

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

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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 inquiries 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 12/23/11

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

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All non-returnable.**

**BrianJud@premiumbookcompany.com
Or www.premiumbookcompany.com**

<u>Title</u>	<u>Quantity</u>
Why Baby Toes Aren't Big	144
Jamaica Coffee Table Book	175
Disney World Coffee Table Book	175
Little Gold Book of Yes	125
Little Book of African Wisdom	500
African American Firsts	500
Paris Then and Now	350
Driskell Series of African American Art	500
Evans Collection of African American Art	500
Collecting African American Art	500
Free Within Ourselves	500
African Design	500

Sample requests

Design Sponge At Home
Greenbrier and Other Decorative Adventures
Running Wire at the Front Line
There Are No Children Here

Upcoming Webinars & Events by Brian Jud

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.

Tuesday December 29 6:00 – 7:30 pm Eastern Time

Sign up at <https://www1.gotomeeting.com/register/512837728>

Start 2012 with More Book Sales

Start the New Year with a fast, sustainable book-marketing effort that will result in more book sales all year long. Discover what you need to do – and in what order – to get the biggest return on your marketing actions and expenses. You will learn practical, quick tips for increasing your sales and profits. And we'll include a few maverick-marketing ideas that will keep you ahead of the competition throughout the year.

Thursday, January 19 at 6:00 pm Eastern time

Sign up at <https://www1.gotomeeting.com/register/636585400>

Notes From the Front Lines

(Excerpted – with permission – from the Book Publishers' Handbook, by Eric Kampmann, President, Midpoint Trade Books ekampmann@aol.com)

Beware of the January Publishing Cliff. From late spring to late summer all eyes are on the very important fall selling season. Sales conferences, Book Expo, the fall catalog all point to high expectations for great success for the entire list of brand new titles. Yet when the radiant colors of the season have passed, the winds of winter become evident. And if too much emphasis has been placed on the fall list, then the winter will be long, hard and cold indeed. As December turns to January, bookstores and wholesalers feverishly begin to pack up overstock to be returned to sender. And if the list of new titles is sparse come winter, then many a publisher will experience a significant cash flow squeeze. Therefore, it is important to spread your list of new publications over the whole year. January and February, for example, are strong months for finance and self help. It is important to plan from a financial as well as a marketing perspective.

You're On The Air

(Eric Marcus, former producer for Good Morning America and CBS This Morning)

A good guest is an engaging guest. Lively. Funny, if appropriate. Someone who knows the length of the show and can adjust the length of his or her answers accordingly.

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>)

Focus on specialty stores not bookstores. For example, the largest dealer for my parachute books is a parachute catalog. Books are also sold to skydiving schools, parachute clubs and parachute dealers. These dealers purchase books by the carton, think a 40% discount is wonderful and pay within 30 days. They never return a book. Compare that experience with bookstores. Today, I have a distributor to handle the book trade so that I may concentrate on my passion center: the user groups.

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)

Independent publishers may have an edge over larger publishers in the sense that a company may not want a bestseller as a premium. If *everybody* already has it, it would be less desirable as a sales promotional tool. A less known, but equally applicable title, may be preferred. For similar reasons, your prospect may want an exclusive on your title. It will not want to waste its promotion dollars if someone else is offering the same title in a promotion.

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)

The Pure Kitchen: Since the premise of the book centers around purity and clearing the clutter from your cooking² the cover had to feel clean and simple. All the recipes are dairy-free and gluten-free so nothing could be used visually that contained these ingredients. Bright, fresh colors with an updated, earthy feel along with the use of clean fonts and photos complete the look.



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)

Draw readers to your site by offering bonus material. This could be a chapter or two that didn't make it into the final book because of space constraints. It could be an original short story elaborating on something that happens "off camera" in the book but which readers would find interesting. Some other ideas could include a "question and answer" segment on writing technique; or an essay on something that you touched on in your book but didn't have room to go into in depth. Readers who liked the book will love getting extras on your site—and they'll tell their friends.

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 is copyright registration and do I need to register my work? Registration of your copyright creates a public record of the facts and circumstances pertaining to it. While registration is not necessary for your copyright to exist, You should register it for further protection. The Copyright Act gives you certain advantages under the law if you do register your work.

