

Here is your April 4 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.

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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

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

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BrianJud@premiumbookcompany.com
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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 4/1/11

<u>Title</u>	<u>Quantity</u>
<i>Clean Plates (re-order)</i>	800
<i>A to Z Guide - Hockey</i>	200
<i>Talk Turkey</i>	400
<i>Sharing Mountain Recipes</i>	100
<i>Roulette at it Best</i>	300
<i>Plan to Party</i>	450

Free Webinars in April by Brian Jud

A Beginners Guide to Selling More Books Through Trade Shows

Sponsored by CreateSpace

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.

April 21 6:00 pm to 7:00 pm Eastern Time
Sign up at <https://www1.gotomeeting.com/register/733241336>

Back to the Basics – A Beginners Guide to Book Marketing

Sponsored by SPAN

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. It will also serve as a back-to-the-basics reminder for the more experienced publisher or author.

April 28 6:00 – 7:30 pm Eastern Time
Sign up at <https://www1.gotomeeting.com/register/305454328>

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>)

Books do not sell themselves; people sell books.

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)

A local bank used a personal finance book as a business gift to new clients opening saving accounts. The promotion was geared towards high school and college graduates. The book featured information on loans, investing and saving techniques as well as information on stocks, bonds and other investment vehicles. The bank realized that an educated customer is a long term customer... and focusing on young clients insured years of good relationships. Over 7500 books were sold on short discount.

Notes From the Front Lines

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

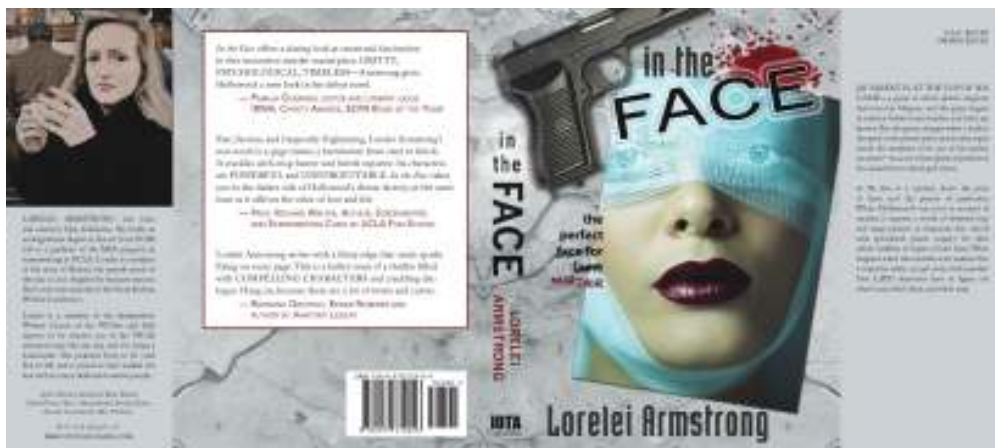
The Seven Signposts on the Road to Good Publishing. Publishing books is like taking a journey. You need a map to point the way; or signposts to guide you. For example, when I backpack I look for blazes on trees. Or, if I am above the tree line, I seek out cairns or stone markers that I follow with care 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 past several issues of *Book Marketing Matters* I described one of seven signposts on the road to good publishing. Here is the seventh.

Marketing. Marketing helps you reach the widest possible audience for your book. Through publicity, advertising, targeted mailings, in-store promotions, author appearances on the local, regional, and national level – marketing helps drive attention and interest in your book and your work. It helps creates buzz and advocates who then spread word of mouth – which is invaluable.

The Cover Story – Dotti Albertine

(Dotti Albertine is an award-winning book cover designer. Contact her at www.AlbertineBookDesign.com)



DUSTJACKET WRAP: A hard case book needs a compelling dustjacket. Here's an example of a mystery/sci-fi cover that I designed and like a lot.

- **FRONT COVER:** This is a Photoshop montage, using about 6 separate images yet it doesn't look thrown together; it's integrated. The face pulls the reader in, then

the eye is drawn to the title, followed by the subtitle, which clarifies the title.

- **BACK COVER & SPINE:** It's really good to wrap the background image around a dustjacket or paperback cover. That way if the spine does not print perfectly centered, it is not noticeable. Endorsements on the back cover are clean, easy to read and are from impressive sources. Barcode goes in lower right corner. Also the butt of the gun wraps onto the spine and makes it more interesting.

