

Here is your October 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 20, Number 234    October 3, 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.

## **Top inquiries from the reps for the week ending 9/30/11**

**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**

<u>Title</u>	<u>Quantity</u>
<i>Kiss, Bow or Shake Hands</i>	50
<i>Into the Twilight</i>	100
<i>Custom Crossword Book</i>	1,000
<i>Medical Pamphlets</i>	1,000
<i>Fred Willard's Magnificent Movie Trivia</i>	100
<i>The Movie Trivia Book</i>	100
<i>Custom Coloring Book</i>	1,000

# Upcoming Webinars & Events by Brian Jud

## The 3rd Annual Book Marketing Conference Online

October 4, 12pm ET

I'll be speaking about non-bookstore marketing.

For More Information and to Register: <http://tinyurl.com/6ec9u8o>

## How to Sell Your Non-Fiction Books More Successfully and Profitably

**Sponsored by CreateSpace**

Non-fiction topics run the gamut from Art to Zoology. However, they have many marketing techniques in common, and you can use them to sell your books more successfully. Should you sell your non-fiction content as a printed book or an ebook? What are the distribution options, prices and promotional actions you could use to accelerate your sales, revenue and profits? How can you sell your books to non-bookstore retailers (gift shops, supermarkets, discount stores) and non-retail buyers (in corporations, schools and associations)? You will have the answers to all your questions after this webinar.

Thursday, October 20 6:00 – 7:00 pm Eastern Time

Sign up at: <https://www1.gotomeeting.com/register/184523345>

## The Third Annual Self-Publishing Book Expo Saturday, October 22<sup>nd</sup> at the Sheraton Hotel, New York City

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. I'll be speaking on non-bookstore marketing.

For more information please visit: [www.selfpubbookexpo.com](http://www.selfpubbookexpo.com)

## It's Show Time – How to Land and Perform on More TV and radio shows

**Sponsored by SPAN**

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, October 27 6:00 – 7:30 pm Eastern Time

Sign up at: <https://www1.gotomeeting.com/register/366440840>

## 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. Over the next six issues of Book Marketing Matters I will describe one of the remaining seven signposts on the road to good publishing. The first was described in the Sept 21 issue of Book Marketing Matters. Here is the second.

**Signpost #2: 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>)

Surf the Web for sites related to the subject of your book. When you find one that matches, contact the owner and suggest a dealership. Get as many outlets as possible to sell your book.

## Ideas for Selling to Non-Retail 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))

There are thousands of industry associations, charitable non-profit associations and non-profit trade associations around the world. Below are several ways in which you can work with groups to sell your books.

- The organization could arrange with the publisher to conduct fulfillment, less their discount. Here, the association acts as your distributor to its membership.
- If the association has a bookstore on their website, it might buy directly from you to resell your book. This may be a "virtual" bookstore where its cover is displayed on their website.
- You may find the association willing to have you be its spokesperson.
- Associations may use books as a sales promotional tool or as a fund-raising item

## 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>)

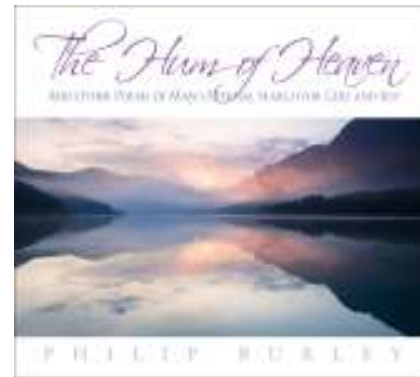
Remember to ask for the sale in your discussions with large quantity booklet buyer or licensing prospect. Just because someone has asked you for the price of a certain quantity or what rights would be included in a licensing deal does not mean you have made the sale. In fact, the conversation can go on and on, with the prospective buyer asking endless questions and using a lot of your time because, for whatever reason, they are uncomfortable saying they are ready to buy. Something simple like "what else do you need before we can get these booklets into your hands?" can be a great way to move things forward.

**ACTION:** Find ways that are comfortable for you to ask for the sale. Keep in mind that your product's purpose is to solve a concern for the buyer. You are not asking for a favor. You are being helpful.

## 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> )

*The Hum of Heaven* by Philip Burley is a spiritual poetry book. We chose a photograph that suggests the connection between our physical world, a creator, and paradise. We used a white background, which is common for books in this genre. This also served as a frame to keep the focus on the beautiful image. A flowing, calligraphic script was chosen to convey the emotional nature of the text to the reader, and by using a color from the photo for the title text we created a unified design.