- File an infringement lawsuit
- If registered before or within five years of publication, registration establishes sufficient (a/k/a prima facie) evidence in court of the validity of the copyright and of the facts stated in the registration certificate.
- If you register within three months after publication of the work or prior to an infringement, the burden of proof shifts to the defendant who is then required to prove that infringement did not occur.
- If registration is made within three months after publication of the work or prior to an infringement, statutory damages and attorney fees will be available to the copyright owner in court actions. Otherwise, only an award of actual damages and profits is available.

Registration allows the copyright owner to record the registration with the U.S. Customs Service for protection against the importation of infringing copies.

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 reduces your annual plan to a doable action plan, a “To Do” list, a reminder of what you need to do in the short term. Not all tasks need be performed at the same time. Prioritize your activities and divide them into quarterly, weekly and then daily lists.

The Very Idea

(Editorial by Brian Jud)

Planning is like laying track for a railroad -- it establishes a solid foundation, provides a path to your destination and controls deviation. And it helps you move forward when uncontrollable events occur. But just as the track does not propel you forward, neither does your plan. Your passion and productive action provide the fuel for the engine taking you on your journey to success. Create your plan for 2012 during this relatively slow period so you can start the new year full steam ahead.



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

It's entering book awards time. What do you do when you win a book award? The savvy author tells others about it. Don't count on your publisher to do it if you are published by someone other than your own company. Get your computer open and:

1. Create the publicity to now support your book and drive up book sales. Write a media release that includes who awarded you, in what topic area. Make sure you include your book title (I've actually seen this forgotten), you as the author, publisher and where the book is available. For example, I live in Colorado—the top book store in Denver is the Tattered Cover—include that the book is available (and make sure it is). If you have a judge's comment and appropriate, include it.
2. Tell the media world ... it's bragging time. Send the media release to your local newspapers, TV, radio or any organizations you belong to.
3. Think social media. Let your Twitter, Facebook, LinkedIn Fans know ... add the link to Amazon's page for your book. You can create a video and post on YouTube. When I hear about AuthorU members or Book Shepherding clients, it is immediately posted on our Facebook Fan pages and announce in The Resource eNewsletter.
4. Have a photo with you, your book, award ... post it, post it, post it ... on all social media sites. If appropriate, link to them as well.
5. Blog it ... blog about it on your blog; and if there are other blogs you've been following or are appropriate to connect with ... announce to their world as well.
6. Add that you are an Award-Winning Author to your signature line for all emails.
7. Don't forget your website. Get it on the Home page—include a photo of you and your award and book. Add it to your Media page ... if you don't have one, create it—use the logo of the group that honored you ... once you win one award, that seem to start multiplying. Add to the page as they come in.
8. Bravo ... it's celebration time—share it with your friends—have a party!

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>)

A company could offer one of your books as a free gift to prospects that will listen to their sales presentation. For instance, insurance salespeople could give away a tax guide to everyone who listens to their pitches.

Marketing Strategy

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

Make two lists, one containing the tasks required to keep your business operating profitably, the other a record of what you enjoy doing and do every day. Now compare them to see if you are doing what needs to be done or what you like to do. Incongruence does not mean you must stop doing what you enjoy; it simply points out where you need assistance.

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)

Now that you understand some of what writing and publishing entail, it's essential that you be aware of a few additional concepts. The first is that publishing is a business. Never forget that publishing companies are profit-making enterprises that exist in order to make money, because it will affect both your and your publisher's decisions.

When writers get involved in publishing, they often enter at a serious disadvantage. First, they're outsiders who can easily be swallowed up by a mysterious, complex, and often baffling industry. When they enter the publishing world, the playing field isn't level. Like Las Vegas, publishing is stacked in favor of the houses. The publishers exercise the power and control, and they play by their rules—and those rules exist to ensure that the publishers make money.

Writers often encounter problems because of their naiveté. They attach romantic notions and lofty ideals to publishers; they think that the industry exists to advance the art of literature and culture and believe that they're a part of a noble pursuit. Writers are often blinded by their need to become published authors, so they're willing to swallow whatever it takes. They often fail to realize that publishing is a business; its primary objective is to make money. Virtually all publishing decisions are based on the bottom line.

Six huge, international companies control some 80 percent of the publishing industry. These companies are businesses that deal in the commodity of books. Although they may have high artistic standards, they are not charities or benevolent associations. They are not cultural foundations that exist solely to serve writers and the public good; they are businesses that exist to make money.

