

Here is your August 22 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.

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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

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Upcoming Events and Free Webinars by Brian Jud

Increase Your Revenue Without Writing/Publishing More Books 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>

Prepare for the Holiday Selling Season Sponsored by CreateSpace

Thursday, September 15 6:00 – 7:00 pm Eastern time

Give yourself a holiday gift – more book sales. Even if the economy is down, your books sales can go up – if you do the right things. Start now to sell more books during the October – December holiday buying period. In this webinar, you will discover tips and actions you can take today to maximize your sales and profits before the end of the year.

Sign up at: <https://www1.gotomeeting.com/register/683418632>

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 (MO) 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/6qwugyq> -- \$129 before September 1, and \$149 after
SLPA members save \$20 For more information email BrianJud@bookmarketing.com

Staphanie Barko has a whole series of posts aimed at authors

Check it out at <http://stephaniebarko.com/2011/08/05/preview-of-upcoming-blogoversary-features-ar-giveaways>.

Notes From the Front Lines

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

Now, I believe we are entering a new phase of growth and success for independent publishers worldwide and we predict that this will mean better services and better pricing from companies providing sales and distribution. This will mean that distributors will have to become more innovative, more flexible and more competitive in support of their publisher clients. And it will also mean that the publisher will have more choice and leverage when negotiating contracts with distributors. The distributor will have to become quicker, more responsive and more transparent in the conduct of their business and it will mean more growth and success for the publishers as the support for their titles increases in the trade marketplace. I am optimistic because there is real cause for optimism.

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>)

Replace expensive four-color brochures with less expensive business cards. Your card should have a photograph of the book's cover, your usual contact information and a list of all the resources that can be found on your Web site. Use the cards to drive traffic to your web site.

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 size of your target company may or may not be an indicator of the size of the potential order, but generally speaking, small companies will be likely candidates for more orders of lesser quantities. That does not mean the selling process is shorter or less demanding. Nor should your pre-sales homework be less complete.

It may actually be a good strategy to start with a small prospect to test your sales techniques before going on to the larger opportunities. If you have an educational children's picture book, you might approach a local or regional chain of toy stores before calling on the national buyer for Toys R Us. In the process, you can practice asking questions to uncover need, making your presentation, negotiating and closing the sale. This process may also enable you to experience regular successes that will bolster your confidence.

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.)

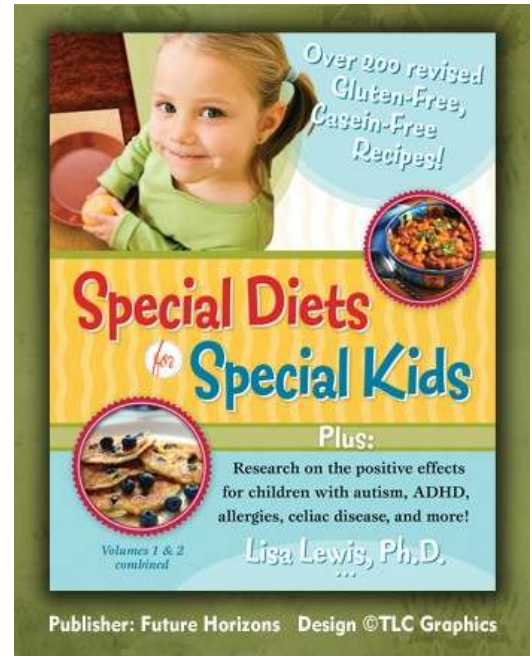
Hold a contest or drawing on your blog. The comment feature on your blog can be used to hold promotional contests. For example, post a question and award a prize to the first person who leaves a comment with the correct answer. Or, write a blog post stating that everyone who leaves a comment on the post by a specific date (allow five to seven days) will be entered in a drawing to win a free copy of your book. Promote the contest on your social networks and ask your blog readers to spread the word.

The Cover Story – Tamara Dever

(Owner/Creative Director, TLC Graphics. For more information about producing beautiful and saleable books, please visit www.TLCGraphics.com)

Does it really matter if your book cover designer knows anything about the book's subject matter? The simple answer is, "yes and no." In most cases, a good designer can create wonderful, saleable designs armed with back cover copy, a synopsis, your marketing plan, and a little background on the topic. If however, you do find a designer who knows something about your subject matter, it can be a big bonus to get his or her added insight.

