

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 23, Number 237 November 14, 2011

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

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 11/11/11

<u>Title</u>	<u>Quantity</u>
<i>It's A Disaster</i>	6000
Various cookie cookbooks	2000
<i>Seven Habits</i>	100
<i>Fun on Foot</i>	100
Custom coloring book	300
<i>Mason Jar Cookbook</i>	300
<i>Redi Set Golf</i>	300
<i>Presentation Secrets</i>	300

Upcoming Webinar by Brian Jud

Plan to Sell More Books in 2012 Sponsored by Createspace

Make 2012 *your* year for success! During this webinar you will discover unique and practical ways to increase your sales through marketing planning. Brian Jud will show you how to create innovative strategies for selling more books, and plan the actions you can take to make them happen. Find out practical things you can do immediately to arrange distribution into retail and non-bookstore markets. See easy ways to promote your books economically in a competitive environment. By the end of the webinar you will have a step-by-step, customized plan to sell more books throughout 2012.

Thursday November 17 6:00 – 7:00 pm Eastern Time

Sign up at <https://www1.gotomeeting.com/register/285821296>

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 fourth.

Signpost #4: Pricing. Pricing a book requires an understanding of what each book costs to make – so you get a return on your investment; and what else is in the marketplace – so the price offers good value and is also competitive. Book-sales professionals understand the market and its fluctuations. They keep in close touch with major retail and wholesale accounts using them as sounding boards and sources of additional information. They use their knowledge to help determine the best price. Everyone wants to make money and have their book reach the right audience. Price is essential in making both happen.

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>)

Offer your remainders and over-stocked books directly to the national and regional chain bookstores through a one-time-only "white sale." Contact the remainder or bargain-book buyer at the chains and send them a sample book and promotional material. Chain bookstores will pay slightly more than remainder dealers (wholesalers) – about 5% of list, possibly more, depending on the 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)

Forget target marketing for a moment. When looking for opportunities to sell your books, try not to think too specifically about the type of business you are selling to. Because you have a book on *How to Save and Invest Money*, does not mean that your best customers would be banks and credit unions. In fact, it may be the exact opposite! Selling cookbooks to restaurants would be in the same thought process, and that would be tough. Instead, think about your sales in a more general way: "WHO would benefit from this information" is the key to finding customers. In our example of the book *How to Save and Invest Money*, the ideal readers may be high school students, or young adults. And where are these types of people? In high schools, malls, on social websites, etc. Look for opportunities for a gift with purchase, free gift for a download or membership, or look for local small business people who would want to donate these books to high schools to be given to promising seniors. If the books contain the small business name, logo, contact info, etc, it makes for a great advertising piece that will be kept and referred too over a long period of time.

The Book Shepherd

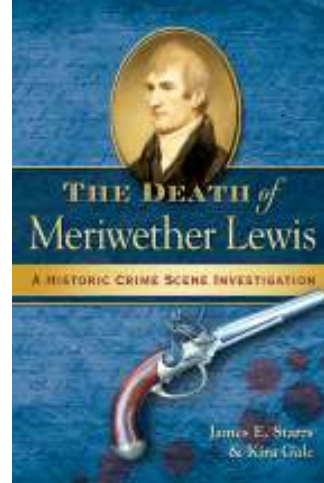
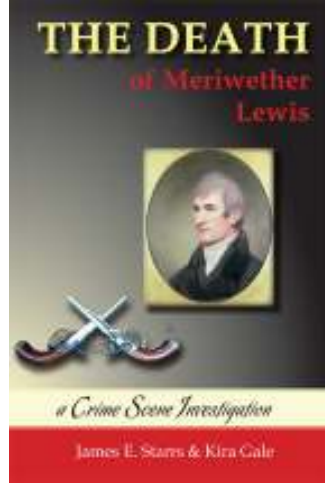
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The Cover Story – Peri Poloni-Gabriel

(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)

Before: This book is a historical account and the original cover feels disjointed with elements that are not relating to one another. The main character in the book is subordinate in the title. This book will be the first of a series of historical accounts.



