

Here is your April 18 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 Susan Daffron.

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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 8, Number 222 April 18, 2011

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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 4/15/11**

<u>Title</u>	<u>Quantity</u>
<i>Custom credit union coloring book</i>	1500
<i>Custom children's inspirational book</i>	2500
<i>Professional Caterer's Handbook</i>	750
<i>Drive</i>	1200
<i>Custom Cook Book</i>	1,500
<i>Innovation Leadership</i>	80
<i>Understanding Insulin Pumps</i>	15,000

# 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>

### 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))

A lot of confusion exists around the concept of "Pub Date." Some think that "Pub Dates" are unnecessary or have no impact on your publishing strategy, but I would disagree. First, let us remove the confusion of terms. "Pub Date" is not the same as "Bound Book Date" or "Ship Date." "Bound Book Date" refers to the time when the book comes off the printers press. "Ship Date" refers to the time when your warehouse releases backorders and begins to ship your title to book store accounts, including wholesalers. Then finally comes "Pub Date." This is the day when you really begin to market your title to the consumer. This is when you should begin media appearances, advertise or have display promotions in stores.

### 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>)

*Retail your books for full list price. Do not compete with your dealers or cheapen your product.*

## 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))

A book can be customized to the recipient. Place the company's name on the cover of the book or replace the cover with one of leather. Ask the company's president to write the foreword. Some companies may want to include a page of advertising or links to its related products and services. The content may also be tailored to fit a special occasion or season, to recognize service anniversaries or celebrate a company landmark.

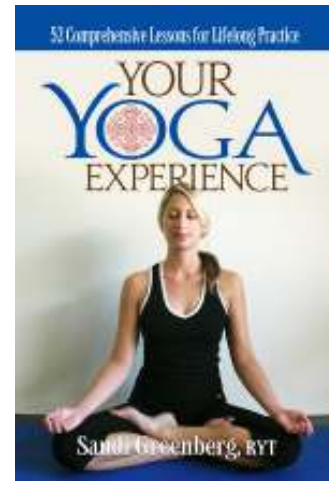
## The Cover Story – Michele DeFilippo

(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>)

### Your Yoga Experience

by Sandi Greenberg

For this book, a collection of yoga lessons, the author/teacher provided a cover photo from her studio. Using colors from the photo for the text is one way to create harmony in a design, in this case blue and brown. Of necessity, the photo is the focal point, so we used the empty space above the model's head for the title. For the word Yoga, we chose a graceful typeface with alternate characters that look like they are stretching.



## 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.)

### What Copyright Does Not Protect

Despite the broad protection of copyright law, it does not protect the following things:

- ✓ Works that have *not* been fixed in a tangible form of expression (for example, choreographic works that have not been notated or recorded, or improvisational speeches or performances that have not been written or recorded).
- ✓ Titles of books and other works, proper names (including Web site domain names), short phrases, and slogans; familiar symbols or designs; mere variations of typographic ornamentation, lettering, or coloring; mere listings of ingredients or contents.
- ✓ Ideas, procedures, methods, systems, processes, concepts, principles, discoveries, or devices, as distinguished from descriptions, explanations, or illustrations.
- ✓ Works consisting entirely of information that is common property and containing no original authorship (for example, standard calendars, height and weight charts, tape measures and rulers, and lists or tables taken from public documents or other common sources).
- ✓

## 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)

### **The 7 Traits of Highly Successful Authors. Trait # 1: The Author has a Platform**

Contrary to what most say, the Platform IS NOT all about your following, your crowd. You can't have a following if you don't have two other things: a Vision and a Passion. Think of the Platform as a three-legged stool. If any one leg is missing, it no longer functions as intended. With the Author's Vision, the Platform begins to come to life ... the track it ventures on surfaces and with the Author's Passion, the commitment is made, the reaching out is initiated. Steps you can take to bring the crowd is to support your Vision and Passion include:

- Developing an on-line presence with social media, blogs, Twitter, Facebook, etc.
- Getting publicity
- Speaking—increasing your visibility, people want to take your “words” home.
- Writing articles in traditional print as well as online.
- Staying connecting with your followers—reach out to them!

If there is little to no real Vision, how can Passion for the topic, the character be developed and how would you be able to create a following to share that Vision and Passion? The true Author Platform is at the core of your success.

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

Keywords are the words and phrases that people use to search for your topic on a search engine like Google. For maximum search engine optimization value, it's best to use important keywords in the titles of your blog posts and articles. But it's also important to write headlines that entice readers. Here are five examples, using the keyword "promote your book."

