

Here is your September 5 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 18, Number 232 September 5, 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**

Sample inquiries from the reps for the week ending 9/2/11

<u>Title</u>	<u>Quantity</u>
<i>Thinking Outside the Blocks</i>	50
<i>Napa Valley Travel Guide</i>	30
<i>Hidden Napa Valley Coffee Table Book</i>	30

Upcoming Free Webinars by Brian Jud

Prepare for the Holiday Selling Season

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.

Thursday, September 15 6:00 pm Eastern time

<https://www1.gotomeeting.com/register/683418632>

How to sell more books to *all* retail buyers

Many publishers define “retail” simply as bookstores – brick & mortar and online. However, if you broaden that definition to include other retail outlets, you could sell books in airport stores, supermarkets, gift shops and discount stores and increase your sales significantly. And you can do so without significantly changing your habits because most retailers function just like bookstores – they sell books off shelves, purchase through middlemen, return unsold books and pay in 90 to 120 days. But there are ways to bypass the formal system and sell more books, more profitably and even without returns – if you know how. And you will after this webinar.

Thursday, September 22 6:00 – 7:30 pm Eastern Time

Sign up at <https://www1.gotomeeting.com/register/787912513>

You're on the Air: How to land and perform on more TV and radio shows

Do you want to sell more books on TV and radio shows? This personal media-training course will show you how to get on more shows and appear confident while delivering your message convincingly, with your words and actions. Learn how to use memory techniques if your mind goes blank, discover proven techniques to use when taking calls from listeners and find new ways to improve your telephone interviews for radio shows. You will also learn how to become the perfect television guest by using your body language, gestures and facial expressions strategically and confidently.

Thursday, September 29 16, 12:00 – 1:30 pm ET

Sign up at: <https://www1.gotomeeting.com/register/644658784>

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> -- \$149

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)

You have a brilliant book idea. You know it will be a huge bestseller. It needs to be published immediately...but are you right? Sometimes, before you set out on the arduous journey to get your book for your anxious audience, you need to seriously assess your chances of success. Here's one approach: Try to figure out the ideal entry point for your book. For some, it might mean starting with a POD company or printing your own digital copies. For others, it might mean finding the right distributor to help you get your book properly sold and distributed in the book trade. Finally, for others it might mean finding the right agent to handle your book with major publishers. None of these paths ensure success, but all of them open up doors that might be just the right way to build toward a happy ending.

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>)

Foreign Rights. Use email to ask foreign publishers if they would like to buy subsidiary rights and translate your book into their language. Send publishers directly to a rights section on your Web site. That section will provide a complete book, author bio, testimonials, cover image, news releases, back cover sales copy and other promotional materials. Capture their address when they log on. Then follow up with email. For foreign publisher email addresses, see International *Literary Market Place*. It lists publishers outside North America by country. Start with the major language groups: Germany, France, Italy, Spain and Japan. Select publishers that publish in your subject area. If you can't find many, email the national publishing association for that particular country, describe your book and ask for suggested matching publishers. Use every means possible to send people to your site. List your URL in ads, your sig, and anywhere you might ordinarily leave your telephone number.

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)

Content is king in the non-retail sector. Companies and associations want to use the information in your books to help them sell more of the products or services they offer. Your content may be re-purposed as a premium, as a fundraiser or other device. In the case of schools, your content could help the teachers improve the education they provide their students. Government agencies purchase books, but they also seek publishers to create and deliver content that does not exist in the form in which they need it. The opportunity to increase your revenue and profits is limited only by your creativity.

Online Book Promotion -- Dana Lynn Smith

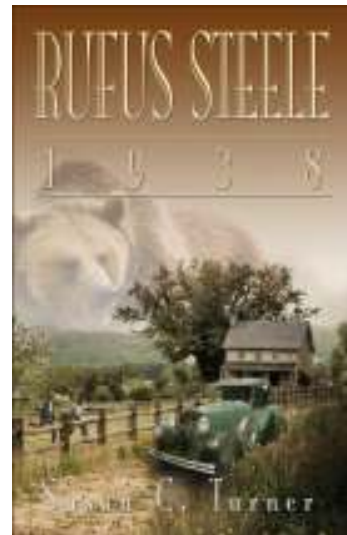
(Dana helps authors learn how to promote their books through her how-to guides, one-on-one coaching, blog and newsletter. For more tips, visit www.TheSavvyBookMarketer.com and follow @BookMarketer on Twitter.)

Build Visibility by Commenting on Blogs. Making insightful comments on blogs related to your book's topic or genre is a terrific way to boost your visibility and create links and traffic to your website. To find relevant blog posts to comment on, subscribe to the RSS feeds of top blogs in your topic or genre, use Google alerts, and watch for tweets linking to blog posts that you can comment on. Remember to keep your comments helpful and relevant, not self-promotional. You can subtly promote yourself by mentioning your book in the context of your comment or sign your name as "author of your book title." Learn more about blog comments in this article. <http://bit.ly/9ZQ1IP>

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 *Rufus Steele: 1938*, a young adult novel by Susan Turner, the goal was to visually recreate the time period of the story. A classic car fit the bill nicely, since the main character is a physician who makes house calls. The story also includes a close call with a bear, so we placed this image in a size that would convey the threat, but ghosted it back into the sepia-toned sky so it wouldn't compete with the foreground. Of course, the sky is normally blue, but we chose a sepia tone to communicate that the time period was long ago.