For writers, this understanding is critical because it can impact whether they can get their books published and make them successful. The need for books to make money is a reality, and if writers hope to succeed, they must shape their books in ways that will promote publishing companies' needs.

Booklet Ideas – Paulette Ensign

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

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

Discover that what YOU think is an ideal use of your booklets for your clients may have no bearing on THEIR reality or what's important to them. You may suggest they distribute your booklets when they exhibit at trade shows when that is a less productive venture for them than sponsoring events at association conferences and including the booklet there. Devoting your time to identifying and developing priorities for your clients can be much less rewarding for them and for you than if you talk with them about what they are doing and what they want to do. Many a large quantity client has come up with a better use for their booklets than anyone else could because they know their business better than the booklet author does.

ACTION: Talk with the decision maker about how they market their business. Think of how your booklet and/or other formats of your product can best align with the prospective buyer's approaches.

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)

Test your book's proposed title. Avoid the temptation to commit to a book title until you find out what your market thinks about the title. In the past, market research was usually too slow and too expensive to be helpful for authors. Now, however, with Internet access to free tools like Survey Monkey, i.e., www.surveymonkey.com, you can easily test-market proposed titles and subtitles before committing to them. When testing titles, always offer a choice of two or three alternatives, and provide space for survey participants to suggest an additional title, if they want.

Use separate survey questions for titles and subtitles. Subtitles are as important as titles. Simple online surveys, announced and promoted via e-mail and in your blog, can help you replace opinion and subjectivity with meaningful results among those whose opinions count the most--your book's proposed readers.

Guest Columnist – Patricia Fry

(Excerpted from Patricia Fry's book, *Promote Your Book, Over 250 Proven, Low-Cost Tips and Techniques for the Enterprising Author* (Allworth Press, 2011), <http://www.matilijapress.com/PromoteYourBook.html>)

Glean Ideas From Other Authors. I like to suggest that authors eaves drop and drop in on other authors who are writing in their genre/topic. Visit their websites and see what you can find out about how many books they are selling and how they are selling their books. What methods are they using? Where are they speaking? Where are their articles appearing? Who is reviewing their books? What are they offering

You can get some of this information by studying authors' websites. Do they list their calendar of speaking events? Read their blogs. Check out their "media" pages to find out where they've had their books reviewed, what other methods of promotion they've used and how effective it was. They might have an article posted about an unusual promotional activity through which they sold numbers of copies of their book. This might give you some ideas for promoting your similar book.

You might also do a Google search for their book and see where it shows up—where has it been mentioned and reviewed? Where is it offered for sale? You could even sign up for Google Alerts using this author or the subject or title of the book. Each day you will receive information about where this book is being featured, spoken about, reviewed, etc. (Read more about Google Alerts in Chapter Fourteen.)

Make contact with authors of books like yours. Discuss promotional ideas. If you share your successes generously, the other author will probably give in return.

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>)

Query Shark

<http://queryshark.blogspot.com>

Query Shark is a blog by Julie Weathers for fiction queries only. She advises when queries are posted (not all submissions are), but it's a great place to get feedback. It allows participants to send a revised query letter after the critique.



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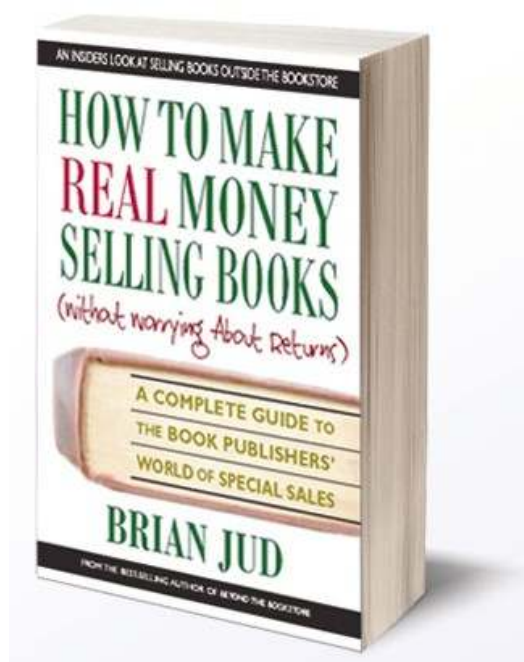
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Contact Information for Brian Jud

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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>