

Here is your March 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 Janet Lawler.

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

[Click here](#) to view this newsletter as a pdf document

[RSS](#)

## 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 5, Number 219 March 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](mailto:BrianJud@premiumbookcompany.com)**  
**[www.premiumbookcompany.com](http://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 3/4/11**

<u>Title</u>	<u>Quantity</u>
<i>Restaurant Survival Guide</i>	2,000
<i>Supermarket Survival Guide</i>	2,000
<i>Book of Doctor Cartoons</i>	500
<i>Bali: A Travel Adventure</i>	150
<i>Grand Cayman...Countryside</i>	150

# Free Webinars in March

by Brian Jud

## Preparing a Proposal And Making Presentations For Large-Quantity Sales

Sponsored by BAIPA

March 7 7:00 - 8:00 pm Eastern Time

At some point you have to meet face-to-face with the buyers and tell them why they need to buy your books. You will be more successful selling books in large quantities if you organize and give your presentations effectively. In this webinar Brian will show you how to write a proposal and prepare a professional, successful sales presentation. Then he will cover simple ways to make your presentation and convince more prospects to buy. This process is effective for both fiction and non-fiction titles.

Sign up at <https://www1.gotomeeting.com/register/636075848>

## Beginners Guide to Book Marketing

Sponsored by CreateSpace

March 17 6:00 - 7:00 pm Eastern Time

Most authors reach the point where they say, "My manuscript is done - now what do I do?" This is a crucial moment because the decisions you make here can affect the success or failure of your entire publishing venture. After the manuscript is completed, there is much the author needs to do regardless of the publishing option chosen (POD, royalty, independent). There are steps that must be taken - in the proper sequence -- to give your book its best chance of success. This course is a primer to getting on the proper path and moving in the right direction on your book-publishing journey.

Sign up at <http://tinyurl.com/4bcvcku>

## Use Your Sell Phone to Sell More Books

Sponsored by SPAN

March 24 6:00 - 7:30 pm Eastern Time

Your telephone can be your most effective weapon in your marketing arsenal - if you use it correctly. You can use it to reach more people, more economically, than almost any other promotional tool. Your telephone can help you increase your sales significantly if you use it to get on more TV and radio shows, sell more books on the air, reach more prospective buyers, network, conduct research, conduct teleseminars, hold teleconferences, make appointments and selling.

You will be more successful doing any of these, and more, after attending this webinar

Sign up at <http://tinyurl.com/4ln75kk>

**The first 20 people who register for Jud's workshop will get a FREE MP3 Player loaded with over 4 hours of book-marketing information**

The  
***Sell-More-Books-With-No>Returns***  
Workshop

**Brian Jud and Guy Achtzehn**

Wyndham Garden Hotel, Philadelphia Airport    April 30, 2011

**Get the [agenda](#) and more info  
about this full-day creative-marketing session**

**Information customized to your books -- you are guaranteed to leave with a list  
of prospective buyers for your book**

**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 fifth.

**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>)

eBooks have reached the tipping point. It is time to recognize them with their own awards. The Global eBook Awards are designed to bring attention to the best eBooks in several different categories. This award program was designed by Dan Poynter and his fabulous team. Entrants are not just awarded a winner "sticker" for their eBook, they are also enrolled in a proven eBook promotion program. "eBooks deserve recognition according to their category or genre not as a single format." See <http://AwardsForEbooks.com>

## 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))

Sales to corporations can be large in terms of unit sales and revenue. The buyers with whom you will be negotiating are skilled professionals, used to dealing with knowledgeable, competent sales people. You cannot simply wander into buyers' offices and ask them how they use books as premiums. Most probably have never done so. But if you have conducted research and can provide them with some examples, you can *collaboratively plan* innovative ways to use your content to help your prospects sell more of *their* products or services.

There are two general areas of interest within a large company for using your content. The first is human resources, with its internal focus on the company's employees. Second, is the marketing department, which is focused externally, on the company's customers and prospects. Smaller companies may not have these formal departments, so you will have to find the appropriate decision maker(s).

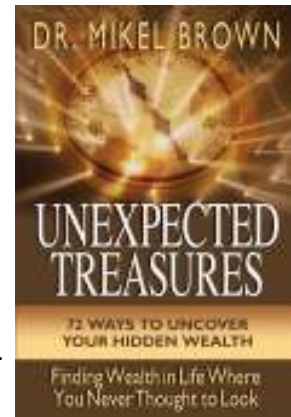
## The Cover Story – Michele DeFilippo

(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>)

*Unexpected Treasures: Finding Wealth in Life Where You Never Thought to Look*

by Mikel Brown

This book teaches those who may be “stuck” that wishing for better results in life requires more than wishful thinking; it's necessary to change old habits and adopt new actions to reach goals. The image of the compass symbolizes that there are many possible paths to success. The light rays indicate that every path represents a potential opportunity for improvement, once a first step is taken in a new direction.