- **FRONT FLAP:** Contains a couple of paragraphs about the book, is clean and easy to read, and always has the price.

- **BACK FLAP:** Has an illustration of the author instead of the usual photo (which is fine) and there's good copy which validates the credentials/authority of the author, followed by publishing company information and cover credits.

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.)

Give Up the Mail-it-to-yourself Myth! I am sure you have heard of it. Virtually every writer has. And maybe you are among the considerable number of writers and industry professionals who not only believe the Poor Man's Copyright myth but also repeat it as if it were the law. This is the most pervasive and destructive myth in the publishing industry. The Poor Man's Copyright, also known as the Mail Myth, is the mistaken belief that a copyright is created or somehow protected when you send a copy of it to yourself in the mail.

If you learn nothing else from this e-Report, you must learn this: the mail-yourself-the-manuscript-and-then-you'll-be-protected belief is a **myth**. It is simply not true, and I do not want anyone who reads these words to perpetuate this myth for one more moment. Rest assured, the only thing you will prove when you mail your work to yourself is that the post office is still in the business of delivering mail. See the FAQs at www.copyright.gov for more information.

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? Let me count the ways ...

#10 Your career can morph to something you hadn't imagined. You may be a mom living on aid with an infant that does her writing in cafes as J.K. Rowling did before the world met Harry Potter. Or Elaine Dumler, who penned *I'm Already Home* that led to *I'm Already Home ... Again* and created the amazing "Flat Daddy" campaign. A gifted speaker in the communication field, *I'm Already Home* propelled her into the military realm. She is now a sought after expert recognized for her gifts in dealing with families and deployment. Her first self-published book sold over 80,000 copies.

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.

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)

Web sites are more than extensions of individuals' or businesses' identities; they are major parts of their identities. When parties are interested in an individual, a product, a service, or a business, they frequently go to its Web site. At the least, the Web site tells them about their target's accomplishments and how they present themselves. New York City literary agent Richard Curtis told us that when he first speaks via telephone to editors about an author and the author's book, he frequently hears their keyboards. The editors, according to Curtis, go straight to the author's Web site and then frequently discuss information it provides with Curtis.

You're On The Air

(Suzi Reynolds, professional media trainer)

Let it sink into the audience. Don't try to say too much. Mentally edit so you work with the audience, giving them time to understand what you are saying.

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 and follow @BookMarketer on Twitter.)

How to Find the Best Keywords for Promoting Your Book. Keywords are the words and phrases that people use to search for information about your book's topic on a search engine like Google. When you write an online article or blog post, the keywords in the title and text of the article affect its ranking in search engines.

I use the [Google Keyword Tool](https://adwords.google.com/select/KeywordToolExternal) <https://adwords.google.com/select/KeywordToolExternal> to create keyword lists for topics that I write about. For example, I have lists of keywords related to book marketing, book promotion, book publishing, etc.

Keyword tools show you how often people search for a particular keyword and related keywords. It's tempting to select the most popular keywords, but you may be better off selecting keywords with less competition (fewer searches and fewer competing pages.) One easy way to find out how many other Web pages are using a particular keyword is to type the keyword into a search engine and see how many pages it brings up.

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>)

Book rights can also be sold as the basis for one episode in a dramatic or informative series. Reruns pay about 20% of the fee for the original show. With the proliferation of cable channels, there are many opportunities to sell TV rights to books on all subjects, from history to gardening, from cookbooks to music.

The Very Idea

(Editorial by Brian Jud)

People buy for their reasons, not yours. If you want them to do something, tell them why it is in their best interests to take your recommendation. This dry cleaner might get more people to sign up for its email blast by telling them they would receive discount coupons via email. Similarly, tell people how they will benefit by purchasing your books.



Booklet Ideas – Paulette Ensign

(Paulette is President of Tips Products International, Paulette@tipsbooklets.com
Follow me on Twitter: <http://twitter.com/pauletteensign>)

Build your mailing list with tips booklets, and do it on purpose. First consider who you want on your mailing list. Approach them with the offer of your booklet PDF or printed version in exchange for their email address. By focusing on who you want on your list, you can best serve them because they are a good fit for you. The size of your list is less important than how well those people respond to what you offer. Offering a tips booklet about growing plants in tropical climates to people who live in frigid regions is an obvious mismatch.

ACTION: Identify your audience to initially approach. Survey your list annually to be sure you are continuing to attract the same market.

