

Here is your March 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 Patricia Fry.

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I wish you success in your book-marketing efforts, Brian Jud

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## Book Marketing Matters™

**Brian Jud's free, bi-weekly ezine dedicated to helping you get your fair share of the special-sales markets, and sell more books profitably**

**Volume 10, Issue 6, Number 220 March 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 3/18/11**

<u>Title</u>	<u>Quantity</u>
<i>America's Grand Slam</i>	50
<i>The Secret of the Titanic</i>	1500
<i>Professional Caterer's Handbook</i>	1000
<i>Sophie</i>	500
<i>Life is an Adventure</i>	500
<i>Father of Hollywood</i>	250

# Upcoming Free Webinars by Brian Jud

## Use Your Sell Phone to Increase Your Sales

March 24 Sponsored by SPAN  
6:00 – 7:00 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, more directly than almost any other promotional tool. You can 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 and other means.

Sign up at <https://www1.gotomeeting.com/register/386917608>

## A Beginners Guide to Selling More Books Through Trade Shows

April 21 Sponsored by CreateSpace  
6:00 – 7:00 pm Eastern time

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 will be held next month. Even if you do not plan on attending there are ways in which you can use BEA to further your career and sales. 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.

Sign up at <https://www1.gotomeeting.com/register/733241336>

### 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 several issues of *Book Marketing Matters* I will describe one of seven signposts on the road to good publishing. Here is the sixth.

**Alternative Sales Channels.** Almost every book has a market outside traditional book channels. In some cases, sales to these outlets exceed what the book achieves in the general trade market. Examples include dotcoms such as Amazon, the gift market, premium sales, foreign rights, and proprietary publishing.

## 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>)

What do you want to be doing in two years? What do you want to be writing about? What do you want to be speaking about? What do you want to be thinking about? What do you want to be dreaming about? What gets you so excited that you wake up before dawn – your eyes are wide open and your head is spinning with ideas. Realizing you can't sleep, you head to the keyboard. Plan your future and your book now. It is best not to write on something that you are no longer interested in and do not want to pursue. Write what interests you. More at: <http://prpr.net/prpr-publicity-newsletter/private-newsletter-pages/6-guest-column-dan-poynter-whattowrite/>

## Ideas for Selling to Corporate Buyers – Guy Achtzehr

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

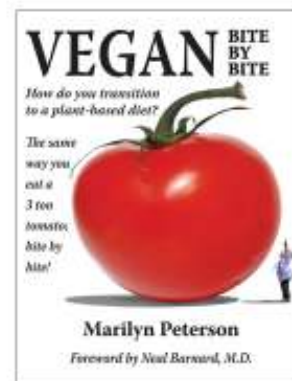
Michelle Yozzo Drake, CEO of The Cove Group, Inc., wrote, *From the Kitchen to the Corner Office*, to help women make the transition to the upper levels of management. She sold this to organizations for women and minority executives, corporate libraries, women's business resource centers, through radio shows for women in business and through airline magazines and business magazines for women.

## The Cover Story – Michele DeFilippo

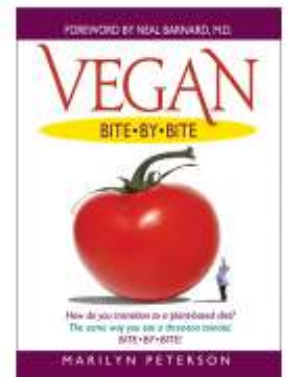
(Your cover is a critical part of your marketing effort. Contact Michele at 1106 Design today for book cover design with hand holding. (602) 866-3226 or <http://www.1106design.com>)

*Vegan Bite-by-Bite*  
by Marilyn Peterson

The author provided an image of her grandson pointing to a gigantic tomato to illustrate the premise of the book, that anyone can transition to a plant-based diet one bite at a time (the same way one would go about eating a 3-ton tomato). The "before" version of this cover was chaotic with text randomly placed in an old-fashioned font. In the redesign, we added bars top and bottom to anchor the composition while keeping the focus on the tomato. We chose more contemporary fonts and added splashes of green and yellow (other food colors) to tie the elements together. Now, the reader's eye is not pulled in different directions; it moves from the title, to the tomato, to the subtitle.



Before



After

## Online Book Promotion -- Dana Lynn Smith

(Dana helps authors learn how to promote their books through her how-to guides, one-on-one coaching, blog and newsletter. For more tips, visit [www.TheSavvyBookMarketer.com](http://www.TheSavvyBookMarketer.com) and follow @BookMarketer on Twitter.)

