

Here is your February 21 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 Lin Lacombe.

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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 4, Number 218 February 21, 2011**

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

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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 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 2/18/11**

<u>Title</u>	<u>Quantity</u>
King James Bible	50
Talk about Good	150
So You Think You're Smart	1,000
Historic Photos of Anaheim	150
Historic Photos of Philadelphia	150
Story of American Business	1,000

# Free Webinars in February by Brian Jud

## 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>

## Two of Brian Jud's Upcoming Personal Presentations

**BAIPA "Get Published" Institute -- Oakland, CA, March 12**

Nile Hall, Preservation Park

For more info or to register visit <http://tinyurl.com/4lghvb4>

**Mastermind Marketing Workshop -- Philadelphia Airport, April 30**

Wyndham Garden Hotel

(with two bonus events on April 29)

<http://www.premiumbookcompany.com/private/agenda.doc>

## Notes From the Front Lines

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

**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>)

To the smaller publisher, there is no “front list” or “back list,” there is an “only list.”

## 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](mailto:guy@msgpromo.com))

When selling to catalogs, do not expect a large order immediately since most catalog buyers will do a smaller-scale test first. The term *smaller-scale* is relative because a test may require 500 or more copies of your book. The time period in which this occurs varies with the frequency of the catalog's publication (some publish monthly, others quarterly) and the applicability of your product to the buying period and complementary products.

Catalog buyers may fear that a small publisher cannot stock to their demand. And they may require you to hold inventory sufficient to meet their expected sales. You may also have to guarantee your price for the period of your contract. Offer them proof that you will do so, or that you can reprint and deliver within a suitable time. If you cannot meet their requirements you may have to reconsider using catalogs as a selling tool.

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

(Contact Professor Evans at Legal Write Publications, [info@legalwritepublications.com](mailto:info@legalwritepublications.com) or [www.legalwritepublications.com](http://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.)

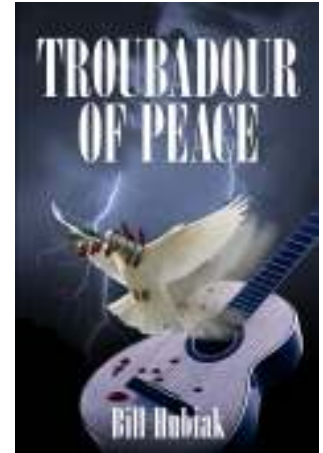
**The Benefits of Copyright Registration.** Registration of your copyright with the Copyright Office ([www.copyright.gov](http://www.copyright.gov)) creates a public record of the facts and circumstances pertaining to it. While registration is *not* necessary for copyright protection, it is necessary for other reasons to be described in the next few issues of *Book Marketing Matters*).

## 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>)

### *Troubadour of Peace*, by Bill Hubiak

As the U.S. teeters on the precipice of nuclear holocaust, a balladeer once known as the Troubadour of Peace is assassinated before he can reactivate his anti-war message. The guitar, dove, blood, and lightning work together to tell the buyer that this story is a danger-packed page-turner.



## The Book Shepherd

(Judith Briles is co-author of *The Tango of Authoring and Publishing*; [www.TheBookShepherd.com](http://www.TheBookShepherd.com) and [www.AuthorU.org](http://www.AuthorU.org); [Facebook.com/AuthorU](https://www.facebook.com/AuthorU) and [Facebook.com/TheBookShepherd](https://www.facebook.com/TheBookShepherd), @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 ...

# 7 *Get paid*. By being the Expert that your Book tells the world about, people are will to pay for your expertise. When you have your name on a book cover; when you have others who are known in the field or just nationally, you can demand a fee that is far higher than someone who doesn’t have the credibility and authority your book brings to you. It’s all about name recognition. 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.)

**Create Your Own Honors List.** Lists are always popular with readers. One way to build buzz is to create lists that honor your peers. For example, create a list of the top 25 blogs or websites in your niche or genre, or your 10 favorite books on a particular topic, and publish it on your author blog. Then let the folks on the list know that they have been included and encourage them to publicize it. They will most likely link back to your blog when they announce their inclusion on your list. You can even create a graphic badge of some kind for the people on your list to display on their website. Be sure to promote your list on your own social networks too.

