school desk was an obvious icon for education. The empty desk signifies that "something's missing" in the system. We added the shadow and placed it in a void to further support the concept.



## Legal Matters That Matter to Writers – Professor Tonya M. Evans

(Contact Professor Evans at Legal Write Publications, [info@legalwritepublications.com](mailto:info@legalwritepublications.com) or [www.legalwritepublications.com](http://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.)

Contrary to popular belief, the Copyright Office ordinarily does not compare copyright registration forms with existing deposit copies or registration records to determine whether works submitted for registration are similar to any material for which a registration of a copyright claim already exists. Therefore, the records of the Copyright Office may contain any number of registrations for works describing or illustrating the same underlying idea, method, or system.

## The Book Shepherd

(Judith Briles is co-author of *The Tango of Authoring and Publishing*; [www.TheBookShepherd.com](http://www.TheBookShepherd.com) and [www.AuthorU.org](http://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)

**Blogging isn't going away.** It's tweaking, getting more refined and polished. So is Twitter - a mini-mini blog, that forces you to keep whatever messages you write to 140 characters including spacing — I think of a good tweak as a ruthless edit. A blog can be long or short—some are full-blown articles; others tidbits. Let yours vary. Probe blogs that cover your topics—study them. Does the blog owner quote other blogs, articles, authors, experts, link to other blogs, allow for comments or have guest bloggers? For authors, becoming a fan of another's blog, may just open up a new world to you. Making comments creates name recognition (your name is part of your brand—never forget that); and if the blog owner likes what you say, you just may be invited to do a guest blog or two, or three. Your wise words now reach many who you might never have touched. It's the way of the viral world. Get to know it, you just might love it!

## 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](http://www.TheSavvyBookMarketer.com) and follow @BookMarketer on Twitter.)

**How Reviews Sell Books.** Book reviews are a powerful marketing tool for books of all types. Book buyers learn about books by reading reviews in blogs, websites, magazines, professional publications, and newspapers. Bookstore buyers and librarians base many of their ordering decisions on reviews in the major book review journals.

Endorsements, testimonials and reviews also provide "social proof" that the book is valuable to others, and help the reader determine if the book is a good fit for them. Positive reviews posted on online bookstores can be the tipping point that causes customers to click the buy button.

All book marketing plans should include a strategy for getting reviews in publications and online, and for inviting customers to post testimonials and reviews online. (Excerpted from *How to Get Your Book Reviewed*, by Dana Lynn Smith)

## You're On The Air

(Larry Kahn, Director of Talk Programming at Westwood One Entertainment, the company that produces and distributes talk programming for Dennis Miller and Jim Bohannon)

Answer the questions asked of you and let the host take the lead. Follow that lead and gauge from the environment of the show how much you can get in.

## 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 you send out information to prospective rights buyers, include a fact sheet (or rights sheet) which describes the book, its author, its audience and what rights are available. This fact sheet should provide all the information a rights buyer would want to know in a clear and concise format. Be sure to include your address, phone and fax numbers, and email address.

## Author 101

(Excerpted - with permission - from *Author 101: Bestselling Book Publicity*, by Rick Frishman and Robyn Spizman; contact Rick at [FRISHMANR@PlannedTVArts.com](mailto:FRISHMANR@PlannedTVArts.com) or [www.author101.com](http://www.author101.com))

If you decide not to go the proposal route, as so many self-published authors do, you will have to write a complete manuscript. Since you won't have a table of contents, you will have to build it from scratch. In addition, you won't have chapter summaries, which outline the content of each chapter. So, to lay out your book and identify your needs, you will probably have to conduct preliminary research.

One of the major difficulties in writing a manuscript is that it's often a big, daunting task that requires planning and organization. Many books are information intensive, so they can be overwhelming and cause writers to go off course. To avoid such pitfalls, break your work into smaller, more achievable chunks that you can attack one by one. Completing individual portions will be encouraging and can build your confidence and resolve. And the list of the pieces you tackle can help you write your table of contents, the road map for your book.

## The Very Idea

(Editorial by Brian Jud)

There is a famous quotations that says, “Don’t follow on the path where others have been. Go in a different direction and leave a trail.” That applies to non-bookstore marketing, too. Instead of automatically selling your books through bookstores where all your competition resides, look for new, non-competitive markets. Sell your books to corporations and associations as premiums and ad specialties. Not only will you be on the right path, but you ill be heading in the right direction.



## Booklet Ideas – Paulette Ensign

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

Define a niche to start marketing your booklet. The starting point may not turn out to be where you find the greatest success. A different market might show up, either when you weren't looking for it or because it made sense to test it. Your booklet very likely has multiple markets, some of which are more obvious than others. You may find the exact same booklet content and title can travel well from one market to another or that some minor changes let you keep most of what you have and only add in reference to a different industry.

**ACTION:** Identify the industry or profession that makes the most sense to you to approach with your booklet. Then notice where your sales are actually happening. It may or may not be where you're aiming.

## 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](http://www.prpr.net))

Know your medium: radio is constantly looking for people to interview, but it is entertainment. Look at your topic. If you have a heavy, heavy business topic, radio may not be right for you, since it reaches the masses, not a business-oriented niche. But if you're an expert on diet, romance, sex, making money, all of those things (and others like them) are great for radio, And remember, when you call up, they are looking for ratings. Tell them how you'll get high ratings for them, and you'll be on your way.