In the case of *Special Diets for Special Kids*, the publisher and author wanted to emphasize healthy foods, staying away from less nutritious kids' staples like cupcakes, pizza, and the like. As a person actually on this diet, I know that anyone with these restrictions simply wants assurance that they can still eat many of the foods they loved pre-diagnosis. Not showing this on the cover could turn potential readers away, giving them the impression it's all about boring health food that their already picky kids won't want to eat. By using photos that show a nice compromise between healthy and familiarity, this cover is attractive to kids and parents and invokes a "can-do" attitude.



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's copyright registration and do I need to register my work? Registration of your copyright creates a public record of the facts and circumstances pertaining to it. While registration is *not* necessary for your copyright to exist, you should register it for further protection. The Copyright Act gives you certain advantages under the law if you do register your work. Advantages include (in addition to those listed in the August 9 edition):

- If registration is made within three months after publication of the work or prior to infringement, statutory damages and attorney fees will be available to the copyright owner in court actions. Otherwise, only an award of actual damages and profits is available.
- Registration allows the copyright owner to record the registration with the U.S. Customs Service for protection against the importation of infringing copies.

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 and Facebook.com/TheBookShepherd, @AuthorU on Twitter)

There's Only One Hemmingway. Do your readers a favor and think "short" when you write. Short paragraphs and short sentences can work very effectively. As a columnist for the Denver Business Journal, I learned that a one-sentence paragraph can work effectively. So do one-word sentences. Few authors can write a coherent paragraph, or sentence, that goes on in perpetuity. Keep them shorter—your readers will appreciate it.

You're On The Air

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

You don't want to speak too rapidly. Remember that people may be picking you up over static or while driving in their cars.

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>)

Through a network of sales representatives who sell to camera shops across the country, Amherst Media has sold over 45,000 copies of "Basic 35mm Photo Guide for Beginning Photographers." To encourage sales in non-bookstore outlets, they provide free counter-top displays with the purchase of twelve or more copies.

Editor's note: Brian Jud has a program to act as your sales representative to non-bookstore buyers: Visit www.premiumbookcompany.com

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)

For radio and TV, call producers, not hosts. Call them after their shows have run because that's when they usually have time. Prior to their shows, they're usually totally occupied by details required to put on their programs. When you call, chances are you won't get through. At that point, you can leave a message or ask to have them paged. In all contacts — by e-mail or phone messages or when speaking with the media — give or recite your silver bullet. Say, "This is Robyn Freedman Spizman. My book *Make It Memorable* tells you how to give the most meaningful and memorable gifts on earth." Then add, "I'd like to send you a press release telling you all about it."

Booklet Ideas —Paulette@tipsbooklets.com

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(Paulette is President of Tips Products International, [com/pauletteensign](http://www.tipsproducts.com/pauletteensign))

Capture people's interest for your booklet by clearly starting with your understanding of their most likely challenge. Companies and associations typically want to keep and gain more clients/members, more sales, larger market share, increased profits, or increased revenue. The more you know about the company or association, the easier it is to speak their language. Talk about what your booklet offers to accomplish those goals, and what your expertise/experience brings. If you are a grief or caregiver specialist because you have had formal training or life experience, briefly say so.

ACTION: Research the greatest "pain points" of the companies and associations you consider your likely market. Use the language they use when presenting how your booklet can help.

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)

When you're talking to the media, always be prepared to back up your claims because reporters want facts. Instead of saying, "The majority of people do this..." say, "85% of my clients do this..." And be sure to stick to the facts. Don't overload the reporter with unnecessary information that is not directly related to the story.

The Very Idea

(Editorial by Brian Jud)

The image on the right was taken from a video of a train (center of the image) moving through a marketplace in India. You can see vendors holding up the supports of their stands. The train goes through and everyone goes back to what they were doing.



This reminded me of what many publishers do. They see something that disrupts the status quo -- selling books in bookstores. But they interpret it as an inconvenience to their traditional way of doing business. Once the opportunity (train) passes by, they go right back to what they were doing.

The train represents the opportunity to sell your books in non-bookstore markets. Do not let it pass you by. Get on track to seize the opportunity of selling your books in large, non-returnable quantities.

Watch the video at <http://www.wimp.com/vegetablemarket/> and train yourself not to miss the opportunity of special-sales marketing.

Sales of printed books through bookstores are declining at an increasing rate. Borders is gone and B&N just received an influx of cash (*Wall Street Journal*, August 19) to keep going. Special-sales marketing is the future of book sales -- in both printed and ebooks.