## You're On The Air

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

*Listen to the people who are interviewing you. If they pick up on something neat you say you can go with the ball that they toss back in your court.*

## 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>)

The library market is not a homogeneous whole. There are more than 150,000 libraries in the U.S., including 9000 public library systems, 3275 college libraries, 100,000 ei-hi libraries, 1000 governmental libraries and more than 1000 formal church libraries. Plus almost every organization in the country has its own small collection of books

## Author 101

(Excerpted - with permission - from *Author 101: Bestselling Book Publicity*, by Rick Frishman and Robyn Spizman; contact Rick at [FRISHMANR@PlannedTVArts.com](mailto:FRISHMANR@PlannedTVArts.com) or [www.author101.com](http://www.author101.com))

In a book proposal, clarity comes first; you must vividly describe your book so that readers have no question regarding what it's about. It's better to be rejected because agents or editors don't like your concept than because they don't understand it. If you can be clear and also be clever and humorous, that's great, but consider it a bonus, not a mandatory requirement for your lead sentence. Don't risk obscuring or not adequately describing your book in order to show off; editors don't buy books from authors who don't write clearly.

## The Very Idea

(Editorial by Brian Jud)

### **Borders Chapter 11 Filing is An Opportunity for Publishers.**

The fact that Border filed for Chapter 11 protection may actually be the best thing that has happened to book publishers in a long time. It will make people more aware of the opportunities for large quantity, non-returnable sales in non-bookstore markets. These could be among corporations, associations, schools, government agencies and the military. There are also opportunities in the retail sector for sales through specialty stores, airport stores (not necessarily airport bookstores), gift shops, display marketing companies, museums, catalogs and more. Perhaps book publishers will now take heed of this enormous segment and begin to sell their books in earnest.



There was an article about Borders in last Thursday's *Wall Street Journal* (Feb, 17, page B1, "Major Book Imprints Are Owed Millions;" by Jeffrey Trachtenberg) that included a rather significant statement. In it, Mr. Trachtenberg quoted "an industry source" saying, "the industry has no marketing substitute for the big tables at the front of bookstores..." Actually, there is a market larger than the trade segment that is available to every publisher: non-bookstore marketing. If publishers sell their books to buyers in the organization listed above, they can sell more books, in large quantities, on a non-returnable basis. To read the rest of this article visit <http://tinyurl.com/4vfo4ph>

## Booklet Ideas – Paulette Ensign

(Paulette is President of Tips Products International, [Paulette@tipsbooklets.com](mailto:Paulette@tipsbooklets.com))

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

On a completely practical level, it's amazing how easy it can be to believe something is impossible. How familiar is any of this:

- As a one-person business I can't do it all (do products, market, deliver, admin, and have a life)
- I need to be able to write better, even to have a tips booklet.
- My market really doesn't have money to buy booklets.
- I can't afford to have people working with/for me.
- My website (or lack of one) is holding me back.

You can convince yourself that any or all of the above statements are completely true. However, they really are not.

There are endless ways you can have people help you in your business, on a voluntary or paid basis once you look around. Are there experts you know who you have yet to contact? Are there neighborhood kids, college student interns, retired people, or anyone else who would love to get the experience doing something you can easily offload to them, for little or no pay? Is there something you have that would be useful to them that becomes a good exchange?

Can people you know or want to know help you market online or offline, do some of the administrative duties that take away from your creative time and energy, or install some software that baffles you yet would be oh so helpful? There are websites that attract freelancers who are willing to do what you need at greatly reduced fees, some for as little as \$5.00 US!

Think you are writing-challenged? Did you see the great offer I shared recently from our trusted colleague to create products from your spoken words?

Do you believe your market doesn't have money to buy booklets? First, is that really true? Every single person in your entire market has no money to buy booklets, really? If that really truly is so, then who else does have the budget who wants to reach or be helpful to those same people?

Someone recently told me that no one is buying print anymore. Really? That is not my experience. Plus it came from someone who has traveled a completely different path than mine. In fact, printed booklets have become a way to further distinguish yourself and your buyers' companies instead of or in addition to the website presence.

About the website holding you back, what about having a one-page site on a no-cost/low cost blog that can be created in under half an hour, by one of those people who wants to be helpful? It may not be all you had envisioned for your ultimate website, however it can be a functional way of having an online destination for your booklets and your business, without spending the resources of time and money to make it happen -- someday. And yes, today's expectation is for people in business to have a website. Point of fact -- I personally sold 50,000 copies of my booklet one at a time before you or I were ever online, which makes it a total and complete possibility.



## 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](http://www.prpr.net))

What are the most appealing hooks? Those that tease, tie into the news and offer solutions to common problems. Here are examples of hooks – and how they came about – that succeeded in generating rich media coverage. You will easily see how your own experiences, knowledge and expertise can be mined in a similar way. More at: <http://prpr.net/prpr-publicity-newsletter/private-newsletter-pages/hook2/>

## 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](http://www.publishedandprofitable.com))

**Remind Yourself Why You're Writing a Book.** Take a little time every day to visualize the success that you are going to enjoy because of your book. Think how good it will feel when you're speaking or presenting in front of a paying audience, or accepting calls from prospective clients wanting to know if you have the time to help them. Think of the joys of waking up and checking your email, finding dozens of payment confirmations from ebook and information product sales that took place while you were sleeping.