## 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.)

You must register copyright in you work if you want to file an infringement suit in court. In addition, if you register, the Copyright Act gives you the following advantages:

- ✓ If registration is made before or within five years of publication, registration establishes prima facie evidence in court of the validity of the copyright and of the facts stated in the registration certificate.
- ✓ If registration is made within three months after publication of the work or before an infringement of the work, you may receive statutory damages and awards of attorney's fees in court actions. Otherwise, only an award of actual damages and profits is available to the copyright owner. As a practical matter, it is often very difficult to prove actual damages; thus statutory damages and attorney fees are a valuable benefit of registration.
- ✓ The copyright owner can record the registration with the U.S. Customs Service for protection against the importation of infringing copies.

Contrary to popular belief, the Copyright Office ordinarily does not compare copyright registration forms with existing deposit copies or registration records to determine whether works submitted for registration are similar to any material for which a registration of a copyright claim already exists. Therefore, the records of the

Copyright Office may contain any number of registrations for works describing or illustrating the same underlying idea, method, or system.

## 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](https://twitter.com/AuthorU) on Twitter)

**Why should you write a book? Let me continue to count the ways:**

*#8 Expanding your, or someone else's market.* It's not uncommon for companies to expand their position, or re-position their brand and or product by using an author as a spokesperson. That means that book sales can soar. Or, you can use your book to promote/market you to your current customer or prospect list. Have you ever stayed in a Marriott Hotel? In every room, you will find Bill Marriott's book—his story. Great promotion, and you can bet that more than a few copies get tucked away in a suitcase. Does Marriott mind? Yes indeed ... the Marriott word is spread.

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](https://twitter.com/BookMarketer) on Twitter.)

**Make Your Blog Interactive by Encouraging Comments.** Get readers engaged on your blog by encouraging visitors to comment on your posts. Many blog readers enjoy reading comments and comments can spark a discussion among readers. One easy way to encourage comments is to include a sentence at the end of some posts inviting comments. For example, ask readers what they think of the post or invite them to share their own tips. You can even write a post specifically designed to elicit comments. It's a good idea to thank each commenter and perhaps make a further comment based on what they said.

## You're On The Air

(Lori Dolney Levine, Senior Talent Executive, *Fox After Breakfast*)

*I want people who are animated, with a loud voice but not screaming, articulate but not pompous.*

## 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>)

When creating sales literature for librarians, list the publication dates for your new and forthcoming titles so librarians can be sure when your books will be available; then be sure to meet those publication dates. List the month and year of publications for your backlist titles as well; librarians like to know how current the information is in any book they order. Providing the copyright date and ISBNs also helps librarians to avoid ordering books or editions they already have.

## 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))

Publicity works best when you distinguish yourself and your book and show others why it's so special and a must read. It's the perfect opportunity to be creative; your only limits are those you impose on yourself. Unfortunately, many of us have been sold the bill of goods that publicizing our efforts or ourselves is crass, undignified, and not what respectable people do—which is just plain wrong. According to that thinking, we should sit back and wait for the world to recognize and applaud us; do nothing but let nature take its course. However, doing nada doesn't sell books! You need to take over, to grab the reins and actively work to get publicity for your book. As master showman P. T. Barnum said, "A terrible thing happens without publicity . . . NOTHING."

## The Very Idea (Editorial by Brian Jud)

Sometimes we get so carried away talking about selling to bookstores, corporations, associations or schools that we forget that we are really marketing to people. They are consumers who are not necessarily looking to buy a book, but for some way to solve a problem, learn something or be entertained.

You could sell more of your books if you can answer two questions honestly. First, how often do people think about your book? Second, how often do people think about their own problems? You will probably agree that people think more about how they can solve their problems, learn something, improve themselves or be entertained than they do about your book. However, if you can show them how they can help themselves in some way by reading your book you are likely to increase your sales and revenue.



## 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>)

Choose your publishing vendors based on a variety of qualities. It's also easiest when they have experience in what you want done. It may not be worth your time to teach them what to do. They may also be unqualified to do booklets, that they don't know the particular writing style or have a printing press unsuited to booklet production, or are more of a proofreader than an editor or that they do more elaborate graphic design than you need. They must do good work and also be high in integrity, doing what they say they'll do when they said they'd do it. Their price needs to be reasonable so it suits your requirements. They need to be easy to deal with. Each vendor contributes to how your expertise goes out into the world.

**ACTION:** Identify the vendors you need in the order you need them. Ask for referrals from people who have done booklets. Comparison shop until you feel you have the best vendor for you and your booklet.

