

Here is your November 28 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.

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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 24, Number 238 November 28, 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 11/25/11

<u>Title</u>	<u>Quantity</u>
<i>Industry Achievers</i>	1000
<i>Energy Entrepreneurs</i>	1000
<i>Maui</i>	50
Gift Box Studio Celebrate	1200

Upcoming Webinars & Events by Brian Jud

The Best of the Best – the Top 50 Marketing Tips from 2011

Sponsored by CreateSpace

During 2011 CreateSpace has sponsored 11 monthly webinars presented by Brian Jud. These webinars have been on topics to help you sell more books, more profitably. In our final webinar of 2011 we will review the top 50 tips that have helped – or can help -- you the most. Here are just a few of the topics that you will re-discover on our whirlwind tour of the past year's book-marketing webinars:

- How to sell more books in large, non-returnable quantities to business buyers
- Creative promotion techniques
- Marketing tips for beginning book marketers
- Hints for selling more books through trade shows
- How to promote books for those without a large marketing budget
- Ways to increase your sales to libraries
- New strategies for selling your books to associations
- How to get on more TV and radio shows
- How to perform more successfully on TV and radio shows
- Tips for getting more book reviews
- Helpful ideas to win more award competitions
- How to increase your sales in the fourth-quarter Holiday period
- Book-marketing tips for non-fiction

Thursday, December 15 at 6:00 pm Eastern time
Sign up at <https://www1.gotomeeting.com/register/895095224>

How to Create a Functional Book- Marketing Plan for 2012

Sponsored by SPAN

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 creating and selling more books. Learn innovative pricing techniques. 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.

December 29, 6:00 – 7:30 pm Eastern Time
Sign up at <https://www1.gotomeeting.com/register/512837728>

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 fifth.

Signpost #5: Sales and Distribution. Sales should really be considered from the beginning – not just when the book is ready to sell. Usually a professional sales team becomes activity involved about 5-6 months before publication, when they can preview the book with accounts and get valuable feedback. That is also when they begin to sell the book in to major accounts. Smaller publishers often hire a distribution company to handle all aspects of the selling process since they have contacts and reach with all the major sales outlets nationwide.

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>)

A few years ago, I was listening to a local radio station while running errands. I heard a disc jockey talking about making his first parachute jump. Since I had written several books on skydiving, I called the disc jockey who spoke to me during record plays. An invitation was extended, and I dropped by the radio station for an impromptu interview that lasted all afternoon.

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)

Lets Get Ready For Christmas – it is only 13 months away (for the promotional products industry)! Will you be ready? The Holiday season is a time for EXTRA corporate book sales. A time when companies give gifts to employees, clients, say "thank you," or use the time to show goodwill. There will also be opportunities to spend corporate profits so if your book(s) relates to a subject that a company finds could benefit others, they may wish to donate your book(s) to organizations who would find them valuable.

Here's the bottom line. Start now! Christmas is a mere 13 months away! Get your piece of the corporate budgets by planning and planting seeds. The fruits of these labors will show up in the form of very "green" checks!

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.)

What rights do I have if I own a copyright? Copyright is not one right but actually a bundle of rights. In general, the law gives a copyright owner the exclusive right to do and to authorize others to do the following:

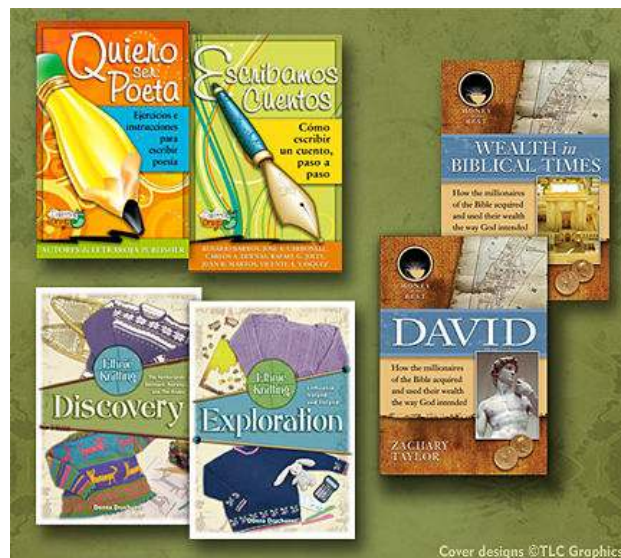
1. Copy the work
2. Prepare derivative works based on the original
3. Distribute copies of the work to the public by sale or other transfer of ownership, or by rental, lease, or lending
4. Publicly display
5. Publicly perform

The Cover Story – Tamara Dever

(Tamara Dever, Owner/Creative Director, TLC Graphics. For more information about producing beautiful and saleable books, please visit www.TLCGraphics.com.)

Designing a successful series is all about planning - for the publisher and designer. This task can be an added challenge for your designer, as graphic elements and typography must be created to specifically work for future volumes.

