

Here is your October 17 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.

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I wish you success in your book-marketing efforts, Brian Jud

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Book Marketing Matters™

Brian Jud's free, bi-weekly ezine dedicated to helping you get your fair share of the special-sales markets, and sell more books profitably

Volume 10, Issue 21, Number 235 October 17, 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.

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Or www.premiumbookcompany.com**

Top inquiries from the reps for the week ending 10/14/11

<u>Title</u>	<u>Quantity</u>
<i>Historic Photos of Las Vegas</i>	250
<i>Historic Photos of Pittsburgh</i>	50
<i>Champagne and Wine Books</i>	300

Upcoming Webinars & Events by Brian Jud

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 22nd 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

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)

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 third.

Signpost #3: Printing. How do you pick a printer you trust? And how many copies should you print? These are two big financial decisions that can support or undermine the entire venture. A good publisher understands how to evaluate and choose what to invest in terms of paper weight, opacity, and binding. Even more important is the question of how many copies the first printing should be. You must be able accurately predict the quantity you can sell within the first four months. That is what you need to print to cover immediate demand without being stuck with excess inventory.—and lost revenue. Just in time printing saves you money and worry. Having a professional sales team takes the guesswork out arriving at that number.

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>)

Promotion services. Do not hire the spammers who flood your email box with offers to promote your site or product. Doing so will cost you a lot of money, incur the wrath of potential customers and will encourage more spam.

Direct Contact Media Services will send out your news release to carefully selected media via fax and email. Paul Krupin will rewrite your news release to make it more useful to the media. He will send your announcement to thousands of targeted print, radio and TV outlets. Contact him at dircon@owt.com and see <http://www.book-publicity.com>

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)

Case Study – Premium Book Company

A local bank used a personal finance book as a business gift to new clients opening saving accounts. The promotion was geared towards high school and college graduates. The book featured information on loans, investing and saving techniques as well as information on stocks, bonds and other investment vehicles. The bank realized that an educated customer is a long term customer... and focusing on young clients insured years of good relationships. Over 7500 books were sold on short discount.

You're On The Air

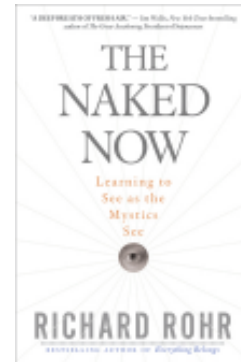
(Lori Dolney Levine, Senior Talent Executive, Fox After Breakfast)

Producers want a good segment, but sometimes you have to get the discussion back to where you want it. It may not come off as planned, but if it's a good show, it's still good television.

The Cover Story – George Foster

(George Foster has designed the covers for more than a thousand books and is contributing author to "1001 Ways to Market Your Books". Contact him at www.fostercovers.com)

Richard Rohr is a bestselling author and Crossroad Publishing wanted his new book to look important, not necessarily pretty. I wanted it to look naked. The stark white, the gray type, the open space all make that happen while giving emphasis to the all-knowing eye. Gray lines radiate from the eye, giving more emphasis and tying the cover elements together. It was the publisher's fastest-selling book the season they released it, and is still very strong. And naked.



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.)

Intellectual property is defined loosely as property created with the mind, as distinguished from real property (land) and personal property (laptop).

- Copyright: A copyright protects an author's original artistic or literary work, whether published (meaning distributed to the public) or unpublished (not distributed at all or only to a few people). Under copyright law, the term "author" has a special meaning: the creator of an original literary or artistic work.
- Trademark: A trademark protects a word, phrase, symbol, or device – the mark – used in business to identify and distinguish one product from another.
- Service Mark: A service mark protects a word, phrase, symbol, or device – again, the mark – used in business to identify and distinguish one service from another. The purpose of trademark law is to avoid consumer confusion.
- Patent: A patent protects an invention by granting the inventor the exclusive right to exclude others from producing or using the inventor's discovery or invention for a specific period of time.