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)

What's the most popular word found on the back covers of best-selling books? Experienced authors know that one of the best ways you can get a head start on writing and promoting your book is to write the back cover copy first. Writing the back cover copy as soon as possible forces you to describe your book, your intended market, and the benefits that readers will enjoy, as concisely as possible. Once you've described your book, its readers, and its benefits, you have the foundation for a book proposal and a starting point for writing and marketing your book.

In analyzing dozens of examples of back covers of best-selling books, I've discovered that "whether" is the most frequently encountered word. "Whether" makes it easy to target your intended readers without excluding anyone. For example, on the back cover of Chip Heath and Dan Heath's *Made to Stick*, the first sentence begins, "Whether you're a CEO or a full-time mom..."

From the back cover of Shel Horowitz's *Grassroots Marketing for Authors and Publishers*, "Whether you published traditionally, use a subsidy house, self-publish, or run a small/mid-size press..."

From the back cover of Janice (Ginny) Redish's *Letting Go of the Words*, "On the web, whether on the job or at home..."

Take the time to carefully study the words on the back cover of successful books. Chances are, you'll frequently encounter "whether" used to define either the intended readers or the situation that you're addressing in 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)

A typical marketing plan has three major parts. The first is direction – describing where your business is going. The second is a statement of what you are going to do and the third describes how you will do it. Begin your marketing plan with a sentence stating your mission and overall objective for the upcoming period. Next, make a list of strategies that outline your general game plan. Finally, describe your tactics, which are the specific actions you will take to fulfill your strategies and achieve your objective.

Marketing Strategy

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

Do not automatically go where everyone else is or do what they do. Look everywhere for innovative ways to market your books and achieve what others are not. Trust your intuition, make creative choices and implement them courageously. New ideas are neither right nor wrong -- they are simply different. They are odd-shaped pegs that do not fit into round or square holes.

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)

When you create your author web page, you will have to decide whether you want someone to help you design the page or whether you will do it yourself. Realize that regardless of who does the work, the page must look professional or you will damage your reputation. Having a local teenager build your site is usually a bad idea because while it might function, it will probably lack the look and feel of a truly professional site. Your alternatives are to hire a web designer or to pay the hosting company to set you up with one of their standard templates, if you don't want to do it yourself.

Guest Columnist – Marika Flatt

(PR by the Book, LLC marika@prbythebook.com/ www.prbythebook.com)

Two months is a really short amount of time for a publicity campaign as it does not leave time to do much follow up, which is oftentimes very crucial to getting media attention. Therefore, we only recommend this option to those who want to help with their own follow up. This is a good “testing the waters” option for novelists or others who aren't sure how the media will react to their pitch. Also, a radio-only or online-only campaign is a great option for those on a tighter budget.

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 Next Big Writer

<http://www.thenextbigwriter.com>

This is a private community where writers can post work to receive feedback from writers and readers. You can share ideas, network, build a fan base and get rewards, including cash prizes and publishing contracts. This is a validated, password-protected site to protect authors' rights, and is one of the best out there. But, as always, be cautious when submitting your work anywhere online.



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. 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: www.selfpubbookexpo.com

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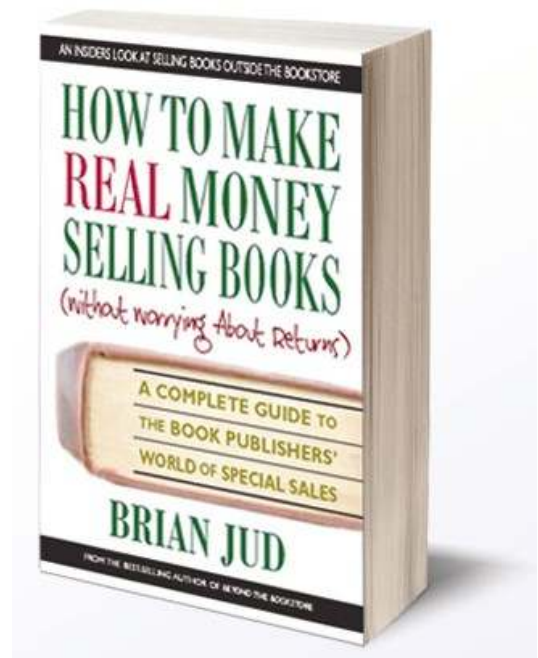
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Check out the [Writers and Publishers Bookstore](#) and give your favorite books a “Thumbs Up Rating.” Discover and rate the best books on writing, publishing and marketing
(<http://www.bookmarketingworks.com/index.php?pg=bookstore/bookstore.htm>)

Contact Information for Brian Jud

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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>