## 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))

**Take Time to Prepare for the Interview.** Whether you're meeting the reporter for a cup of coffee or conducting the interview over the phone, you must be prepared. Before the interview begins, write three to five main points that you want to cover on an index card. That way you won't struggle with an answer during the interview and you won't forget to mention any important topics.

## 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))

We all know that business is incredibly competitive today. It's important to be good at your craft and deliver superior service, but these things alone are no longer enough to ensure your continued success. Those who make the most money in any field, industry, or profession are not necessarily those who have the most knowledge, are most experienced in their craft, or sell the highest quality service. No, those who make the most money, charge the top fees, and are constantly in demand are those who are best at selling and marketing themselves!

## 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))

Your purpose establishes your foundation. Your plan translates this vision into the physical impetus that fuels your sustaining passion. Your mission may be to make obscene amounts of money or to become the world's largest publisher. But such missions will rarely sustain your passion along the arduous path towards their accomplishment.

## 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))

If you are publishing a book to make a quick profit, you may be making a mistake because successful book marketing requires a long-term perspective and persistence.

## 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))

Consider reaching out to book clubs as another way to increase your visibility. There are book clubs and literature discussion groups in every city and many small towns. You can find them by asking book store managers and librarians, by doing an Internet search, and by checking out sites like MeetUp.com. Write up a study guide for your book that includes questions for discussion and make the study guide downloadable for free on your web site.

## Guest Columnist – Janet Lawler

**Picture Books – Who's Buying?** Those writing and publishing for children need to think about who is making purchasing decisions. What is the best way to reach those people? If you write picture books, purchasers will include parents, grandparents, librarians, and teachers, among others. That does not mean you should write the story for them. Often, kids will be consulted, "which book do you want, Johnny?" Or a book or two will be browsed, or read to a child, before an adult makes a decision. Ideally, a book's cover will be eye-catching—picking up a book is the first step toward a purchase. The art, topic, and title should pull in both children and adults. You want a child to say, "Read it again, Mommy!" And if the adult wants to, it's likely other sales will be made by word-of-mouth recommendations. [Another column will cover decision-makers for mid-grade and YA novels]

## 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>)

**Book Editing Associates**  
[www.book-editing.com](http://www.book-editing.com)

Editors are a knowledgeable group and usually have the inside track on websites related to their craft. But for those who may be considering the editing field or who may want to dig deeper, this is a great site to visit or revisit. Book Editing Associates is a network of professional writers and editors who must apply to become members, so this is one of the most reputable groups out there.

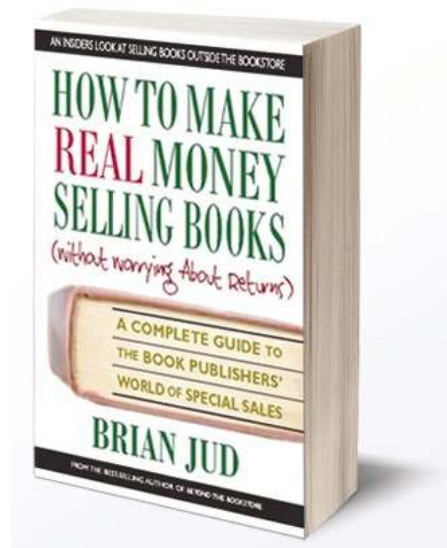


## Buy Lines -- Free Information to Help You Sell More Books

**Sell more books, more profitably to non-bookstore buyers**

**The most current and complete resource for increasing your sales and profits in non-bookstore markets.**

**The ultimate do-it-yourself guide to selling your books in large quantities with no returns. Not just who to contact, but when and how.**



**\$24.95**

[Order now](#)

**Do you need a jump-start to get your sales moving?**

**Do you have a quick question or two about how to get started in special sales?**

If so, consider a one-hour consultation with Brian Jud. Get answers that will ignite your sales efforts. Brian can help you create a quality product, distribute it to markets you may not even know exist, price it profitably and promote it more effectively so you can...

- Sell more books
- Beat your competition
- Become more profitable
- Sell in untapped, lucrative markets
- Minimize -- if not eliminate -- returns

[Click here for more information.](#)



## Do You Want to Increase Your Sales, Revenue and Profits?

A one-day workshop *in your office* -- customized *to your titles* -- shows your staff how to make large-quantity sales  
[Learn more!](#)



### Book Central Station™

The place to find book-publishing suppliers, based on referrals from previous users. *Book Central Station* is the only place where you can find people to help you write, publish and market your books – with ratings posted by previous clients. At *Book Central Station* you can scan a list of suppliers, look at reviews of their work and make an informed decision to choose the ones with which you will work. And you can post your own experiences with them, too. Sign up for your FREE trial at <http://www.bookcentralstation.com/trial.asp>

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

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

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