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](https://www.facebook.com/AuthorU) and [Facebook.com/TheBookShepherd](https://www.facebook.com/TheBookShepherd), [@AuthorU](https://twitter.com/AuthorU) on Twitter)

Can you use the same ISBN for print and eBook formats? In a nutshell—no. Each is a unique edition and requires an identity. Think of the ISBN (International Standard Book Number) as your book's Social Security number. It's the magic number that keeps track of what is selling. Beware, Beware, Beware of publishers who lump books together and register all their books with a master ISBN for sales to outlets such as Amazon. What are they? Crooks. This has been a practice with some of the vanity presses.

The International ISBN Agency recommends that publishers assign ISBNs to each format. That means print, eBook, audio, video and anything else that comes along.

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>)

First serial rights are the rights sold to magazines and newspapers to excerpt part (or sometimes all) of a book before its date of publication. While most first serial rights are sold for anywhere from \$400 to \$5,000, they have gone for as high as \$200,000. *Woman's Day* paid that much for exclusive rights to excerpt Rose Kennedy's autobiography, *Times to Remember*.

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)

We're sorry to have to tell you that publishers, even the biggest of them, don't promote all of their books. And, they probably won't publicize yours, especially if you're a first-time author, except perhaps for the first few weeks out of the gate. The top brass at publishing houses usually determine which books and authors they will publicize and how extensively.

Publishers also don't invest the same amount for publicity in all titles they release. For example, they may authorize extensive campaigns for Titles A, B, and C, but provide little, if any, publicity for the other new releases on their lists. They may not even send out a press release when a particular book is about to come out. Furthermore, if a publisher decides to promote a book, its efforts may not prove sufficient or successful, and you might have to jump in and try to save the day. Although the amount of promotion a publishing company provides will differ from house to house, book to book, and author to author, most publishers will usually:

- Announce the deal to publish the book in Publishers Lunch
- Announce the publication of the book in their catalog for that season
- Include the book on their publication list
- Solicit endorsements or blurbs for the book
- Send free advanced reader copies to selected reviewers, the media, and those who could influence book sales

The Very Idea

(Editorial by Brian Jud)

You have two segments in which to sell your books: to retailers (including bookstores) and to non-retail buyers. As a general rule, it is not necessary to choose between the two. Sell to both, but know your options and choose the best combination of distribution channels for each of your titles.



Booklet Ideas – Paulette Ensign

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

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

Understand that pricing is rarely, if ever, the real issue when people do not buy your booklet, your other products, or your services. The real issue is that they are assigning a different value to what you are offering. In fact, they may feel it has no value in their world at all. Consider creating a way for them to test what you have in a smaller version at a lower price or a free version if appropriate, or bundle the print run with another print run to bring down the price if that is possible. Exploring what would make it valuable to them is crucial. That gives you ideas about what could be done to make it a match for them, or lets you realize it simply is not for them at all.

ACTION: Ask your potential buyer what would make your booklet, other product, or particular service valuable to them. Decide if it makes sense for you to make that change or to move on.

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)

At the conclusion of an interview, always provide personal contact information for follow-up questions. Often, reporters will sit down to write an article and find gaps in their story. If you are accessible and open to follow-up questions, you will have the opportunity to offer even more expertise as well as get in a reporter's "good graces" for future articles.

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)

A co-author's platform can be as important as their writing ability! When considering a co-author for your next book, evaluate the size and quality of their online presence. Ask yourself questions like:

- What kind of blog and website do they have?
- Do they have a large and enthusiastic following?
- How relevant and recently updated is their website?
- Are they active bloggers, as shown by frequent posts and reader comments?
- What kind of Facebook, LinkedIn, and YouTube presence do they have?

Platforms count, because when you write with a co-author, you're forming a partnership with them. Ideally, they'll expose your book to their clients, prospects, and readers, contributing to a strong launch of your book. Given the choice of two equally qualified co-authors, preference should be given to the co-author who commits to promoting your jointly written title, before, during, and after its launch.

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)

Do the right things, and do them right. Put your plan into action. Without action, planning only gives the illusion of progress.

Guest Columnist – Kris Kelso

(The Kelso Group (615) 346-9139 kris.kelso@thekelsogroup.com, www.thekelsogroup.com)

Editor's note: This article was originally published in Tom Hill's weekly *Eaglezine*. Tom can be reached via e-mail at tom@tomhillwebsite.com The information below will have more meaning to readers if you replace the word "business" with "publishing companies."

