

Here is your September 19 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 19, Number 233 September 19, 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 9/16/11

<u>Title</u>	<u>Quantity</u>
Various baby books	300
<i>God's Wisdom – Every Day Needs</i>	50
<i>The Joy of Pregnancy</i>	500
<i>Handbook of Non Prescription Drugs</i>	3000

Upcoming Free Webinars by Brian Jud

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.

Sponsored by SPAN

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.

Sponsored by Author U

Thursday, September 29 16, 12:00 – 1:30 pm ET
Sign up at: <https://www1.gotomeeting.com/register/644658784>

Are you near St Louis? And 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)

The Seven Signposts on the Road to Good Publishing. Publishing books is like taking a journey. You need a map to point the way; or signposts to guide you. For example, when I backpack I look for blazes on trees. Or, if I am above the tree line, I seek out cairns or stone markers that I follow with care so I stay on the trail. As with any journey, a good publisher knows he must follow certain signposts to successfully produce, sell, and market his books. Ignore an important signpost and you can get lost, or go in the wrong direction. Each marker represents a decision you must make – sometimes on your own or with the advice and counsel of someone with more experience. Over the next seven issues of Book Marketing Matters I will describe one of seven signposts on the road to good publishing. Here is the first.

Signpost #1: Editorial Content. You know what you want to write. But no book should be published before it has received good editorial input and direction. A seasoned editor brings objectivity and can lend clarity, coherence, and structure to what you have to say. If your book isn't accessible, it won't get good reviews and come to the attention of your audience.

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>)

New computer programs, new printing processes and the Web are transforming the writing, producing, disseminating and promoting of information. Books will never be the same. The winners are author, publishers and readers. In the future, nonfiction book publishing will see minimized inventories and maximized relationships between authors and customers (readers). Publishing will become customer-centric and "books" will thrive on uniqueness, customization and variety. Book writing, publishing, selling and promoting are changing—for the better.

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)

Books do not have the liability that other products may carry. Some toys and products oriented to children may come apart or be swallowed, leading to negative publicity and legal problems.

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.)

Give Up the Mail-it-to-yourself Myth! I am sure you have heard of it. Virtually every writer has. And maybe you are among the considerable number of writers and industry professionals who not only believe the Poor Man's Copyright myth but also repeat it as if it were the law. This is the most pervasive and destructive myth in the publishing industry. The Poor Man's Copyright, also known as the Mail Myth, is the mistaken belief that a copyright is created or somehow protected when you send a copy of it to yourself in the mail.

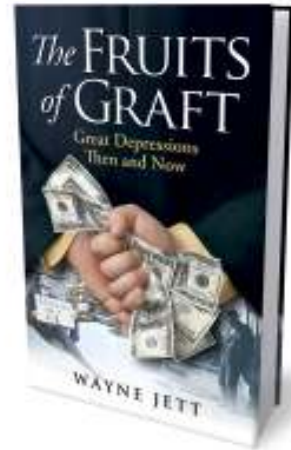
If you learn nothing else from this e-Report, you must learn this: the mail-yourself-the-manuscript-and-then-you'll-be-protected belief is a myth. It is simply not true, and I do not want anyone who reads these words to perpetuate this myth for one more moment. Rest assured, the only thing you will prove when you mail your work to yourself is that the post office is still in the business of delivering mail.

See the FAQs at www.copyright.gov for more information.

The Cover Story – Peri Poloni-Gabriel

(Peri Poloni-Gabriel of Knockout Design has been in the business of designing books for over 15 years. She can be contacted at www.knockoutbooks.com)

The Fruits of Graft delves into the similarities between the Great Depression and our current economic state. The main visual chosen for the cover depicts the greed in both business and government and provides a background to the title type. Secondary imagery of men out of work in both eras completes the cover. Serif type fonts and the use of small caps add an established, traditional look to the cover.



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)

Are You Speaking On Your Book? Speaking is a terrific way to position yourself as the verbal expert on your topic and sell tons of books. Finding your market -- your niche -- and the groups that do programs that bring in speakers can deliver huge payoffs. It doesn't happen overnight, but once you start connecting with "your crowd," your book sales will increase exponentially. Be savvy and get some coaching on your speech and speaking.