## 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.)

**What Copyright Does Not Protect.** Despite the broad protection of copyright law, it does not protect the following things:

- Works that have *not* been fixed in a tangible form of expression (for example, choreographic works that have not been notated or recorded, or improvisational speeches or performances that have not been written or recorded).
- Titles of books and other works, proper names (including Web site domain names), short phrases, and slogans; familiar symbols or designs; mere variations of typographic ornamentation, lettering, or coloring; mere listings of ingredients or contents.
- Ideas, procedures, methods, systems, processes, concepts, principles, discoveries, or devices, as distinguished from descriptions, explanations, or illustrations.
- Works consisting entirely of information that is common property and containing no original authorship (for example, standard calendars, height and weight charts, tape measures and rulers, and lists or tables taken from public documents or other common sources).

## 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))

Your marketing plan should constantly keep your objective in sight and provide a daily reminder of what you should be doing to achieve it.

## Online Book Promotion -- Dana Lynn Smith

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

**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.

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

**Should you eBook have an ISBN?** Most will respond, "It depends." If you plan to have your eBook available for iPad readers, then you must have an ISBN. Remember, your ISBN is the ID that the rest of the book retail world sees. It's mandatory if your book is available in bookstores as well as with distributors and wholesalers.

Amazon doesn't require—you get assigned the Amazon ASIN number—which stands for Amazon Standard Book Number. If you already have an ISBN, then you will enter that number during the publishing process with them. Others, such as B&N's new PubIt doesn't require it ... they will assigned you a number

"It depends," is technically correct ... but if there's just one format that requires it ... the answer is YES. My advice: just do it and if you have a print edition, put both ISBNs on the © page stating which is which.

## You're On The Air

(Brad Hurtado, former producer of Donahue, Maury Povich and The Charlie Rose Show)

You do not even have to be an author to conduct a media tour. Mass communication is perfect for anyone with a message to communicate to a large number of people in a short period of time. If you have a product to sell, a business to grow, a cause to further, a seminar to promote or an idea to communicate, you can perform on a tour. All it takes is a message that is important to some segment of the population and knowing where that segment is.

## 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>)

Use your book as a self-liquidator. Many companies offer special items for sale at very low prices with a small payment plus proof of purchase. Self-liquidating offers allow the company making the offer to cover some or all of its costs in buying the books and shipping them out. For example, Meow Mix offered *The Meow Mix Guide to Cat Talk* as a self-liquidator to people who bought a bag of cat food. The book was customized for Meow Mix by simply changing the title of Jean Craighead George's *How to Talk to Your Cat*.

## 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))

Newsletters are low-cost, high-impact marketing tools that help you publicize your book, stay in contact with those who may be interested in it, and build your list of names. E-mail newsletters are also called e-zines or 'zines. Producing any newsletter can be time consuming and work intensive, but e-mail newsletters are easier to distribute than their print counterparts. If putting out a newsletter becomes a burden, contract out all or some of the work.

Build a subscriber list by collecting lots of names. Also ask your friends and colleagues for names. Your publisher and publicist should be willing to give you access to their lists, and you can buy lists of names from services that compile them by demographics and subject areas.

## The Very Idea

(Editorial by Brian Jud)

Some authors conduct many radio shows without selling any books. They become discouraged because they don't realize that not everyone in an audience has the same level of interest in their topic. Do not simply count the number of people listening, but the number of people in your target market who are listening – people who have the need for what you are selling and the ability to buy.



## 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))

If you're interviewed on TV, send the right message about who you are, what you think, and how strongly you believe what you're saying.

### **DON'T wear**

- Red, black, white or patterns.
- Noisy, shiny or distracting jewelry
- Shiny, slinky materials like silk, satin or polyester
- Tinted lenses
- Bulging pockets

### **DO wear**

- Simple, tailored clothes in natural fabrics and basic colors
- Minimal prints
- Minimal jewelry
- Dark suits – but not black
- Light shirts or blouses – but not white

## 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))

Why authors must blog about their book while writing it. It's no longer sufficient authors to begin promoting their book as its publication date approaches. More and more authors are recognizing the importance of blogging about their book while writing it.

Here are some of the reasons, revealed during recent Published & Profitable author interviews that blogging should begin as soon as authors commit to their book project.

1. Test market your ideas before it's too late. Sharing your ideas with potential book buyers as early as possible attracts search engine traffic and builds anticipation for your book. By sharing your ideas and drafts of your chapters as you write them makes it easy for you to profit from reader feedback while writing your book, when there's time to act on your reader's preference.

2. Apply the power of attraction to potential publishers. Not only will your blog posts attract potential readers, your posts will also attract literary agents and publisher's acquisitions editors who are looking for authors and experts in your field. Interviews with authors like Gar Reynolds, author of *Presentation Zen*, and his editor, Michael Nolan from New Rider's, attests to the power of a blog to launch a best-selling author's career.