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

(Contact Professor Evans at Legal Write Publications, info@legalwritepublications.com or www.legalwritepublications.com; The information contained in this column is for general informational and educational purposes only and does not constitute legal advice. If you need advice regarding a specific legal matter, you should consult a lawyer as each case is fact-specific.)

How Can I Get Permission to Use Copyrighted Materials in my Book? To acquire permission from a copyright owner to use his or her copyrighted work in, for instance, your manuscript, you should submit a permissions request, preferably in writing. Hunting down permission to use a quote a couple of months before you go to print is always a bad idea. The ultimate decision about if and when to seek permission often boils down to a matter of business as well as legality.

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)

Editing Isn't a Bad Word. Why so many authors think that their friend who teaches literature at the local college, or their sister who loves everything they write and do is the perfect editor for their work is beyond me. Your editor can make or break your work—she can shape and shore it up ... or, put in some commas and check your spelling. There are now more self and independent published books than those produced by the traditional NY houses—and too, too many have minimal, if any, editing. Think “ruthless editing.” Cut and shape, hire a pro—and, when in doubt, cut it out.

You're On The Air

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

A good guest is someone who can speak passionately, a person who communicates with the audience.

Kremer's Korner

(Excerpted - with permission - from John Kremer's Sixth Edition of *1001 Ways to Market Your Books*. Contact John at

Offer free excerpts of parts of your book to any magazine or newsletter that expresses an interest (or to those that reach your target audience). Stipulate that they may reprint the excerpt free as long as they provide a statement at the end of the article describing how the book may be ordered. That statement should include the title and author of the book, the name and address of your company, and the price of the book, plus any other appropriate ordering instructions

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)

Test your book ideas to determine if they're sufficient for an entire book. Many great ideas are simply not meaty enough for a book, even a short book. They may make gripping articles but involve only one or two interesting points that can be covered without going into great depth. A book needs legs; it has to hold readers from beginning to end, not just engross them for a few early chapters and then put them to sleep. Look for ideas that have depth, several layers, and can't be fully covered in a few pages. Ask whether your book idea involves questions and information that will hold both your and your readers' interest. Although ideas for books don't have to be overly complex, they must

The Very Idea

(Editorial by Brian Jud)

Some publishers think of their product strategy as relating only to developing new titles. But any new product will sell better if you focus on producing it to high quality standards. Two aspects of quality should be part of your product-development program:

Subjective Quality

- Content based on needs of the target reader
- A title that is tested for its ability to communicate what the book is about
- Cover design that has attention-getting value
- Text layout that is easy to read
- Editing that eliminates typos and grammatical errors

Objective Quality

- Sized properly to fit on a shelf, in a display or envelope
- Shape and form that is easy to use by consumers
- Pricing based on value, not on costs
- Registration that is complete (ISBN, CIP)
- An index, especially for the library market



Booklet Ideas – Paulette Ensign

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

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

Expect technology choices for selling your booklet and other information products to increase with every passing day. Whether you are personally drawn to technology or go into some degree of overload, you still need to be selective in determining which technological tools work best for you and your products. It will never be a case of one size fitting all. Be personally involved with what is most comfortable for you and find others to fill in the blanks who live and breathe technology every moment of their life.

ACTION: Identify someone in your life to help with expanding your technological reach. That can be a virtual assistant anywhere in the world, a college or high school student, a retired person, or anyone who enjoys technology and has some feel for how it can assist you in getting your message further.

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)

Realize that in the media world, there's no such thing as off the record. So always assume that everything you say is on tape and will be put into print. Also, don't ask the reporter to send you a copy of the story for your approval. While this may seem like a reasonable request, it will only offend a seasoned reporter. But do ask for a copy of the magazine to keep as a souvenir. This will show how pleased you are that the reporter has given you the opportunity to get quoted in the publication.

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)

How to make the most of online coaching sessions. Online coaching sessions permit you and your book or marketing coach to view the same documents--ideas, book proposals, mind maps, or table of contents--on your computer monitors while talking together. You and your coach can make much faster progress when you can both see and hear your ideas taking shape. At the end of the call, your coach will send you an e-mail containing the document, or action plan, you worked on during the call. Here are 3 simple steps you can take to make the most of your online coaching calls:

1. Have a clear agenda for each call. Review the mind map or document you and your coach created during your previous call, and know what you want to accomplish on your upcoming call.
2. The afternoon before each call, communicate your goals, concerns, and questions to your coach. This gives your coach time to prepare a new mind map or agenda for the call and review anything you might want to go over with your coach.
3. Log-in about 5 minutes early to the screen-sharing URL which will display your coach's screen, or--if desired--your computer screen. This is particularly important if you have not had previous experience with screen-sharing programs like www.gotomeeting.com.