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)

The Dos & Don'ts of Dealing With the Media (Part 1). As a business owner, you probably know how important publicity is to the success of your business. But the truth is, many entrepreneurs, high-level executives and even marketing and public relations managers (and maybe you're one of them) make crucial mistakes when dealing with the media – and then they end up on reporter's block call or spam e-mail lists. The good news is, by being aware of the more common dos and don'ts of dealing with reporters and editors, there are many steps you can take to avoid these pitfalls!

Reporters, editors and producers are deluged with requests from hopeful business owners, corporate public-relations professionals, authors and other people seeking coverage. Their days are spent meeting impossible deadlines while doing copious amounts of work, all the while constantly communicating with all of those publicity-seekers.

So, if you're ready to get the publicity your business deserves, here are 15 tried-and-true ways to get the most out of your media contacts, and ensure reporters, editors and producers answer your calls and respond to your e-mails: <http://prpr.net/prpr-publicity-newsletter/private-newsletter-pages/dosanddonts/>

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)

One way to make your e-books and sample chapters easy to read is to add a slight amount of extra space between lines. Extra space between lines helps readers recognize words and also creates “rails of white space” which guide readers as their eyes skim from left to right across the page. Automatic, or default, line spacing is often too narrow. Try out different line spacing alternatives in the Format Paragraph dialog box, but avoid choosing “double” or 2-line spacing. The correct measure is somewhere between single and double.

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)

Planning is a process, a description of how to proceed under various conditions, a set of policies that establish the parameters within which you may operate your business. It keeps your attention focused on important matters that prevent unanticipated, significant opportunities from escaping unnoticed.

Marketing Strategy

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

The Marketing Concept takes an outside-in perspective. It starts with a well-defined market, a focus on customer needs, and then integrates all the activities that will affect customers and produces profits by satisfying customers.

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)

Your book faces a lot of competition, so marketing is essential. Even the best-designed, best-written book shares bookstore space with tens of thousands of other titles, most of which are just as attractive. As a reader browses down the aisle and sees your book, you want him to think, "I've heard of him/her." Recognizing the name of your book, or the name of the author, makes it more likely that a reader will pick up your book and read the back cover. Marketing is all about creating *name recognition*.

Guest Columnist – Liz Nakazawa

(Contact Liz at liznakazawa@gmail.com or go to www.marketmybooks.com)

There are over 117,000 libraries nationwide so it makes sense to include marketing to libraries in your overall marketing plan. Libraries have an annual acquisition budget and it's best to approach them at the beginning of their buying cycle, or end, when they might have leftover funds they need to use up. Often their cycle is from June to July of the following year but every library system is different.

When approaching libraries, be sure to ask for the acquisition librarian, and then ask if you can send your one-page book sheet, which describes your book and has ordering information. He or she is in charge of buying books for their library. Then ask if you can send your information via e-mail, an efficient way for you to market your book. A follow-up phone call after a week or two always helps clinch a sale.

Helpful Website of the Week – Adele M. Annesi

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

Brian Clark's CopyBlogger

<http://www.copyblogger.com>

This blog is a leader in helping writers improve their writing for online venues. As Clark, says, "Content drives the Internet, and using the right words in the right way will determine ... how well you rank in search engines and how many links you get."



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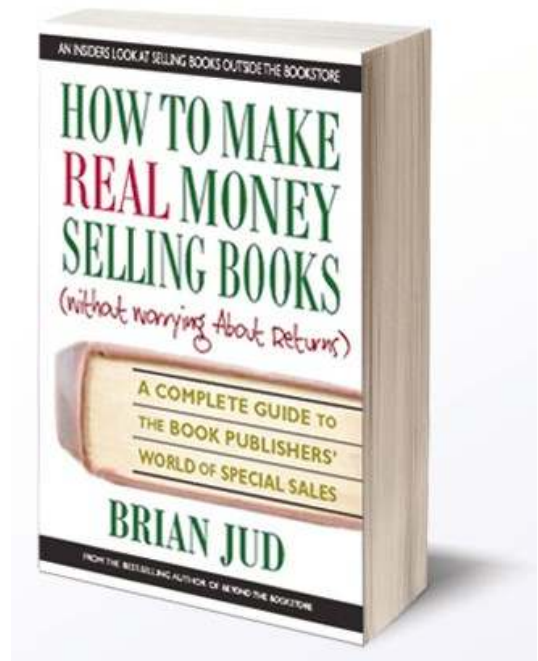
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Contact Information for Brian Jud

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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>