At the beginning of the project, your designer will want to know the longest and shortest titles in the series to ensure titles of every size will fit in their allotted space. Color schemes will be developed. Each book can carry an identical color application or the books' colors may vary while staying within the determined color palette. A series must be visually branded. To achieve this, often a logo for the series is created as seen in the examples above. Finding several photos or illustrations of the same style, shape, and/or size will also be important for future volumes. Design parameters are more strict when creating a series, but with thorough planning, your volume of books can reflect a valuable and saleable brand, asking



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)

Is There an Editor in Your Midst? Why so many authors think that their friend who teaches literature at the local college, or their sister who loves everything they write and do is the perfect editor for their work is beyond me. Your editor can make or break your work—she can shape and shore it up ... or, put in some commas and check your spelling. There are now more self and independent published books than those produced by the traditional NY houses—and too, too many have minimal, if any, editing. Think “ruthless editing.” Cut, slash and shape, hire a pro—and, when in doubt, cut it out.

Look for an editor who "gets" your topic ... it will save you hours in their education. Let them know if there are quirky or unusual phrases or words in the beginning. If all the editor is doing is copy--the grammar and punctuation--he won't be thinking about what sub-heads and layout should be. Somewhere along the line, authors began to think that editors worked at minimum wage ... wrong. You will pay from \$25 an hour and up--most are going to come in the \$50 an hour range. The cleaner the copy you give them, the less you are going to spend.

Book publishing and editors are like peanut butter and jelly--finding the right combo will enhance your book from the get-go.

You're On The Air

(Jim Bohannon, Host of the nationally broadcast Jim Bohannon Show)

We're just talking. The rest of the country is eavesdropping, but don't think of them. They're really not out there as far as you are concerned. We're just here and one or two of our friends will call in and talk on the radio.

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>)

As part of their ongoing public relations programs, some companies will sponsor worthy causes and special book publishing projects related to those causes. For example, Weyerhaeuser donated \$25,000 worth of paper to Melior Publications for the publication of *Washington: Images of a State's Heritage* to celebrate the state's centennial.

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)

Many agents will not accept unsolicited queries, proposals or manuscripts via postal mail and will discard them unopened. If your e-mail query stirs their interest, they may contact you to request a hard copy of your proposal or manuscript or to talk. Action Steps:

1. Be honest. Does the world need another book on your topic? Check bookstores and get in the know about what books exist. If you think that your book is better and brighter, then perhaps it's meant to be.
2. Don't let anyone talk you out of your dream. If you believe in your idea and it does not exist, then don't postpone success.
3. Search online. Search everywhere. Talk to bookstore owners; see what's out there. Study your competition. Learn what other authors have done.
4. Research your book's title. You might be surprised to find that your title already exists. Was it on your topic? The same title could be used for a book for kids and one about pets.
5. Create an outline. Outline your book and see if you are still glued to the project after you set up what your chapters are about, etc.
6. Write a Dear Reader letter. Try this assignment: write a letter to your reader and state what you plan to deliver in your book. It's a promise to the reader. You'll know after writing this letter

Booklet Ideas – Paulette Ensign

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

Notice that getting the word out about your booklet is easier now than it's ever been. You can also leverage your promotions by posting on one place that automatically posts on many other places. Posting a tip at a time followed by the URL to your website can be done at a place like www.ping.fm. Sharing articles based on your expertise with blog owners and ezine publishers expands your reach. A very popular article site is www.EzineArticles.com. Adding your name and URL for your site at the end of your article is a completely acceptable way to promote your booklet and your business. You can do this yourself, a little each day, or hire a Virtual Assistant to do it for you.

ACTION: Decide how much time and effort you want to devote to doing the marketing yourself, whether you'd prefer to offload it to someone else, or do both.

Marketing Strategy

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

Your strategy must enable your publishing firm to deliver a unique array of benefits for a particular set of customers. Strategic thinking defines how you will price, distribute and promote your titles to each target

The Very Idea

(Editorial by Brian Jud)

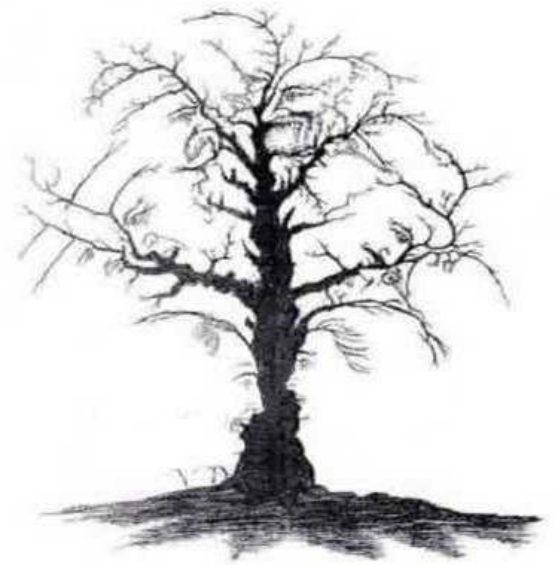
What do you see in this illustration? Do you see a tree? Or do you see ten faces? Things are not always as they appear to be at first glance.

