

Here is your January 24 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 Jackie O'Neal.

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 2, Number 216 January 24, 2011

**Do you want to sell more books to non-bookstore buyers? Join our commission-only special-sales program.**

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

**[BrianJud@premiumbookcompany.com](mailto:BrianJud@premiumbookcompany.com)  
Or [www.premiumbookcompany.com](http://www.premiumbookcompany.com)**

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.

### **Top inquiries from the reps for the week ending 1/21/11**

<u>Title</u>	<u>Quantity</u>
<i>New Frontiers in Architecture</i>	75
<i>The Ultimate Gift Book</i>	56
<i>A Joke a Day Keeps the Doctor Away</i>	300
<i>Oasis in the Overwhelm</i>	7500

# Free Webinars in January by Brian Jud

## How to Make Persuasive Sales Presentations For Large-Quantity Sales

Sponsored by The Refractive Thinker® Press

This is the second of three webinars about selling your books in large quantities to corporate buyers, sponsored by The Refractive Thinker® Press and Brian Jud. At some point you have to meet face-to-face with the buyers and tell them why they need to buy your books. You will be more successful selling books in large quantities if you organize and give your presentations effectively. In this webinar Brian will show you how to write a proposal and prepare a professional, successful sales presentation. Then he will cover simple ways to make your presentation and convince more prospects to buy. This process is effective for both fiction and non-fiction titles.  
your sales grow.

January 24, 2011 7:00 – 8:00 Eastern time

Sign up at <https://www1.gotomeeting.com/register/263631472>

## How to Increase Your Sales Through Creative Promotion

Sponsored by SPAN

If you use the same promotional techniques, in the same way that everybody else does, you will not stand out and your sales will suffer. But if you can find new ways to reach people with a meaningful and creative message you will get positive attention, media buzz and more revenue. Discover how to break through the media clutter and reach more people with a persuasive message. This is not a webinar about new ways to write a press release, but new ways to build and hold a leadership position in your target markets through innovative, professional and effective promotion.

January 27, 2011 6:00 – 7:30 pm Eastern Time

Sign up at <https://www1.gotomeeting.com/register/476801456>

## How to Negotiate Large-Quantity Sales

Sponsored by The Refractive Thinker® Press

This is the last of three webinars sponsored by The Refractive Thinker® Press and Brian Jud. Brian will talk about how you -- probably not a professional sales person -- can negotiate profitable orders. Rarely will buyers accept your initial proposal, so you must negotiate the final terms. If you want to make larger-quantity sales to corporate buyers, you must be ready to deal. There are a variety of ways to do that effectively and in a non-threatening manner. It is not difficult, but you have to know where to give and take -- and when not to buckle. And once you get the order for your books, there is still more to do in your post-sale follow up. This webinar will provide you with all the basics you need to know about creating a long-term relationship with recurring revenue to you.

January 31, 2011 7:00 – 8:00 Eastern time

Sign up at <https://www1.gotomeeting.com/register/380270520>

## Did you reach your sales goal in 2010?

If you didn't sell as many books as you had planned in 2010, I can help you determine why not and rectify the situation. Contact me at [BrianJud@bookmarketing.com](mailto:BrianJud@bookmarketing.com) to arrange a time for us to talk.

### 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) )

**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 five issues of *Book Marketing Matters* I will describe one of seven signposts on the road to good publishing. Here is the second.

**Design.** Weak, inappropriate or bad design can undermine the best book. A good publisher puts a lot of thought and energy into the overall design of the book, and especially in the book jacket. It's a shelf space business. How your book looks and what it communicates at a glance can make it stand out in the store, or get lost.

### 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>)

Books are best promoted with review copies, news releases and, if appropriate to your book, a limited amount of highly-targeted direct mail advertising.

### 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))

**Focus on getting people to buy rather than selling to them.** This may seem like a minor difference, and it may just be a matter of degree. But today's business buyers are more astute than those of the past. They are not simply looking for ways to reduce costs, but how to create value for their organizations.