1. Use the primary keyword in the first three to five words of the title: *Promote Your Book With Facebook Groups*
2. Write a compound title, containing two different phrases: *Promote Your Book in Your Own Backyard - 10 Strategies for Success*
3. Many people use the words "how to" when searching on search engines. Capitalize on those searches with a how to title: *How to Promote Your Book and Yourself on Facebook*
4. State the benefit to the reader: *Increase Your Sales When You Promote Your Book at Events*
5. Use the magic of numbers combined with keywords: *Top 10 Ways to Promote Your Book*

## You're On The Air

(Excerpted from Brian Jud's e-booklet, *It's Show Time: 493 Tips for Performing Successfully on Television and Radio Shows*; [www.bookmarketing.com](http://www.bookmarketing.com))

Two concepts determine your relative success in answering questions on the air: preparation and flexibility. You may or may not know the questions you will be asked, nor the person asking them. But if you know your topic and know what you want to get across to the audience, you can perform well in any situation.

## 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>)

How to blog effectively. To create an effective blog, one that will get you noticed and linked to, you have to think like a blogger. Here are a few basic actions that should help your blog get noticed:

- Post every day.
- Interview interesting people.
- Use a layout that makes it easy to read your blog.
- Stir the pot. Poke fun at something.
- Recycle content.
- Post a blog roll – a list of other blogs you find interesting.
- Comment on the content of other blogs.
- Link to your website.
- Be truthful.

## 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))

Enlisting the support of well-known and/or well-respected individuals can help book sales. Such individuals can help in many ways, by writing your book's foreword, preface, or introduction. Or they can provide an endorsement for your book that can be placed on the book's cover, back cover, first few pages, and/or promotional materials.

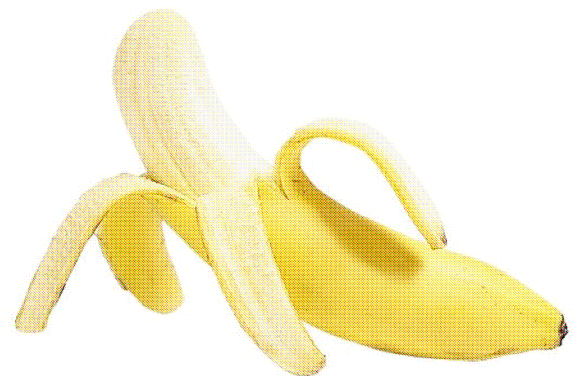
Endorsements usually help when they're from individuals that most people recognize or who have a large following. However, the head of your local Chamber of Commerce, a city Supervisor, or another local bigwig may love your book and have lots of clout close to home, but if your writing doesn't target your local area, their endorsements may not carry much weight with agents and editors.

## The Very Idea

(Editorial by Brian Jud)

Most buyers in special markets care less about your cover design than they do about the content of your book. They want to know how your information can help them increase sales, motivate their employees or help them become more profitable. Also, bookstore buyers want to know how you can help them increase store traffic; librarians want to know how your content can help their patrons.

Peel away that which is not important and focus on the meat of the issue – what you can do for them. Appeal to them with reasons why your content is different from and better than competitive titles. Demonstrate your competitive advantage so they know your book is the best of the bunch. Do that and you can quickly become the top banana in your target markets.



## 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>)

Start basic and simple. A tips booklet is the ideal first product for someone who is new to your subject matter. Creating a tips booklet lets your newcomer get an idea of what the information is about, allows them to digest the basics, and leaves them wanting more from you. Giving them all you know on your topic the first time they come to you is likely to have them running away from you as fast as they can.

**ACTION:** Look at the products and services you currently offer and determine what needs to be done to create a simplified entry-point product for your new people.

## 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))

You need constant exposure in a variety of media to achieve what is known as “top of mind awareness.” When you have this, you’re on your way to being a household name and achieving status and longevity you won’t get from a single interview in a huge-circulation national magazine or popular interview show.

## 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.

## 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))

A basic tenet of marketing is to give your customers what they want, not only what you have to sell. Creative marketing discovers and produces solutions that customers did not ask for but to which they enthusiastically respond.

## 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))

A successful book must satisfy some market need, have a unique point of differentiation and be produced in high quality.

## Thrifty Author – Gail Z. Martin

(Gail Z. Martin, from *The Thrifty Author's Guide to Selling and Promoting Your Book Online (coming Fall, 2011)*; [gail@dreamspinnercommunications.com](mailto:gail@dreamspinnercommunications.com) or [www.GailMartinMarketing.com](http://www.GailMartinMarketing.com))

Before you create a website for your book, you have some decisions to make about what the page will be named, where people can find it, how you'll build it, what it will look like, and whether it will be a do-it-yourself project or not. Those decisions aren't difficult, but it helps to know what your choices are before jumping in, since you'll want to keep your website for a long time.