Sometimes you have to look more closely to see what is really there. Some publishers look only to bookstores for selling their books. Yet, there is an enormous opportunity in the hidden market for non-bookstore sales.

For example, you may say you want to sell to libraries. But if you look more closely, libraries represent a target market of 117,378 locations, divided into many sub-segments. In addition to the 9,207 public libraries, there are libraries in colleges, as well as public and private schools. Libraries serve prisons and the military. And there are special libraries including corporate, medical, law, hospital and religious libraries.

Special-sales marketing is not a separate way of doing business. It is not even a new way of doing business. It is an integral part of overall marketing strategy, an extension of what you are probably already doing. Where else could you sell your books? For more information go to

www.premiumbookcompany.com



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)

The advantages of choosing a placeholder title. There's no questioning the importance of choosing absolutely the right title for your book... but, there are times when a temporary, or placeholder, title makes sense.

A placeholder title make sense if your project is stalled by an inability to come up with the perfect title. If more than a couple of weeks go by without progress, it's time to take a break and turn to other areas of your book proposal. Sometimes, the perfect title doesn't show up until most of the book has been written, as Sarah Susanka describes in her *Not So Big Life: Finding Room for What Really Matters*.

After completing all of the other chapters, Sarah was writing the Introduction to her first, brand-building, book, *The Not So Big House*, when the perfect title "just showed up on my computer screen." Suppose she hadn't completed her book proposal and book; suppose she had delayed moving forward on her proposal and manuscript until after she had identified the right title? Her book still might not have appeared!

The act of writing takes authors on a journey into the unknown, and it's the "unknown" where the strokes of genius often appear!

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)

A tactical plan should answer the question you should ask yourself whenever you are in doubt about what to do next: What is the best use of my time right now? In each of the four strategic areas (Product, Place, Price, Promotion), describe innovative and specific actions you will take to employ your marketing weapons.

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)

A great author website helps to keep your readers engaged with you between books. It also makes it easy to remind them that a new book is coming out, and to get them excited before the book ever hits stores. You can promote your book for pre-orders before it ever reaches stores. Both publishers and booksellers really like to see strong pre-order sales, because it's an indication that the book will do even better once it is on the shelves.

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.matilljapress.com/PromoteYourBook.com)

Don't sit back and wait for a reason to seek publicity. Go out and do something newsworthy. If your book is on dog training, you know that a well-trained dog is more desirable than an unruly dog. So, help abandoned dogs find homes by offering to teach volunteers at local shelters to work with the dogs that come in for adoption. And be sure to tell the press about what you're doing. This activity should rate a story in your county newspaper as well as other newspapers across the U.S. If the adoption rate goes up because of your efforts, this is an even better story. In this case, consider approaching the editors of dog magazines, for example, and suggest a story. Be sure to mention your book during the interview.

Maybe you've written a novel featuring a homeless family. Make news by spearheading an effort to find housing for a local homeless family, a job for a homeless person or start a hot meals program for the homeless. I read about a young woman once who made sandwiches and delivered them to the homeless at a park every Sunday afternoon. While her charitable effort is localized, the story hit the national news. She wasn't an author—but imagine if she was. This would have been great publicity for her book.

If you've written a children's book, participate in story time at libraries throughout your state and precede these events with news releases to newspapers. A book on hiking might get extra press if you were to organize a charity hike, monthly senior hikes or hikes for special needs students, for example.

I presented a luau for 100 people once and invited the press. This made a wonderful story with great pictures for a large spread in our county newspaper—a great way to publicize my luau book.

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>)

How to Plan, Write and Develop a Book

howtoplanwriteanddevelopabook.blogspot.com

This is a blog, and one of the best on novel writing. Written by author Mary Carroll Moore, this blog could not only get you started writing your next novel, but it could help get you through the entire process from start to finish. The common sense tips are indispensable.



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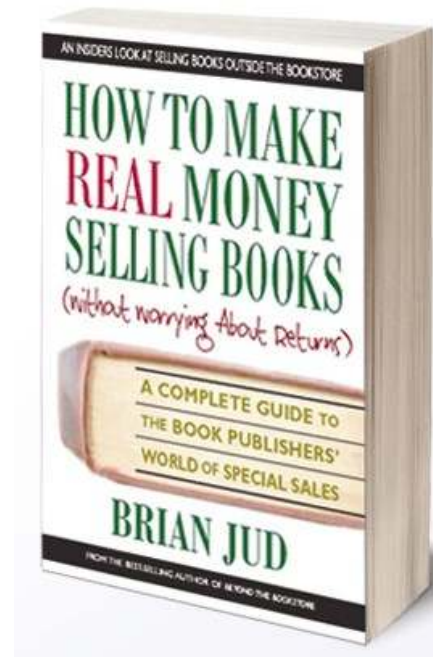
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- Become more profitable
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Check out the Writers and Publishers Bookstore and give your favorite books a “Thumbs Up Rating.” Discover and rate the best books on writing, publishing and marketing
(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

Contact Information for Brian Jud

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To subscribe to *Book Marketing Matters* click here: <mailto:brianjud@comcast.net?subject=subscribe>
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

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>