

Here is your February 7 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 Liz Nakazawa.

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 3, Number 217 February 7, 2011

Do you want to sell more books to non-bookstore buyers? Join our commission-only 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 2/4/11

<u>Title</u>	<u>Quantity</u>
<i>Eat This, Not That</i>	200
<i>Great Baseball Feats, Facts & Firsts</i>	150
<i>The Baseball Codes</i>	150
<i>A Joke a Day Keeps the Doctor Away</i>	300
<i>Family Caregiver Organizers</i>	160
<i>Best of the Best Louisiana Cook Book</i>	150
<i>KJV Bible</i>	400

Free Webinars in February by Brian Jud

How to Increase Your Sales Through Creative Promotion

By Brian Jud, sponsored by CreateSpace

If you use the same promotional techniques, in the same way that everybody else does, you will not stand out and your sales will suffer. But if you can find new ways to reach people with a meaningful and creative message you will get positive attention, media buzz and more revenue. Discover how to break through the media clutter and reach more people with a persuasive message. This is not a webinar about new ways to write a press release, but new ways to build and hold a leadership position in your target markets through innovative, professional and effective promotion.

February 17 6:00 – 7:00 pm Eastern Time

Sign up at <https://www1.gotomeeting.com/register/407142488>

How to Profit from Trade-Shows

By Brian Jud, sponsored by SPAN

You can reach hundreds --- or thousands -- of prospective buyers in a few days at a targeted trade show. The biggest US book-industry event is Book Expo America (BEA) and that is coming up in a few months. Brian will show you how maximize your opportunities there -- or at any local, state, regional or national show. You don't have to pay a lot of money to exhibit -- and in most cases you can profit more by not exhibiting. Attend this webinar to learn how to take advantage of many ways to reap the benefits of having all your top prospects in one room at the same time.

February 24 6:00 – 7:00 pm Eastern Time

Sign up at <https://www1.gotomeeting.com/register/110858449>

How to Find More Buyers for Your Books in Non-Bookstore Markets

By Brian Jud, sponsored by BAIPA

This is the first of two webinars about selling your books to buyers in non-bookstore markets. Brian will show you how to prospect (search) for corporate buyers. Selling books is a matter of numbers. The more people you contact, the more books you can sell. Unfortunately, many authors miss out on potential sales because they don't know where to find the names of potential buyers. In this webinar you will also learn where to find the names of buyers willing and able to buy your books. Do you think there is *nowhere* to sell your books? There is, if you *know where*. Sign up today and discover new markets and people that you probably never considered as prospects before. Then watch your sales grow.

February 28 7:00 – 8:00 pm Eastern Time

Sign up at <https://www1.gotomeeting.com/register/928147025>

Did you reach your sales goal in 2010?

If you didn't sell as many books as you had planned in 2010, I can help you determine why not and rectify the situation. Contact me at BrianJud@bookmarketing.com to arrange a time for us to talk.

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. For example, when I backpack I look for blazes on trees. Or, if I am above the tree line, I seek out cairns or stone markers that I follow with care so I stay on the trail.

As with any journey, a good publisher knows he must follow certain signposts to successfully produce, sell, and market his books. Ignore an important signpost and you can get lost, or go in the wrong direction. Each marker represents a decision you must make – sometimes on your own or with the advice and counsel of someone with more experience. Over the next five issues of *Book Marketing Matters* I will describe one of seven signposts on the road to good publishing. Here is the third.

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>)

The greatest challenge to a self-publisher is managing the day-to-day excitement.

Ideas for Selling to Corporate Buyers – Guy Achtzehn

(President of The Promotional Bookstore, offering commission-based sales of books to non-bookstore buyers, guy@msgpromo.com)

The sales process for a large order to a corporation may take several years. Buyers may initially test your title and then wait months or a year before placing an order. Rarely are people in as much of a hurry to buy your book as you are to sell it; so be patient.

- There is more at stake for buyers purchasing in large quantities, and corporate buyers in particular want buy from people they know. It takes time to build the relationships that lead to large orders.
- As you prioritize your prospects and opportunities, sell smaller, but more frequent quantities to retailers while you are working on the larger orders. This may help to generate some interim cash flow. But the axiom still holds true that people buy on their timelines, not yours.

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>)

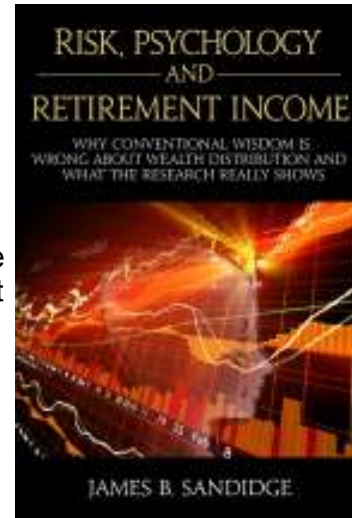
Selling sponsorships. For a book on wealth preservation, one self-publisher charged contributors to write the book for him. He brought in fifty-four contributors at a price of \$2,000 each. In return for his \$2,000 and answering questions for the book, each contributor received copies of the book with his name on the front cover as one of the co-authors. In addition, his photograph and biography were featured on the back cover. The contributors were willing to pay so much because they wanted the exposure before so many potential customers for their service.