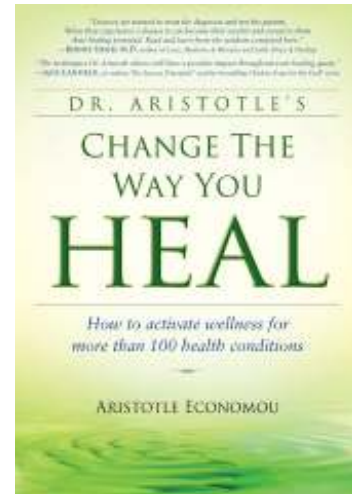
Discover what the customer needs -- which will probably be some combination of products and services -- then describe how you can help improve revenues, margins or brand image. Add value to their way of doing business. For example, you may be trying to sell a barbeque cookbook to buyers at Lowe's or Home Depot. They do not want to sell cookbooks as much as they want to sell high-priced, more profitable barbeque grills. So you could sell your cookbook by demonstrating to them how it could be used as an enticement to get people to buy the grills. They could *use* your book – rather than *sell* it – by giving one away with each grill purchased. This is the concept of cross merchandising.

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

### Change the Way You Heal

This book blends traditional and non-traditional methods of healing over 100 conditions. To appeal to a wide target audience, a type-driven cover concept was appropriate. The word *HEAL* is the focal point and the clean, calming water image, secondary. Green was chosen as a healing color and to also represent a more holistic approach. The serif fonts used are traditional in feel to lend an air of authority. Since two well know authors gave rave reviews of the book, they were prominently featured on the front cover.



### 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.)

A transfer or license of copyright (or any right in the bundle of rights) executed by the author (but unlike a pre-1978 transfer not a transfer made by anyone other than the author) on or after January 1, 1978, is subject to termination under the following conditions:

- A single author who executed a grant may terminate it. If the author is deceased, then whoever is entitled to exercise more than one-half of that author's rights may terminate it.
- If two or more authors executed a grant of a joint work, a majority of the authors who executed it may terminate it. If any of the joint authors is dead, his or her termination interest may be exercised by whoever is entitled to exercise more than one-half of that author's interest.

This single, extremely valuable section of the Copyright Act, allowing for the reclaiming of rights by terminating transfers, empowers authors. Note that the statutory termination provision does not apply to works made for hire or to transfers made by will. The termination right also does not apply to rights arising under foreign laws or derivative works. In the case of derivative works (for example, a movie based on a book), termination of the rights to the underlying work (the book) does not prevent the continued display and distribution of the derivative movie. Once the rights are terminated, however, no new derivative works can be created.

Not surprisingly, the rules to exercise the statutory termination right are specific and must be strictly adhered to or the right will be forever lost. In addition, the Copyright Office does not provide printed forms for the use of persons serving notices of termination.

## 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)

At any given time, you will be in a group of people. If you say you are an author, or working on a book, expect at least three-quarters of them to say, "I would like to write a book," or "I have an idea for a book," or some variance to the theme. Then, they will come up with reasons why they haven't started or written it. Why write a book? Over the next (and past) few newsletters, let me count the ways ...

**#5 Books support a speaking career.** This is where having the Expert Factor flies in your door. You've got a book. You have a mouth. Put them together. Sending your book and placing it physically in the hands of a meeting planner, as well as extra copies for a decision committee, moves you into a short list position. By determining the theme for the meeting or conference, you can create a "hook" to tie in the topic of your book directly—creating a partnership. Offer free articles for the group's newsletters, always mentioning the title of your book. Supports pre-sales as well as onsite sales.

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.

## Online Book Promotion -- Dana Lynn Smith

(Book marketing coach Dana Lynn Smith is the author of *The Savvy Book Marketer's Guide to Successful Social Marketing* and several other book marketing guides, available at <http://www.SavvyBookMarketer.com>. For more book marketing tips, visit her blog at <http://www.TheSavvyBookMarketer.com> and follow [@BookMarketer](https://twitter.com/BookMarketer) on Twitter.)

### Promote Your Book with a Virtual Book Tour

A virtual book tour involves making scheduled appearances on blogs and other online venues to promote your book. Here are the second four of eight basic steps to organizing your own tour:

5. Provide unique content to each host on your tour. Content can include interviews, how-to articles, book excerpts, videos, book reviews, or an article about how you developed the plot or characters for a novel.
6. Promote your tour through blog posts, social networks, press releases, and cross-promotions with the tour hosts.
7. Send a reminder to each tour host a couple of days in advance, and be sure to visit each blog tour location for several days after your post to respond to any reader comments.
8. Send thank you notes to each tour host promptly.

## You're On The Air

(Steve Harrison, President, Bradley Communications Corporation)

Give listeners an incentive to call. For example, you can say, "Call this 800 number to order my book and I will send a free report." You've just given them more of a reason to drop everything and order today.