3. Prove a market exists for your book. When David Meerman Scott approached Wiley with his proposal for *The New Rules of Marketing and PR*, he was able to point to the fact that over 50,000 of his followers had already downloaded sample chapters from his book. Since everyone who had downloaded sample chapters was a potential buyer, and was on his e-mail marketing list, this provided proof that the book would be an immediate success.

4. Make your book easier to write. Perhaps the most convincing reason of all is that blogging about your book provides you with the ability to write your book as a series of short, daily posts, rather than in long, stress-filled "writing marathons." Writing your book as a series of short topics, or posts, keeps your brain constantly engaged with your project. While driving, sleeping, and watching TV, in the background your brain will be thinking about your book and organizing ideas for the next writing session.

Today, it's a new world for authors. It has never been easier to plan, write, promote, and profit from a book as it is now, with the latest Web 2.0 tools available to help authors write and publish a brand-building and business-driving book.

## 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))

Action is not synonymous with accomplishment. You may be busy promoting your book but you may not be getting closer to your goal.

## Thrifty Author – Gail Z. Martin

(Gail Z. Martin, from *The Thrifty Author's Guide to Selling and Promoting Your Book Online (coming Fall, 2011)*; [gail@dreamspinnercommunications.com](mailto:gail@dreamspinnercommunications.com) or [www.GailMartinMarketing.com](http://www.GailMartinMarketing.com))

Before you create a website for your book, you have some decisions to make about what the page will be named, where people can find it, how you'll build it, what it will look like, and whether it will be a do-it-yourself project or not. Those decisions aren't difficult, but it helps to know what your choices are before jumping in, since you'll want to keep your website for a long time.

## 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](http://www.matilijapress.com) and [www.patriciafry.com](http://www.patriciafry.com)

**Your Book as Recommended Reading.** If you're marketing one or more books, you've probably already found several websites on the topic or in the genre of your book. Isolate those that have "Recommended Reading" pages. If it looks as though your book will fit in with the other books there, contact the web owner and ask if they would consider your book for inclusion on this page.

Some sites even have bookstores set up from which they actually sell other people's books and ebooks. Think about it, the more your book is recommended, the more exposure it's getting. And exposure leads to sales.

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

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

### Freelance Writing Gigs

[www.freelancewritinggigs.com](http://www.freelancewritinggigs.com)

This is a blog, but you wouldn't know it — it's an extensive and well-organized site that includes loads of free information on freelance writing tips, tools and jobs, blogging gigs, markets, writing tips and gigs, article-writing tips, queries, inspiration, job hunting tips, the writing life, blogging, community building, contests, networking tips, business tips, customer service, community and discussions, contests and giveaways, gifts for writers, videos, and information on scams and cheaters.



## First Annual California Fiction Writers Book Challenge

Deadline Oct 31, 2011

All entrants will receive an autographed award-winning novel, free book marketing tips, and substantial discounts for consultations with big-name authors and expert book promoters.

**GRAND PRIZE for the 2012 BOOK OF THE YEAR:** A one-hour FREE consultation "with one of the nation's most respected book marketing experts, [Brian Jud](#)," and will also receive a FREE Kindle or Nook Reader.

In addition to the grand prizewinner, the judges will choose first, second and third place selections and may also choose honorable mentions. In addition, every author will be entered into a separate drawing. The prize: Their book will be featured in a story that will be posted online at [CNN](#).

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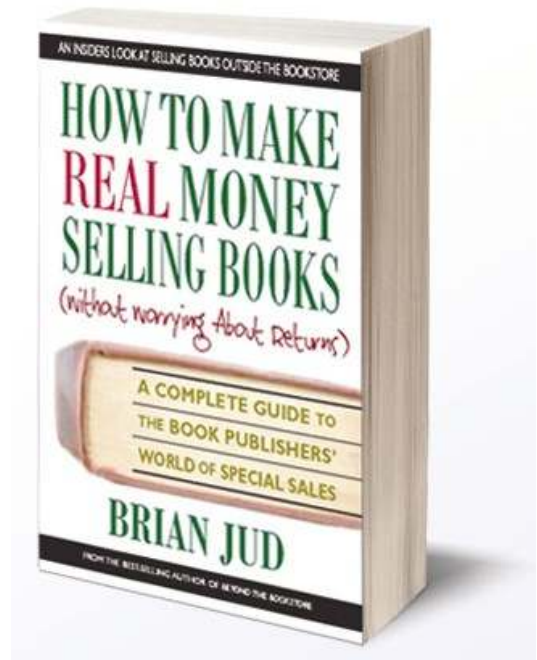
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Check out the [Writers and Publishers Bookstore](#) and give your favorite books a “Thumbs Up Rating.” Discover and rate the best books on writing, publishing and marketing  
( <http://www.bookmarketingworks.com/index.php?pg=bookstore/bookstore.htm>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

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

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

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