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

(Lori Dolney Levine, Senior Talent Executive, Fox After Breakfast)

The most important thing is to have fun, relax. This is only television; it's not a big deal. Have a good time.

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>)

While the major mail-order catalogs drive a hard bargain – requiring as much as a 60 to 70% discount – they can move a lot of books. Not only that, but the exposure they give your books to their customers will often result in spillover sales through bookstores. Where else could you find outlets that are willing to pay you so they can advertise your books to as many as five million people?

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)

How Is Your Book Distinctive? When publishers receive interesting book proposals, they bring them before inhouse committees and editorial boards. These groups are composed of individuals from various in-house departments, including sales and marketing people. Since everyone at these meetings is involved with books, they tend to think in terms of comparable books, especially those that are currently on the market. They will say, "Oh, is it like _____?" Or "What makes it different from _____?" Publishers also are trend oriented, so they look to publish books that will build upon or capitalize on themes of successful books. For example, publishers rushed to get on the chick-lit bandwagon, and after the success of *The Da Vinci Code*, they clamored for similar books.

Pam's Publicity

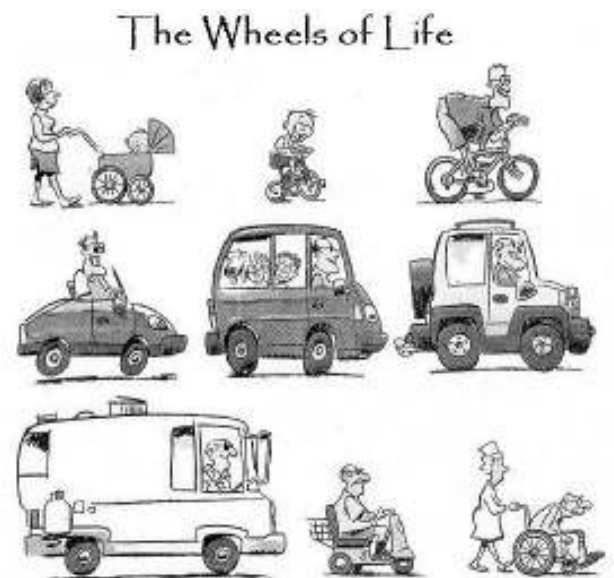
(By Pam Lontos, Owner of the publicity firm PR/PR and author of *I See Your Name Everywhere*; sign up for free publicity tips at www.prpr.net)

Fame and name recognition take time and repetition to build. In fact, a person will need to see your name around six or seven times before they actually remember it. So regardless of what you've heard, there's no such thing as an overnight success.

The Very Idea

(Editorial by Brian Jud)

Books are like people in that they require different strategies at different times in their lives. Titles navigate their life cycle from introduction through growth, maturity, and then decline. This could run its course during one week or over a number of years. Since the period of greatest profitability is in the growth stage, extend this period as long as possible. You can do this by finding new users, selling more books to new market segments, publishing in different formats and using creative promotional techniques.



Booklet Ideas – Paulette Ensign

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

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

You know what it's like and how you feel when someone tells you to call at 10:00 am on Monday morning to discuss buying lots of copies of your booklet -- and when you call, the phone rings through to voicemail. You've thought about this potential sale over the weekend and ever since you last spoke or exchanged email. You're picturing a nice big order based on how things went. And the person is not available as promised.

Of course you know things happen in life. A meeting was unexpectedly called. Someone became ill. Bad weather brought transportation to a halt, keeping the person from arriving at the office. The dog ate the homework. All very reasonable possibilities. And you chalk it up to "that's life."

You finally connect with the person who is overflowing with apologies and reschedules the appointment with you. And the person is not there when you call again. Yes, "that's life."

The bigger question here is how good are you at keeping YOUR word? Obviously you cannot control the life of the person you are calling. However, you do have some say over your schedule.

Whether it's to a client, a vendor, a colleague, a friend, a family member. The ramifications of this go way beyond what may be obvious. When someone is thinking about who is reliable, who they can count on, to whom they can bring their business, who they can hire or do a joint venture with, keeping your word can rank very high on the list that influences those choices. Someone else breaking their word tells you volumes about them, as it does about you when you break yours.