**Encourage Readers to Share Your Blog Content with Others.** Make your blog more viral by encouraging your readers to share your content with others. First, make it easy to share by adding sharing buttons such as those from [Share This](http://sharethis.com/) <http://sharethis.com/> or [Add This](http://www.addthis.com/) <http://www.addthis.com/> to your site. Then ask readers to share by including text at the end of your best posts such as: "Do you know someone who might benefit from these tips? Just click the Share This button below to send a link by email or recommend this post on your favorite social site."

## 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.)

**When You Should Register Your Copyright.** The question of when in the creative process a person should register the copyright is a good one, and one that does not necessarily have a precise answer. The “lawyerly answer” is based on the benefits of timely registration defined in the Copyright Act: you should register *before* your work is infringed and within three months of publication. This advice, of course, is not exactly helpful because you certainly cannot predict when your work might be infringed, and some work is never “published.” Accordingly, I recommend the following guidelines:

- ✓ Register your manuscript once it is completed (even if unedited)
- ✓ Register writings (even if only a few chapters) that you are submitting regularly to agents and publishers, posting on the Internet, or performing
- ✓ Update your registration after a substantive change to your work
- ✓ Register the final product  
Register within three months of publication

## The Book Shepherd

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

*#9 People will find you.* Having your name on a book cover can bring people to you—if you are a consultant, trainer, speaker or anyone who has a product to sell/offer—including you as the product—books are a terrific way to create a path to your doorstep. Think of your book as a 24/7 agent—with its cover and description available via the search engines and proudly offered in the Internet book stores, your market is truly global. 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.

## You're On The Air

(Deborah Wetzel, morning news anchor and talk-show host on WCBS-FM, New York City)

*People are most comfortable when talking about something they love, when they are talking about something they really believe in and are passionate about.*

## 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>)

Through a network of sales representatives who sell to camera shops across the country, Amherst Media has sold over 45,000 copies of *Basic 35 mm Photo Guide for Beginning Photographers*. To encourage sales in non-bookstore outlets, they provide free counter-top displays with the purchase of twelve or more copies.

## 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))

Parties and events can be the ideal way to introduce your book. Launch parties are wonderful rewards for all your hard work and marvelous celebrations to share with family and friends. They can also be exceptional promotion opportunities. Think beyond the usual book-launch party. Do more than invite all your friends and contacts to a bookstore where you sit, sign away, and have little chance to talk. Be inventive; create an event or a series of events that will not only attract the media, but that will wow it. Make it memorable by thinking bigger, bolder, and brassier.

- If you wrote a book on baking, hold your party at a bakery. Overwhelm your guests with food. Serve each of the pastries featured in your book. Put on cooking demonstrations, give out recipes, and teach.
- Celebrate your vintage car book at the classic car showroom. Hire a Dixieland band. Give away miniature or model cars. Take photos of people posed behind the wheel of their favorite oldies.
- Promote your gardening book by holding a series of events in underprivileged neighborhoods. Put on demonstrations and give away seedlings, plants, containers, and potting soil. Serve some of the food featured in your book. Invite the mayor, local officials, and notables.

## The Very Idea

(Editorial by Brian Jud)

A roadside billboard must quickly get attention, or the speeding motorists will pass by and never get the message. Short copy and attention-getting graphics can do the trick. Use these same techniques on your website. How can you make your website communicate your message more quickly to the "speeding website visitor?"



## 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>)

Let tips booklets help your business both directly and indirectly. Booklets market you, your expertise, and your company, all of which can be more or less direct. The booklet can be the perfect thing to prompt someone to hire you for a project or to buy more booklets. The booklets often increase people's confidence in doing business with you, no matter what doorway they enter into what you offer.

**ACTION:** Map out all the ways you'd like tips booklets to help your business and test the ideas to see which ones bring the best results.

## 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))

**Calendar of Events/Publicity Opportunities.** If your expertise fits any of these topics, take advantage by sending out a press release to newspaper, television and radio stations, or call up the media directly! For example, if you are an expert in customer service, contact the media in April, which is International Customer Loyalty Month! Share your advice and expertise on how managers can build relationships with and improve service to their customers.

Use these dates to create your own media opportunities by writing press releases on these topics, contacting newspapers, magazines and online media: <http://prpr.net/prpr-publicity-newsletter/private-newsletter-pages/3-calendar-of-eventspublicity-opportunities-apr/>

## 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))

**To sell more books, move beyond the obvious.** Information, alone, is not enough to create a book that publishers will want to publish, or readers will want to buy. To become profitably published, your book must move beyond communicating mere information and, instead, must appeal to your reader's emotions.