## 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](mailto:gail@dreamspinnercommunications.com) or [www.GailMartinMarketing.com](http://www.GailMartinMarketing.com))

When you're choosing a host for your web site, what really matters is the annual hosting fee and how much storage space you get for that fee, as well as any extras such as free templates, free email addresses and free set-up. Getting email addresses linked to your site is important, because it's much more professional to use an email address like [Jane@JaneAuthor.com](mailto:Jane@JaneAuthor.com) than to have a free email provider like AOL, GoogleMail, Yahoo or HotMail. If you go with a basic hosting package, make sure you can easily upgrade if you need more storage or advanced features.

## 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](http://www.publishedandprofitable.com))

How to profit from Amazon.com's "Search Inside" feature. The text and graphics on the back cover of your book should be viewed as prime advertising and marketing space. The front cover of your book attracts attention online and in bookstores, but the back cover is where the sale is made -- or lost. Bookstore browsers typically turn a book over in their hand, to learn more about what's inside the book. They also want to find out more about the author's qualifications and what experts in the field, and other readers, have to say about the book. If the back cover does its job properly, readers will take step 3, and open the book to "test drive" a couple of pages.

Online, the "Search Inside" feature found on selected books at Amazon.com and the "Look Inside" feature found on many books at [www.Barnesandnoble.com](http://www.Barnesandnoble.com) permits you to "turn the book over" and examine the contents of the back cover.

Click the "Search Inside" symbol attached to many book covers online. When the new screen opens, click the "Back Cover" or "Back" links. When the back cover is revealed, examine the headline, content features, and advance reader testimonials. Use what you see as the basis for the back cover of the back cover of 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](http://www.bookmarketing.com))

A customer-focused vision statement moves you in a direction that is best for your long-term growth. It also guides your actions so the focus remains on your customers and their reasons for buying your products.

## Marketing Strategy

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

When you focus your attention on beating the competition, then strategy gets defined primarily in terms of the competition. This leads to price cuts, discounts, lower revenue and profits. View competition not as an obstacle but as a motivator to innovation. Instead of copying your competition, create a formula that works and stick with it. Why do what others may be doing wrong?

## Guest Columnist – Patricia Fry

(Patricia Fry is the president of SPAWN (Small Publishers, Artists and Writers Network) and the author of 27 books, including "The Right Way to Write, Publish and Sell Your Book" and "The Author's Workbook." [www.matilijapress.com](http://www.matilijapress.com))

**Protect Yourself from Publishing Scams.** As one publishing professional pointed out recently, because there is so much more need for publishing services and because so many authors are making emotional instead of informed decisions, there are more scammers being lured into the folds of this industry. They come in the form of distribution and fulfillment companies, literary agents, publishers, pay-to-publish companies, book shepherds, editors and others.

Use the warning sites designed for writers and authors before making a final decision anytime there is a contract presented and money will change hands. Do a Google search using keywords “warning” and the name of the company or individual. Or visit these warning sites specifically designed for authors:

[www.anotherealm.com/prededitors](http://www.anotherealm.com/prededitors)  
[www.todayswriting.com/poetry-scams.html](http://www.todayswriting.com/poetry-scams.html)  
[www.writersweekly.com/whispers\\_and\\_warnings.php](http://www.writersweekly.com/whispers_and_warnings.php)  
[www.sfw.org/for-authors/writer-beware](http://www.sfw.org/for-authors/writer-beware)

### Helpful Website of the Week – Adele M. Annesi

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

#### Write and Publish Fiction

[www.write-and-publish-fiction.com](http://www.write-and-publish-fiction.com)

This site has a lot of practical advice for writers, most of it free. Although there is some shameless self-promotion, it contains much good information about writing and writing resources. It's a good place to browse.



### Attend the Third Annual Self-Publishing Book Expo

Keynote by Dan Poynter

Special-sales presentation by Brian Jud

Saturday, October 22<sup>nd</sup> at the Sheraton NY Hotel

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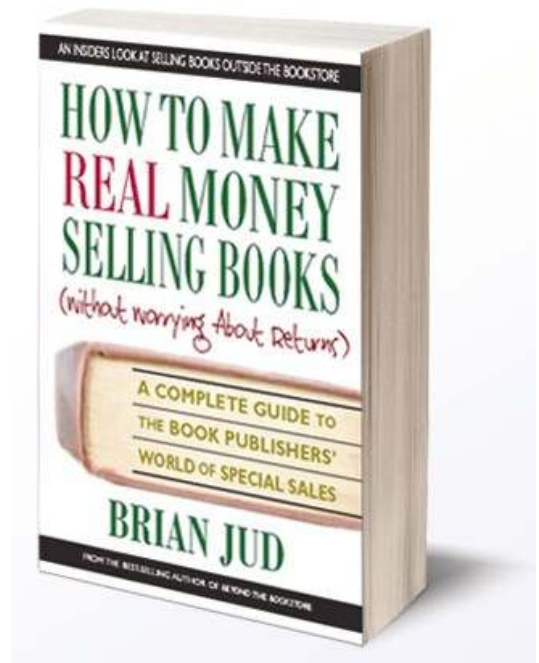
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- Become more profitable
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( <http://www.bookmarketingworks.com/index.php?pg=bookstore/bookstore.htm> )

## Contact Information for Brian Jud

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Discover even more information about non-bookstore marketing by visiting the *Special-Sales Tip of the Week* at [www.bookmarketing.com](http://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](http://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](http://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](mailto:brianjud@bookmarketing.com) or go to <http://www.bookmarketing.com>