## Guest Columnist – Susan Daffron

(Susan Daffron - The Book Consultant - <http://www.TheBookConsultant.com>)

**The Real Reason Your Book Isn't Selling.** Countless authors bemoan their meager book sales. Many writers and self-publishers seem to think that getting the book out into the world is the hard part. But publishing is only the beginning. When the book doesn't sell, a lot of people do nothing and then wonder why nothing happens. What did they expect? After all, nothing begets nothing.

Publishing is a difficult business and staggering numbers of companies fold every year. If you are wondering why certain businesses are successful even in the current economic situation, I'd wager it's because they are doing something instead of nothing.

Smart publishers look for opportunities. Every niche has untold opportunities for sales. Read books and go to conferences to learn what's working now in book marketing. Then go out and do something. Not everything will work the way you expect or hope. But if you sit and do nothing, you ensure nothing in return.

In fact, here's something you can do right now. The third annual Self-Publishers Online Conference (SPOC) is May 10-12, 2011. You can learn the ins and outs of the publishing business from 16 expert speakers right from the comfort of your own computer, wherever you happen to be located. All you need is an Internet connection. With our unique online conference software, you can attend seminars live or via recording, learn about useful publishing resources in the Exhibit Hall, and interact with speakers and other attendees through the live discussion areas. Visit <http://www.SelfPublishersOnlineConference.com> for more info. (Early bird pricing is in effect now!)

## 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>)

## All Freelance

<http://allfreelance.com/indexx.html>

This site offers a plethora of information on jobs, resources, self-promotion tips, contracts and insurance for freelance graphic designers, web designers, artists, illustrators, and other self-employed home-based small business professionals. Much of the content is free.



## Seminars in Your Area

### Author U Extravaganza! May 6 - 7, 2011

Attend in person for both days or just one for \$249 or one day for \$135; live video streaming of the entire conference for only \$149 (includes a free DVD download); just the audio for \$79 for those who sign up by the 20th. Recordings will be available post the Extravaganza at increased prices.

**Talk to 30 national exhibitors:** Don't miss your chance to ask direct questions about covers, interiors, printing, video, websites and so much more!

**Listen to 10 top national speakers:** If you are serious about your book ... if you are committed to be seriously successful in publishing ... there is only one place to be on May 6<sup>th</sup> and 7<sup>th</sup>... the Author U Extravaganza. You can't afford to miss this one time only event.

<http://authoru.org/author-u-annual-extravaganza-may-6-7-2011.html>

### Educational Opportunity with FPA May 14 in Orlando

The Florida Publishers Association, Inc. is now accepting registrations for its **2011 Spring Fling: "Publishing Solutions 2011"** scheduled for Saturday, May 14 at the Courtyard Marriott Orlando Downtown. Speakers include Buffy Bales of IngramDigital, Margo Grace of book manufacturer Friesens and Pam Lontos of PR/PR, as well FPA board members Ellen Valladares, Chris Angermann, Kyle Miller and Mark Wayne Adams. Beginner and advanced tracks available. More information: <http://www.FLbookpub.org/page/SpringFling>. Discounted membership available with registration.

### Display Opportunity with FPA at the Florida Library Association

The Florida Publishers Association is offering display of books, catalogs and other products in its booth at the **Florida Library Association's Annual Conference & Exhibition**, May 4–6 in Orlando. More than 600 public, academic, school and specialty librarians are expected to attend. Discounts for memberships in other publishing organizations, for past displayers and for past FPA President's Book Awards winners/finalists. Seeking ebook catalogs. To learn more, visit <http://www.FLbookpub.org/page/FLA2011>.



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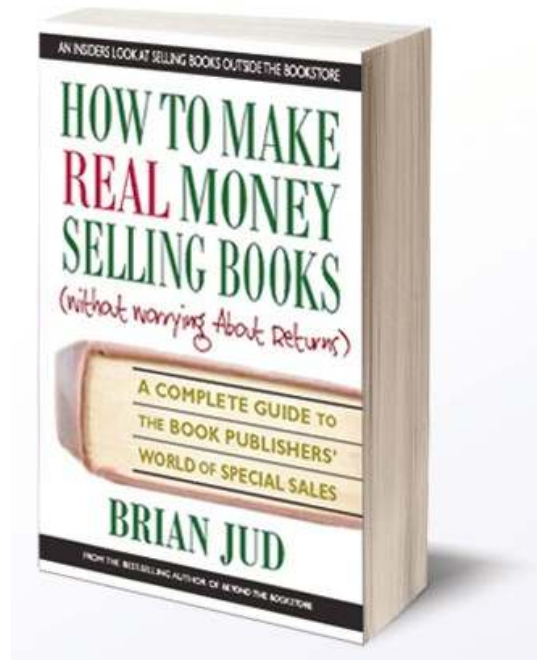
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### **Contact Information for Brian Jud**

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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-based 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. 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>