To succeed, your book must *inspire* your readers. Every aspect of your book -- its cover, title, organization, and contents -- must communicate that the problems your readers face are solvable and the goals they want to achieve are achievable. To justify buying your book, readers have to be inspired to believe that your book's promise is attainable, possible, and realistic.

Inspiration requires simplicity. In order to appear credible, the information in your book has to be simplified, or organized, into a few key points. Contents have to be organized into chapters, and chapters have to be organized into affirmations, commitments, habits, parts, principles, questions, sections, or steps. To be remembered, shared, and acted upon, each organizing principle has to be stated in simple, everyday language.

The smaller the number, the more likely your book will survive. A few habits, pillars, principles, questions, or steps are easier to remember than a large number. As you analyze the information you want to share with your readers, ask yourself how you can organize and simplify the contents so that you can inspire your reader's by emphasizing the likelihood of success.

## 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))

Remember that you can participate "live" at study groups in distant cities by doing a call via speakerphone. Then begin to contact book clubs to see if they will invite you as a speaker. Some clubs focus on only certain types of books, so your book won't suit everyone. But book clubs can be a great way to spread the buzz about your book with dedicated readers.



## 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))

Seven rules will help your creative-planning sessions become more productive.

- 1) Ask questions properly. Do not say, "Where else can we sell this title?" The first response answers the question but it may not be the best answer. Instead, ask, "In how many ways can we..." thereby generating additional possibilities.
- 2) Stimulate as many responses as possible. Think quantity, not quality early in the process.
- 3) Do not judge any idea at the time it is offered, so people feel free to contribute.
- 4) Encourage far-fetched responses, many of which will not be practical. However, an implausible idea may lead to a more realistic one.
- 5) Have fun. Be creative and outlandish.
- 6) Create a graphic marketing plan. Use a flip chart, chalkboard or some other means of recording all the responses that is visible to everyone.
- 7) Once the idea-generating portion of the meeting is finished, go back and decide which of the responses is not applicable at this time.

## 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))

Strategic positioning means performing different activities from rivals or performing similar activities in different ways. Tell the customers why they should do business with you instead of competitor.

## Guest Columnist – Patricia Fry

Patricia Fry is the executive Director of SPAWN (Small Publishers, Artists and Writers Network). <http://www.spawn.org>.  
Follow her informative daily blog: [www.matilijapress.com/publishingblog](http://www.matilijapress.com/publishingblog)

Excerpted from Patricia Fry's FREE ebook, *50 Reasons Why You Should Write That Book*.  
<http://www.patriciafry.com>.

**Reason Number 1: You have studied the publishing industry.** I recommend this as a first step for anyone who plans to enter into the fiercely competitive business of publishing. Think about it, you wouldn't start any other type of business without some understanding of the industry, your competition, the suppliers and distributors, your clients' needs, how to promote the business and so forth. Well, publishing is a business and, in order to succeed as a published author, you really must know something about the way it works, who is involved, what their roles are, the various procedures common within the industry, the pitfalls and so on.

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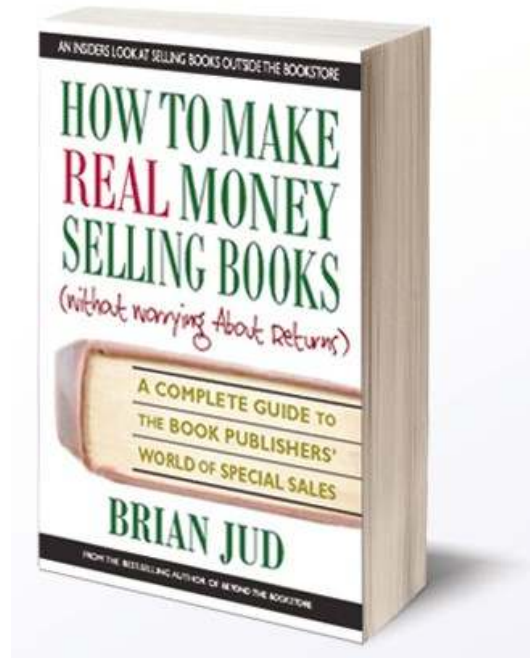
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**Do you have a quick question or two about how to get started in special sales?**

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- Sell in untapped, lucrative markets
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### 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](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>