In a time of economic uncertainty, few skills are as valuable as the proven ability to simplify a complex topic and concisely communicate it to your prospects and readers. A published book can be your exit from a difficult situation, broadening your skills and attracting new, pre-sold, clients, customers, or -even - -employers.

Today, it's easier than ever to get published, but it's easy to get distracted from your goal. To keep on track, take a few minutes each day to remind yourself why you're writing a book and how you're going to benefit from it.

## 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](http://www.bookmarketing.com))

Categorize (segment) your customers and prospects by their purchasing needs, growth potential, relative bargaining power, steadiness of order flow, shipping costs, selling costs, and need for customization.

## Marketing Strategy

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

Title differentiation says, "Here is what this title means for you." Competitor differentiation says, "We are better than *Title B* because...."

## Thrifty Author – Gail Z. Martin

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

Whenever you speak, ask ahead of time if you may have a table in the back of the room to sell your books and other materials. If you're self-published, you probably have enough books to stock the table. If you are traditionally published and distribute through bookstores, you may not have books to sell. That's ok. You can autograph bookmarks or give away excerpts from your book on CD or print.

## Guest Columnist – Lin Lacombe

*(Lin A. Lacombe is vice president of the Bay Area Independent Publishers Association (BAIPA). A literary publicist and president of Communications Consultants in Sausalito, CA, llacombe@earthlink.net)*

When publishers list things to do for their books, they often include trade shows, conferences, and expos. But attending these kinds of events can be daunting—especially if you don't investigate what they have to offer before deciding to attend, or if you are not adequately prepared once you are there. The sagest pundits will tell you to be a sponge, ask questions, take business cards, take notes, take your time, follow up, and always say "Thank you!" and mean it.

Good advice. But which events are right for you? How do you decide which ones will provide the best value in exchange for your money and time?

Begin by researching possible conferences, trade shows, and other events. Look through events calendars at sites including *ibpa.org* and *combinedbook.com*; check reference guides (*The Encyclopedia of Associations* is excellent) and pick the shows you think you might like to attend. Then talk to friends and associates who have attended. Your local or regional independent publishing association is a good place to start, or contact the helpful folks at IBPA. Membership in these organizations is really priceless for the information, camaraderie, and resources you will acquire.

Check each event Web site, especially its Purpose and Who Should Attend sections. Does it seem like a fit? Also check the Exhibitors List. Do most of them interest you? And last but not least, if you want to meet booksellers, librarians, vendors, and/or other potential trading partners, will the ones that suit you be in attendance?

## Helpful Website of the Week – Adele M. Annesi

*(Adele is a freelance editor and writer. Contact [a.annesi@sbcglobal.net](mailto:a.annesi@sbcglobal.net), or visit <http://www.adeleannesi.com/Word-for-Words--LLC.html>)*

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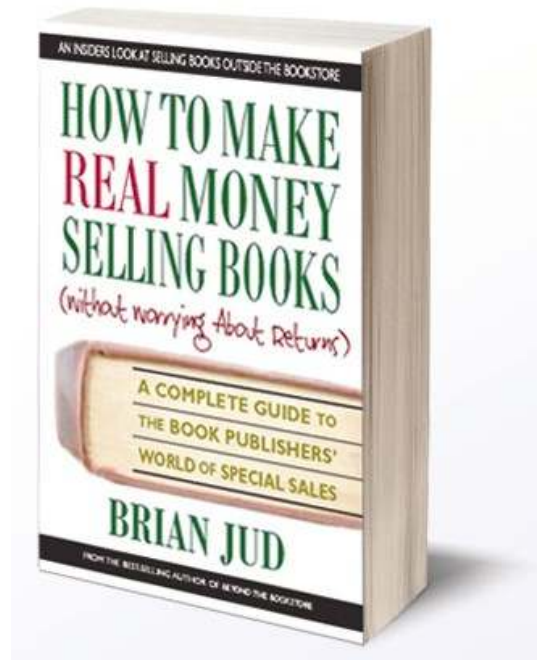
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### Contact Information for Brian Jud

For copies of all the previous issues of *Book Marketing Matters* visit [www.bookmarketingworks.com/mktgmattersnews](http://www.bookmarketingworks.com/mktgmattersnews)

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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](http://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](http://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](http://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](mailto:brianjud@bookmarketing.com) or go to <http://www.bookmarketing.com>