## 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>)

Direct mail can be an effective way to reach the person responsible for buying new titles at bookstores. Surveys show that chain store buyers rely on brochures and flyers as a major means for finding out about new titles.

## 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))

Every publisher has submission policies that may differ from those at other houses. So carefully check each company's Web site and tailor your submissions to each publisher's requirements. Individualize all submissions; one size does not fit all! While you're visiting a publisher's Web site, browse around. Familiarize yourself with the company. Examine its online catalog; learn which books and writers it published, the topics in which it specializes, and any sales figures they disclose. Check out the company's press releases and other reports about its news and developments.

Each publisher has a vision of the types of books it wants to publish and the direction in which it hopes to go. Companies' visions are usually apparent from the books they have published and some state their vision on their Web site and in the guidebooks. Publishers primarily want books that fit with what they did in the past and what they want to do in the future.

Investigating each publisher will give you a feel for the house's vision and how you should shape your proposal. Consider your investigation a fact-finding mission and remember that even the most trivial information could prove invaluable in your voyage through the publishing process.

## The Very Idea

(Editorial by Brian Jud)

**The Phantom of the Oprah.** As a book-marketing consultant, I often encounter people who ask how I can help them with the implementation of their marketing plans. Unfortunately, in many cases the marketing plans consist entirely of "Getting on the Oprah Winfrey Show." "Once I'm on Oprah," they dream, "the people in her audience will love my book and I'll sell millions of copies."

This kind of fantasy marketing can cause books to fail. An appearance on *The Oprah Winfrey Show* (or any other show) does not guarantee sales. If the guest does not engage the audience, the exposure won't pay off.

There is no quick fix when it comes to selling books. Consumers take their time making decisions about what they will buy, and they must reach a certain comfort level before they will part with their money. It is not enough for them to see an author or hear about a title just one time. They must be exposed to your message again and again.

As potential customers hear about your book more frequently, they will recognize (and buy) it in airport stores, bookstores, book clubs, mail-order catalogs, supermarkets or wherever it is available. This process takes time to unfold, but a consistent, coordinated communication program will help speed it up, and your efforts will succeed if you tell enough people often enough about the book and why they should buy it.



## 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>)

Someone somewhere wants and needs what you have right now. Your mission is to keep letting the world know about your tips booklets and other formats of your information so you reach the people who want and need what you have. It doesn't matter what time of the year it is or what shape the economy is in or anything else. Someone somewhere wants and needs what you have right now.

**ACTION:** What are you doing to be sure you connect with them, to provide what they need and want?

## 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))

When you're talking to an editor about doing a story, remember that you're looking for publicity, not a writing career, so ask for a byline that includes some contact information and/or a mention of your company instead of a writing fee. Same thing goes for interviews with national publications. Ask the writer who's interviewing you to mention your company's name and where it's based so people can find you to inquire about your products or services.

## 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))

Organize your book's table of contents in a simple and elegant way. You've probably heard about Jeff Howe's book *Crowdsourcing: Why the Power of the Crowd Is Driving the Future of Business* which describes the growth of social media marketing. One of Wired! Magazine's most influential articles, and a very talked about book, *Crowdsourcing* has a deceptively simple content plan:

- Part 1: Where We've Been
- Part 2: Where We Are
- Part 3: Where We're Going

Each part contains 2 to 5 chapters. Although an 11 chapter book might appear long, the 3-part division of the chapters creates a series of "landmarks" that provides a context for each chapter as well as organizes the reader's journey through the books--just like it probably aided the author when writing the book.

**Question:** Are you using sections to organize your book's content?

## 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))

The planning process gives your annual plan a sense of relevance and flexibility, and gives you the chance to fine-tune your actions while responding to unforeseen opportunities. Just as you are planning to grow your business, your competitors are doing the same thing. There is no standing still – you either move ahead or fall behind.

## 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))

There are four competing concepts under which publishing companies can conduct their marketing activities. These are the Publishing Concept, the Product Concept, the Selling Concept and the Marketing Concept. In all except the Marketing Concept, publishers center on making the sale by selling what they publish rather than publishing what the market wants.