ACTION: Look at your track record for keeping your word, and consider how important you think that is in the grand scheme of things. You may be losing business from clients and potential clients, referrals from colleagues, and valuable human resources to make your booklet and your business hum along. Do what you can whenever you possibly can to keep your word. Simple as that. It really does matter.

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)

There are other ways besides money or a spot on the *New York Times* Bestseller List to define *success*. These can include: 1) Voicing a minority opinion or making a change in the way people think; 2) Recording something important for posterity; 3) Sharing information that saves or changes a life; 4) Providing insight or *how-to* knowledge on a subject with a small, but passionate audience; and/or 5) Providing a regional or special-interest view on a subject that is underrepresented.

Marketing Strategy

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

Find new titles to bring to market (or new markets for existing titles), different distribution channels, novel ways to offer price incentives while maintaining your margins and original ways to promote your titles above the ever-increasing clutter of competitive advertising, sales promotions and publicity.

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)

Use White Papers to Test Market & Promote Your Book. White papers, 12-page educational documents, offer many advantages--before and after your book's publication.

Before publication, offer a downloadable white paper on the topic you address in your book. This allows you to test market interest your book and gain early reader feedback on your ideas. White papers are certainly easier and faster to write and produce than a book, which makes them ideal for testing the waters of reader interest. In addition to helping you fine-tune your book's title, content, and marketing copy, you can use your download data to prove the popularity of your topic to prospective literary agents and publisher acquisition editors.

After publication, your white paper will continue to help you attract potential book buyers and build your mailing list. When website visitors download your white paper, you can include an extra page describing your book and its contents in detail.

You can also use additional white papers to test the market for information products that leverage off your book, such as worksheets, in-depth reports on special topics, audios and videos, and yearly updates.

To succeed, your white paper must educate and inform, rather than sell. Start your white paper by describing, in an editorial format, one of the problems or goals your market faces. Follow-up with an analysis of previous attempts to address the issue and a description of a new and better way of addressing the problem. All of this should lead up to a description of your book on the last page. For more information on Whitepapers, please visit www.whitepaperdesign.com

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)

You can do three things to create a sustainable publishing business: 1) publish for uniqueness, 2) develop a distinctive competence, and 3) create competitive advantage.

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

Give Your Book a Job. Don't make the mistake of allowing your book to be simply a book. Groom it as a marketing tool. Aside from the obvious responsibility of your book—to educate, inform and/or entertain your readers—put it to work as a promotional tool. How? Include ordering and contact information inside the book. Some authors even have a few pages of order forms inside their books.

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>)

BlogCatalog

www.blogcatalog.com

One of the largest blog directories on the Internet, BlogCatalog helps users search blogs, connect with bloggers, learn more about the process and promote their sites.



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Special-sales presentation by Brian Jud

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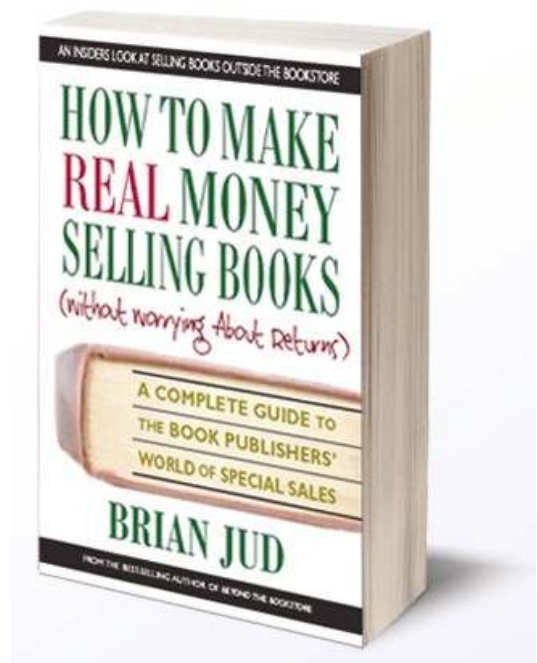
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Check out the Writers and Publishers Bookstore and give your favorite books a “Thumbs Up Rating.” Discover and rate the best books on writing, publishing and marketing
(<http://www.bookmarketingworks.com/index.php?pg=bookstore/bookstore.htm>)

Contact Information for Brian Jud

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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>