Ideas Are Worthless

Most small businesses start with a great idea - it may be a revolutionary product, a service that meets a currently unmet need, or a small twist on an existing business that opens up a whole new market. There are businesses being founded every day on ideas that have the potential to change the world.

But then again, most small businesses also fail.

In truth, ideas are not all that valuable. There are ideas everywhere - practically lying all over the sidewalk. How many times have you heard someone say "somebody ought to start a company to do that..."? If ideas alone were valuable, then the free market would create an exchange for trading them like any other commodity. But you don't see a multimillion dollar "idea exchange", do you? Hey, there's an idea right there!

What matters, then, is not the greatness of the idea. What matters is execution, and execution requires great people. In Jim Collins' popular book "Good to Great", he notes that truly great companies are much more focused on "who" than "what". Having the right people on board is far more critical than knowing exactly what you are trying to achieve. Some of the world's greatest companies started out doing something very different than what eventually brought "success". I'll take a C+ idea with A+ people executing it over an A+ idea being executed by C+ people any day of the week.

Case in point: I recently met a young entrepreneur named Adam Albright, who founded RentStuff.com, on-line broker for local individuals to rent out anything from sporting goods to sewing machines. He was describing the process of starting his business, and mentioned that he had purchased the domain name from a person who had originally bought it fifteen years ago with the same basic business idea. The previous owner, however, never put enough effort into it to get the business off the ground. The idea is nothing new, and there are other, similar businesses in existence, but the value comes from the execution being performed by Adam and his team.

Great people, though, are in short supply. Nearly every company claims to hire "only the best people." But if that were really the case, wouldn't unemployment be at 50%? The truth is that the larger your organization becomes, the more the overall quality of the people will move toward average - which is why it's important to start strong. Great talent attracts great talent, so it's critical to build your business on a solid staff up front. If there is one area of business that is worth overpaying for, it's people.

When I speak to an entrepreneur or hear about a new business, I am just as interested in learning about the people as I am the idea or concept. Knowing who is involved will tell me much more about the long-term viability of the business than understanding the idea. The idea is basically worthless - it's the people that matter.

Marketing Strategy

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

Define your prospects and customers demographically (sex; occupation, income, education), psychographically (attitudes, beliefs and habits) and geographically (i.e., regional pockets of opportunity). Of all the books facing people browsing the shelves in a bookstore, why should they choose yours?

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)

Your book is finally in bookstores. Isn't that enough? No, sadly, it isn't enough. Although it's a big plus if your publishing company has arrangements with a distributor to provide your books through stores, there's more to the publishing game than distribution. Readers and the media will still want to find out more about you and your books than what they'll see on the flyleaf of your book. If you're a speaker, event coordinators will want to look at your website before they issue an invitation. And if you are published through a small press or self-published, your website will become your sales lifeline.

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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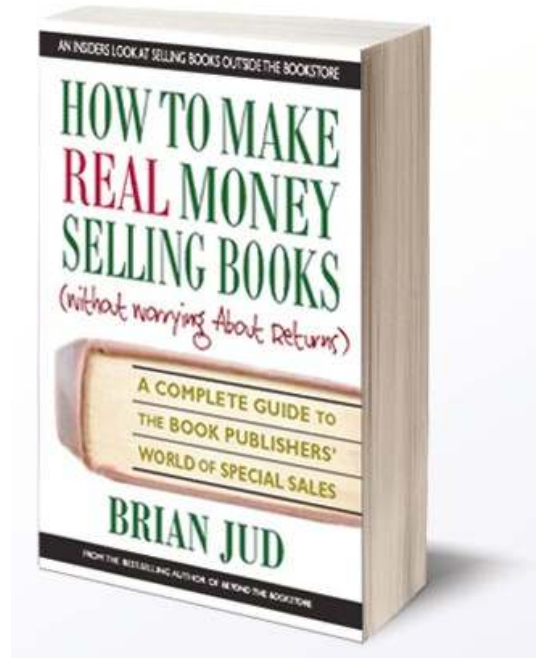
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(<http://www.bookmarketingworks.com/index.php?pg=bookstore/bookstore.htm>)

Contact Information for Brian Jud

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

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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>