The Cover Story – Michele 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>)

Risk, Psychology, and Retirement Income
by James Sandidge

The challenge for this cover was to corral a long title and very long subtitle, while maintaining a “textbook-like” design in keeping with the very technical content. We combined several images of stock market charts, colored them red, and created flashes of light to symbolize the risk inherent in investment decisions.



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.)

Copyright Registration with Fill-In Form CO: The next best option for registering basic claims is the new fill-in Form CO, which replaces Forms TX, VA, PA, SE, and SR. Using 2-D barcode scanning technology, the Office can process Form CO submissions (when properly completed by the submitter) more efficiently than paper forms. Simply complete Form CO on your personal computer, print it out, and mail it along with a check or money order and your deposit. The fee for a basic registration on Form CO is \$50.

Registration with Paper Forms: Paper versions of Forms are still available. The fee for a basic registration using one of these forms is \$65 payable by check or money order.

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)

At any given time, you will be in a group of people. If you say you are an author, or working on a book, expect at least three-quarters of them to say, “I would like to write a book,” or “I have an idea for a book,” or some variance to the theme. Then, they will come up with reasons why they haven’t started or written it. Why write a book? Over the next (and past) few newsletters, let me count the ways ...

#6 Books can create a lucrative financial return. Contrary to the belief of many, and the practice of too many authors, they don’t “get” how to sell books “without” pitching them blatantly. You don’t have to have a PhD, a MBA—what you have to have is a GOOD—when speakers are good (great is even better), by default, they will sell books. Lots of them. Be visible; be present; be GOOD ... and they will come. Trust me—I’ve sold many thousands of books this way ... and at full retail price ... receiving hundreds of thousands of dollars over the years. Why not you?

If you want to make your mark, increase your presence, become a media expert, a sought after speaker or consultant, or simply reinvent yourself, a book can be your best friend.

Online Book Promotion -- Dana Lynn Smith

(Book marketing coach Dana Lynn Smith is the author of *The Savvy Book Marketer's Guide to Successful Social Marketing* and several other book marketing guides, available at <http://www.SavvyBookMarketer.com>. For more book marketing tips, visit her blog at <http://www.TheSavvyBookMarketer.com> and follow @BookMarketer on Twitter.)

It's easy to set up a survey using a free tool like Survey Monkey.com and then write a press release, article or series of blog posts reporting the results. For example, I surveyed 136 authors and publishers about their book promotion plans and created a press release and article about the "Top 10 Book Promotion Strategies for 2010." Then I wrote a series of blog posts expanding on different items on the list and referring back to the survey.

You're On The Air

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

If you speak monotonously, it's nothing you're going to change in the 30 seconds before you go on the air. If you think you've got a terrible voice, go see a coach.

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)

In publicity, your message is delivered through the media and through channels such as your networks and your contacts' networks. In contrast to advertising, you don't pay the media to deliver your message, but convince it to deliver it in its articles, reviews, and programs. The media may deliver the exact message you provide, or write or present information about your book in its own words, style, or format.

Publicity is effective because the public tends to think of information it gets from the media as news. So, it gives publicity more credence than advertising does, which the public knows is bought and paid for by advertisers. Advertising is perceived as being big on hype and short on truth, while information provided by the media is generally accepted as true.

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 several blog post title variations for SEO effectiveness. Search Engine Optimization is one of the most important marketing tools available for authors. Many authors pay a great deal of attention to choosing page titles and keywords that clearly speak to their prospect's needs and the contents on each page.

Yet, the same authors who painstakingly target their market by choosing and testing the right keywords and page titles often neglect SEO when writing their everyday blog posts. Often, because of time constraints, there's a tendency to dash off a blog title, without thoroughly examining it for keyword relevance and consistency with the blog post that follows. Instead of using the first blog title you come up with, consider copying your original title to your word processor, and making a list of 4 or 5 variations on the title.

The limitations, or strengths, of your first-draft title will become far more obvious when you see the original title in the context of your better thought-out variations. Evaluate each of your blog post titles in terms of their keyword relevance as well as how often the terms used in the title are repeated in the first paragraph of your blog post.

The Very Idea

(Editorial by Brian Jud)

We are having a lot of snow here in CT. Our annual record is 115" and we had 80" by the end of January. Even though this photo is not from CT, it does conjure up a lesson about book marketing.

Many publishers bury their backlist titles in favor of the latest ones. However, in special-sales marketing your backlist is just as fresh as your frontlist.

Stop thinking in terms of frontlist and backlist. Most non-bookstore buyers are less concerned with the publication date than they are with how the content of your book can help them or their customers, employees, students or association members. Assuming your information is relevant, corporations may use it as a premium to increase sales of their products, magazines as a way to increase subscriptions or by museum gift shops as a way to enhance the experiences of their guests. In each case, the format of your information may have to be changed to accommodate the buyers' needs.