After: Bringing history to life is the idea for the series. The graphic unit of the title, subtitle and image of Meriwether now work together. The background has added interest with an actual account written by Meriwether Lewis, given color and texture along with the blood spatters and gun to intrigue the reader. The name in the title now has the attention required as uses traditional fonts to convey the historic content of the book.

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

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

How is copyright created? If you have created an original literary or artistic work in some tangible form – in writing or on film or tape or canvas, for example – then you don't have to do anything. You automatically own a copyright in your work.

You're On The Air

(Benita Zahn, Noon News anchor and talk-show host on WNYT-TV, Albany, NY)

For women, wear what you're used to wearing. Put on the same makeup as you always do. Nothing garish, but something you would normally wear as street makeup. For men, powder your face, just a little to cover a receding hairline and tone your face down so you won't be shiny.

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>)

Because of certain laws and union contracts, some corporations are now required to provide retirement planning for employees, as well as help for those they lay off or fire. Books are great resources for either program. Monsanto bought 800 copies of Crisp Production's Retirement Planning Guide to give to its employees to help them with their retirement plans.

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)

Have take-away. Readers must receive some benefit. In most nonfiction books such as business, relationship, and how-to books, readers are not reading for pleasure, but to learn. Readers also want to learn from memoirs, biographies, and autobiographies while they enjoy a good read; they want to get something from every book.

The Very Idea

(Editorial by Brian Jud)

Good enough is rarely good enough. When something goes wrong, take the time to find and correct the cause of the problem, and then fix it properly.

If you cannot get into bookstores, re-evaluate your cover design, pricing and promotional plans. If you are in bookstores and sales are down, don't blame the stores or your distribution partner. Perhaps you need to increase your promotional efforts. Don't complain, just correct the problem. The squeaky wheel doesn't always get the most grease. Sometimes it's the first to be replaced.



Booklet Ideas – Paulette Ensign

(Paulette is President of Tips Products International, Paulette@tipsbooklets.com
Follow me on Twitter: <http://twitter.com/pauletteensign>)

Are most of your clients in business rather than consumers? Send them a copy of your booklet as a "thank you" for their business, to arrive just before Thanksgiving in November in the United States. Doing this is a model of what you are about to suggest to them:

1. It's a way to stand out from the crowd during the holiday rush of typical greeting cards.
2. You are sending them something useful to help them throughout the year, different from a more common calendar imprinted with your company name.

ACTION: Suggest your clients invest in a quantity of your booklets, having you imprint the cover with their company name and contact information, for them to send so it arrives the first week of January. An ideal way for them to position it is "Here's to a great year, compliments of XYZ Company, xyz.com" You must receive their order about 30 days before they want to mail it, which means immediately upon receiving the one you send them in November. Nothing like a sense of urgency to prompt more sales!

Book-Marketing Tips – Roger C. Parker

(Roger C. Parker is the \$32 Million Dollar Author. Test your Book Publishing IQ at his www.publishedandprofitable.com)

How to Make Your Newsletter Timeless. Would you buy yesterday's newspaper, or read a month-old newspaper? Probably not. Even if the articles were interesting, you'd view them as "old news." Your marketing newsletters, however, can easily be made "timeless." The trick is to focus each issue on helpful, relevant, "evergreen" information, topics that won't immediately go out of date.

Providing helpful, relevant, timeless content in your newsletters lets you promote and distribute each issue for months- -even, years- -after its initial publication. In addition, if you are distributing your newsletters as formatted and downloadable PDF files, avoid adding the current month and year to each issue. Instead, use a number to identify each issue. For example, you could use 2-06 to indicate the sixth issue published in second year of your newsletter's publication.

With a little advance planning, you can even re-use topics first written for your newsletter as chapters in upcoming books and e-books, or as articles, blog posts, podcasts, or speeches.