With a little preparation, you and your coach can make the most of your time together and enjoy a happy, productive call. After the call, your coach will send you a copy of the action plan, or other documents, you created together.

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 helps you prioritize resource allocation among competing opportunities. Without some means for ranking your projects you might allocate too much time or money to those with less economic or psychic return. Under each priority level, do the first things first. Do that which is more important to your business before that which is more enjoyable.

Marketing Strategy

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

There is a difference between the words action and accomplishment. You can be busy doing something without accomplishing anything. Planning actually saves time by directing your actions to accomplishing your objective.

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)

If you want your website to be easy to update yourself but still want the extras of a designer or template page, consider incorporating your blog into a regular website. A designer will know how to do this, and many templates allow you to use RSS to feed your blog to your site. A hybrid page like this allows you to have the best of both worlds: a flexible site that can incorporate a shopping cart and other design elements while being easy for you to add content whenever you have something to say.

Guest Columnist – Patricia Fry

Patricia Fry is the Executive Director of SPAWN. She is the author of 34 books, including "Promote Your Book, Over 250 Proven, Low-Cost Tips and Techniques for the Enterprising Author" (Allworth Press, 2011). www.matilijapress.com and www.patriciafry.com

How to Locate Speaking Gigs. Authors often ask me how I get all of those speaking gigs. Sometimes they are surprised when I tell them that I go out in search of them and ask for them. Locate speaking opportunities locally through appropriate organizations, groups, clubs, associations, colleges, churches, corporations and so forth. Children's book authors might contact school districts superintendents, librarians and children's bookstores managers. Poets can seek out poetry slams and get involved with groups that do readings. If you're a novelist, create an entertaining program (costume optional, but recommended) and take it to civic organization meetings, home parties, company parties and businesses related to the theme or a character in your story. This might be a small airport, bike shop, busy deli, bakery, gift shop, hobby shop, florists, ranger station or nursery, for example. For nonfiction, plan presentations at related venues—pet stores, animal shelters, kitchen stores, insurance agencies, board of realtor functions, art gallery, pharmacy—well, you get the idea.

Almost every profession is represented by conferences, workshops, conventions, shows and such. Here are links to three conference directories:

[Http://shawguides.com](http://shawguides.com)

www.allconferences.com

www.bvents.com

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>)

Query Shark

<http://queryshark.blogspot.com>

Query Shark is a blog by Julie Weathers for fiction queries only. She advises when queries are posted (not all submissions are), but it's a great place to get feedback. It allows participants to send a revised query letter after the critique.



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

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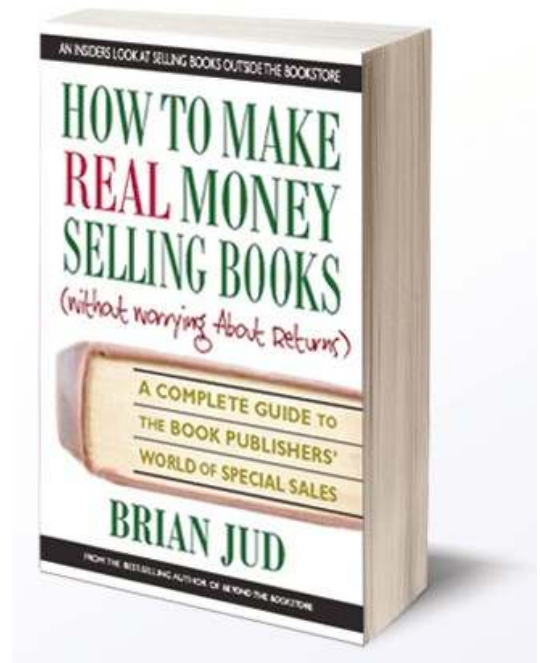
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Check out the Writers and Publishers Bookstore and give your favorite books a “Thumbs Up Rating.” Discover and rate the best books on writing, publishing and marketing
(<http://www.bookmarketingworks.com/index.php?pg=bookstore/bookstore.htm>)

Contact Information for Brian Jud

For copies of all the previous issues of *Book Marketing Matters* visit www.bookmarketingworks.com/mktgmattersnews

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Discover even more information about non-bookstore marketing by visiting the *Special-Sales Tip of the Week* at www.bookmarketing.com

Brian Jud now offers commission-based sales to buyers in special markets and several other programs to contact prospective buyers in special markets for you through personal sales calls, customized mailings and telephone calls. There is a program for any budget. www.premiumbookcompany.com

Brian is also an author and book-marketing consultant helping publishers market and promote their books to increase their sales and profits. Find rated lists of suppliers to publishers at www.bookcentralstation.com. Brian is a media trainer, frequent speaker at publishing events and host of the online Publisher's Bookstore listing many discounted titles on publishing, publicity, planning, marketing, publishing law, design and writing. Contact Brian at P. O. Box 715, Avon, CT 06001; (800) 562-4357; brianjud@bookmarketing.com or go to <http://www.bookmarketing.com>