Given the fact that you probably already have a frontlist and backlist, evaluate your complete inventory of titles, and then devote your attention to marketing those with the greatest potential. Then sell them in nontraditional places such as



schools, colleges, hospitals, pharmacies and/or military bases. These groups might purchase them for resale, as premiums or as gifts.

Dig out those old titles. Balance your efforts on marketing your frontlist of potential stars as well as your backlist of solid titles. Stop thinking of titles as individual publications but as bricks in the foundation of your future business.

Booklet Ideas – Paulette Ensign

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

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

Register the copyright for your tips booklet for additional protection. This is particularly important when you have proprietary systems or approaches for doing things, or have an acronym you have coined, or want to have more leverage to ultimately fight a copyright infringement on how you present your information. While you do have certain protection without formal registration, your protection is greatly increased with the registration. Get all the information about this and register online at <http://www.copyright.gov/>

ACTION: Research the copyright site to decide if formal registration makes sense for you. You can do the entire thing online if you decide to register it.

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)

Buy reprints: Most magazines offer reprint packages so you can get a set quantity of your article professionally laid out with the magazine masthead. This is usually much less expensive than buying 500 copies of the magazine. Or, you can simply ask the magazine editor if it's okay to photocopy the article and use it for your marketing purposes. Then send reprints or copies to past clients, current prospects, and anyone else on your mailing list.

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)

The executive summary of your business plan should concisely explain your company's current status, its products and services, promotional programs, the benefits to the customers, personnel strengths, the financial forecasts, your objectives in three to seven years, the amount of financing needed and how the investors will benefit.

Marketing Strategy

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

Years ago, Charles Revson, then CEO of Revlon Company, was asked to describe what his company sold. He responded, "In the factory we make cosmetics, but in the stores we sell hope." He knew that people do not buy a *product*; they buy what the product *does for them*. Stop selling your books and start selling what your content *does* for the reader.

Thrifty Author – Gail Z. Martin

(Gail Z. Martin, author of *The Thrifty Author's Guide to Launching Your Book* gail@dreamspinnercommunications.com or www.GailMartinMarketing.com)

Always take copies of your books with you to speaking engagements outside of bookstores. Many panelists at genre conventions will place one or more of their books on the table in front of them to give listeners a visual reminder of the titles they have written. Bring business cards/bookmarks to pass out to attendees. You can even offer a downloadable bonus item, such as a free chapter or an audio or extended material on your web site to drive traffic and build your opt-in list.

Guest Columnist – Liz Nakazawa

(Liz Nakazawa, liznakazawa@gmail.com, www.marketmybooks.com)

Although author websites are often informative, librarians and bookstore owners are too busy to take the time to go into a multiple-page site. Instead, consider drafting a one-page "book sheet" that describes your book and which can be sent by e-mail to potential buyers. Some of the components of a persuasive book sheet include: a small photo of the cover, a brief description of the book, your bio and contact and ISBN information. After making a brief initial contact by phone, follow up with your book sheet and another phone call. It is a great and proven way to generate sales!

Helpful Website of the Week – Adele M. Annesi

(Adele is a freelance writer and an editor with a high-tech analysis firm and may be reached at a.annesi@sbcglobal.net.)

Internet Public Library

<http://www.ipl.org/>

The Internet Public Library is a public service organization and a learning/teaching environment founded at the University of Michigan School of Information and hosted by Drexel University's College of Information Science & Technology. The IPL is the first public library of and for the Internet community featuring books, magazines and newspapers on any subject under the sun.



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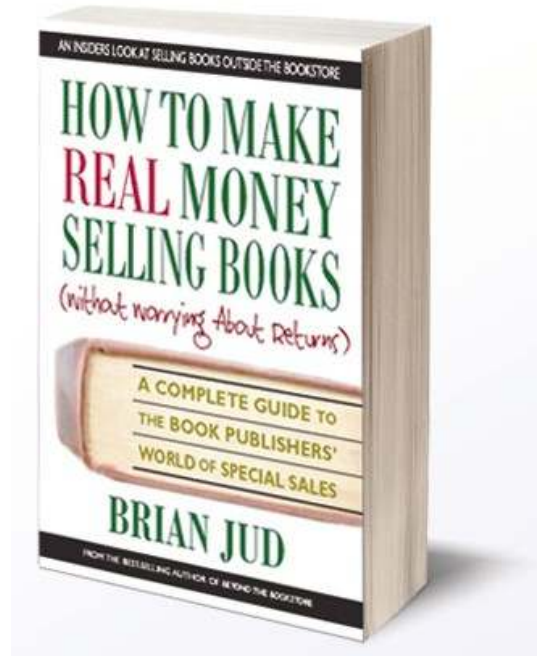
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(<http://www.bookmarketingworks.com/index.php?pg=bookstore/bookstore.htm>)

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-only 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. Visit his blog at <http://blog.bookmarketing.com> and contact Brian at P. O. Box 715, Avon, CT 06001; (800) 562-4357; brianjud@bookmarketing.com or go to <http://www.bookmarketing.com>