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)

Have you ever looked at a photograph taken of your kids, pets or trees years ago? You were probably amazed at their growth over the years because you were unaware of their minute, daily changes. Your marketing plan can have the same impact on you. If you look back on your plans made years ago you will see how far you have come.

Marketing Strategy

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

Help Your Titles Grow. Titles are like people in the sense that they will grow according to their individual needs and circumstances. Each title you publish may flourish by using habitual marketing techniques, but in most cases each one will be different enough to require a unique growth plan. Define the unique benefits each title offers its target readers, design a dual distribution network (bookstores and special markets), price each according to the value it provides readers, and create a distinctive promotional plan using publicity, advertising, sales promotion and personal selling.

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)

At its best, an author's website is almost as good as meeting the author face-to-face, because it facilitates a relationship with the reader. People buy from the people with whom they have relationships, so it pays for authors to reach out to readers through their websites.

Guest Columnist – Patricia Fry

(Patricia Fry is the executive director of SPAWN (Small Publishers, Artists and Writers Network) www.spawn.org. She is also the author of 34 books, including *Promote Your Book, Over 250 Proven, No-Cost Tips and Techniques for the Enterprising Author*. Available at Amazon.com, IndieBound.com, B&N.com and www.matilijapress.com/PromoteYourBook.com)

The Benefits of the Author Interview. As the author of a nonfiction book, do you frequently seek interview opportunities and accept those that come your way? I suggest that you do. An interview with a blogger, editor, website manager or radio/TV show host can benefit you and your book in the following ways:

- Having your interview published in a magazine or newsletter, or at blog sites and websites, for example, is a good way for you to expand your readership and become more widely known in your field or on your topic.
- It gives you new material to use in your promotional efforts. You can point your blog, Twitter and Facebook followers to the interview, post excerpts in your blog and at your website, use portions of it in your promo pieces, and so forth.
- The questions and your responses might inspire you to compose new articles for appropriate publications and even write new books or booklets related to your topic or the theme of your book.
- The line of questioning may give you some food for thought about your project, your promotional tactics and your career. Consider this an opportunity to reflect and possibly regroup and adopt new and better marketing strategies.

Interviews can be challenging. You don't always know how the questions will be framed, so you are pretty much speaking off the cuff. It's not easy to respond intelligently and succinctly on the spur of the moment. So each interview is a learning experience and good practice for future live presentations.

Tip: Toastmasters clubs are good venues to learn effective interview techniques as each meeting includes the opportunity to participate in Table Topics, an impromptu speaking exercise.

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>)

Goodreads

www.goodreads.com

Goodreads is the largest social network for readers in the world. Members recommend books, compare what they're reading, track what they've read and would like to read, form book clubs and more.



Buy Lines -- Free Information to Help You Sell More Books

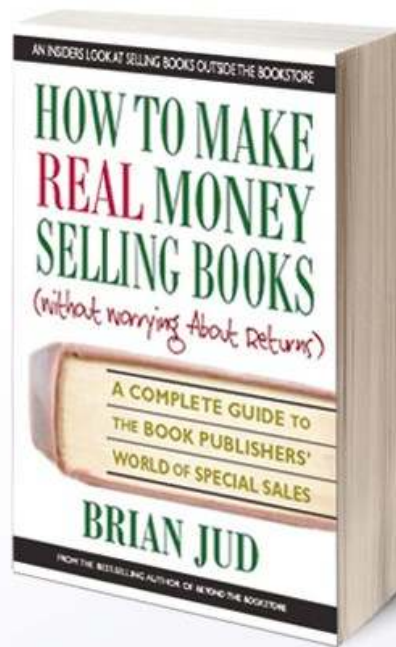
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Check out the [Writers and Publishers Bookstore](#) and give your favorite books a “Thumbs Up Rating.” Discover and rate the best books on writing, publishing and marketing
(<http://www.bookmarketingworks.com/index.php?pg=bookstore/bookstore.htm>)

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

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>