## Thrifty Author – Gail Z. Martin

(Gail Z. Martin, author of *The Thrifty Author's Guide to Launching Your Book* [gail@dreamspinnercommunications.com](mailto:gail@dreamspinnercommunications.com) or [www.GailMartinMarketing.com](http://www.GailMartinMarketing.com))

Whether you speak at book clubs, genre events such as romance or science fiction conventions or at scholarly or industry conferences, realize that your speaking engagements will not really be about your book. You will be asked to speak on topics related to the subject of your book, but don't mistake that as an invitation to do an infomercial. If you make the speech a sales pitch, you will lose the chance to demonstrate your credibility and to forge a bond with the audience. Instead, whether your book is fiction or non-fiction, focus on being entertaining, accessible, down-to-earth and provide your listeners with useful nuggets of information.

## Guest Columnist – Jackie O'Neal

(Jackie Audrey O'Neal, O'Neal Media Group, a literary publicist who raises a book's visibility and the author's individual profile in a crowded marketplace; <http://onealmediagroup.presskit247.com>, (609) 334-8621, [onealmedia@live.com](mailto:onealmedia@live.com))

**Three Life Lessons Learned from Book Marketing.** I've often been asked what I love most about the work I do, as it appears tedious on the surface; however, during the course of my daily tasks of media relations, creative writing, and strategic planning, I'm open to receiving impressions that translate into valuable life lessons.

**Taking Action:** Someone wise said, "The way to be nothing is to do nothing." In like manner, the way to be great is to do great things. I find that by maintaining a positive attitude, I'm able to take action on behalf of my clients each day to help them achieve greater visibility. In life, taking action removes obstacles and opens many golden doors. I'm confronted with this truth as I press forward.

**Planting Seeds of Opportunity:** Part of my job is to open the way for fresh, new opportunities. In the course of my work in book marketing, I recognize that each day represents a building block to future success for my clients. Each connection made, each press release sent, each follow-up is a chance to learn and grow for the future.

**Effort is Rewarding:** Everyone knows book marketing is a full-time job, and requires a great deal of effort. Norman Cousins once said, "Hope, purpose, and determination are not merely mental states. They have electro-magnetic connections that affect the immune system." With this thought in mind, it's easy to see the health benefits that come from hard work.

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

(Adele is a freelance writer and an editor with a high-tech analysis firm and may be reached at [a.annesi@sbcglobal.net](mailto:a.annesi@sbcglobal.net).)



**Internet Writing Workshop**  
[www.internetwritingworkshop.org](http://www.internetwritingworkshop.org)

The Internet Writing Workshop is a community where writers can submit and critique their work. It offers a forum to discuss and get help on all aspects of writing. A public service educational organization staffed by volunteers, the workshop is free of charge and is open to all styles and genres of writing. Members don't have to be published, just "serious about writing and about wanting to improve." There's no fee for the critique service, but there's a minimum participation time of 30 minutes a week.



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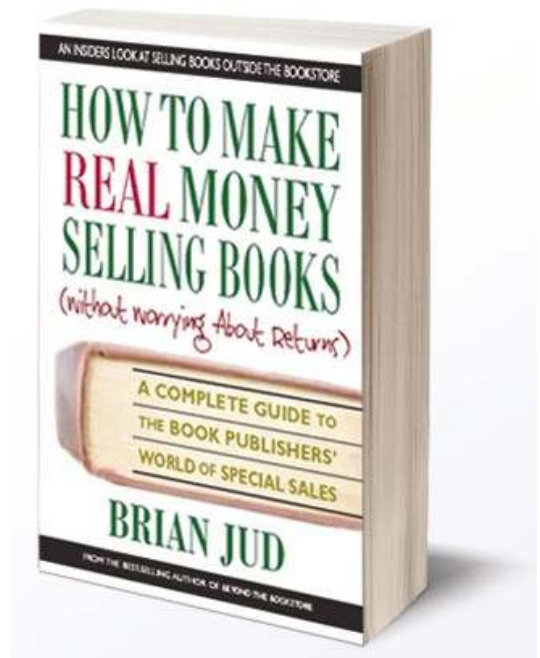
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- Beat your competition
- Become more profitable
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( <http://www.bookmarketingworks.com/index.php?pg=bookstore/bookstore.htm> )

### Contact Information for Brian Jud

For copies of all the previous issues of *Book Marketing Matters* visit [www.bookmarketingworks.com/mktgmattersnews](http://www.bookmarketingworks.com/mktgmattersnews)

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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](http://www.bookmarketing.com)

Brian Jud now offers commission-only 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. Visit his blog at <http://blog.bookmarketing.com> and 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>