

Here is your May 2 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 Marika Flatt.

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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 9, Number 223 May 2, 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 4/29/11**

<u>Title</u>	<u>Quantity</u>
<i>Book of Wizardry</i>	150
<i>Voices from St. Simons</i>	50
<i>St. Simons Island</i>	50
<i>About the House</i>	10,000
<i>The American Dream</i>	3,000

# Free Webinars in May by Brian Jud

## Marketing on a Budget – Get the Most Buzz for Your Bucks

Do you want to get more bang for fewer marketing bucks? In today's tight economy many authors and publishers cut back on their marketing expenditures to save money. But if you can market your books more effectively and efficiently, you can actually do more for less. During this webinar you will discover many things you can do on a tight budget that can increase your exposure and sales.

**May 17, 2011, 6:00 – 7:30 pm Eastern time (90-minute version)**

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Sign up at <https://www1.gotomeeting.com/register/494331056>

**May 19, 2011, 6:00 – 7:00 pm Eastern time (60-minute version)**

**Sponsored by CreateSpace**

Sign up at <https://www1.gotomeeting.com/register/144705497>

### 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) )

**Should You Attend Book Expo America?** Many independent publishers feel they do not belong at Book Expo. They opine that the Show belongs to the big boys, that it is way too expensive and that there is little tangible to be gained from it. Well, all of this is true in a way, but my own experience with the Show tends to override the negatives in some very important ways. Let me explain. The "BEA" used to be a Show run by booksellers for booksellers. Publishers were invited guests who would take booth space to introduce their fall titles to the community of booksellers in attendance. All of this worked beautifully for years and the Show grew in size and importance and it was almost mandatory to attend.

But in the late 1980's or early 1990's huge changes became evident both on the bookselling and the publishing side of the market equation. On the bookselling side, the superstores began cutting into the independent bookstore's market share and on the publishing side, more independent publishers began entering the fray. For BEA it took many years to adjust to the new realities and during that period the importance of BEA was diminished. But to me all that has passed and the BEA Show has become, once again, one of the most important events in the publishing calendar. What about you? Should you go? By all means, because this is a networking business and BEA has become a wonderful networking Show. It is a great time and place to discover new markets and new sales opportunities and make new friends. I suggest you seriously consider attending in New York City from May 24 – 26, 2011.

### 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>)

*Your second book is the best. The greatest joy comes the day you get a call from a customer who wants your book. And you get to ask "Which one?"*

## 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))

Business buyers are professional people, trying to make rational decisions for the good of their companies. They may need to be educated about the value of books to their business to profit their employers. I know that books have value, but the buyers do not see them as ‘sexy’. They must be informed on how books can play a big part in increasing their sales. Those who have used ad specialties in the past probably used lower-priced items (key chains, pencils) as giveaways.

For instance, while hotels provide free pens and pads in each room (with the hotel name on each item), they may not think about purchasing your books as gifts for frequent guests or as items to sell in the hotels’ gift shops – that is, until you tell them. Your creativity will be a valuable asset here as you suggest ways in which your books can help your prospects meet *their* goals.

## The Cover Story

(Peri Poloni-Gabriel of Knockout Design has been in the business of designing books for over 15 years. She can be contacted at [www.knockoutbooks.com](http://www.knockoutbooks.com))

**Before (Cover on left):** The target audience of this book is broad including both genders and all ages of smokers. The message is to provide support to those quitting their smoking addiction with positive reinforcement. The original cover was very dark and depressing although the client wanted to keep the color combination of black, white and red.



Before

**After (Cover on right):** The overall feel of the cover is bright and hopeful. The strong graphic of the snubbed out cigarette is not only eye catching, but shows resolve and draws the eye toward the title. A red border adds dimension and punch. The foreword by Jack Klugman is added for notoriety.



After

## 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’s in a Name?** No one word is more misused or more misunderstood by writers than the word “copyright.” This single word creates such confusion and lends itself to so much misinformation because rumors, assumptions, and complicated changes in the law make it difficult for writers to separate fact from fiction. But because copyright consists of such a valuable bundle of rights, it is imperative that writers fully comprehend the nature of copyright and the process by which it is protected.

Writers are not the only ones confused by the word “copyright.” More than a few business-savvy agents, publishers, and even attorneys, who are in the business of negotiating rights, have a woefully inadequate understanding of the nature of copyright. This is particularly troublesome because of the way the publishing industry is set up for traditional publishing through the major New York publishing houses.

You should also understand and appreciate the differences between the various types of intellectual property, and you should know how new technologies affect your legal rights and responsibilities in the digital age and beyond. So be sure to order additional relevant e-Reports for more information.

## 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 #2: Authors must create books that are Current, Meaningful, with a little bit of "Salt".*

Is what you are saying the same old thing that can be found in dozens, maybe, gulp, hundreds of books? Get with it—tweet the old stuff, be sassy, controversial, yes, salty. Highly successful authors get their readers attention—say what ... what was on that cover that snagged the eye ... that commanded the reader to pick the book up or click for more information—it's the Sassy or Salt Factor. What are you delivering that's new, hot? What's your unique point of view? What research have you done that brings the topic current? Is there something that you've discovered that no one uses or knows? What phrases, sayings and buzz words shout out that this is a new voice, a unique voice and one that should be paid attention to?

Highly successful authors know learn how to "pop" in the crowded book field.

## 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.)

**Easy Ways to Promote Your Book With Articles.** An ongoing article marketing campaign is a terrific way to promote your book and yourself. Here are some ideas for leveraging content that you have already written:

- Compile a list of the best articles from your blog and ezine, along with short excerpts from your book that could be used as articles.
- Contact bloggers and ezine editors that cater to your target audiences and ask if they would like to use any of your articles as a guest post.
- Submit your articles to a leading article site such as [Ezine Articles](http://www.ezinearticles.com/). <http://www.ezinearticles.com/>
- Join a [blog carnival](http://blogcarnival.com/bc/faq.html). <http://blogcarnival.com/bc/faq.html> Blog carnivals are a collection of links pointing to blog posts on a particular topic, or topics of interest to a particular group of people.

## You're On The Air

(Eric Marcus, Author of *Breaking the Surface* and former producer for *Good Morning America* and *CBS This Morning*)

*I love the edge, not knowing who is going to call or what they're going to say.  
Always stay calm and let the host deal with irrational callers.*

## 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.

## 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))

When editors receive a proposal, one of their main questions is, “How is this book unique in the marketplace?” They want to know how the book compares to the competition, so list and compare the high-profile books in your book’s category. Describe the other books and distinguish your book from them. When possible, state why your book is better.

Knowing the competition is part of a writer’s job. If you present yourself as an authority, you must know your field of expertise inside and out, including what everyone else in the field has written. Act as an adjunct to your editor and give him or her ammunition to distinguish your book from the competition in marketing and sales meetings. The publisher’s sales team can then use those distinctions to convince wholesalers and retailers to stock your book. Comparative analysis helps identify the markets for proposed books.

## The Very Idea

(Editorial by Brian Jud)

Most people will look at this photo, see a bear and then move on. But look at it more closely and you will see more than what is obvious.

Some publishers look at book marketing the same way. All they see is “bookstores” and they stop looking for other opportunities to sell their books in non-bookstore markets. They can’t bear to look anywhere else.

You can increase your sales by looking more closely for other places in which to sell your books. Get your bearings by thinking retail: airport stores, supermarkets, pharmacies, museums, parks, gift shops, etc. Then think non-retail: businesses, associations, schools, government agencies and the military. Bear with it and you will see more opportunities.



It bears repeating: look more closely at this photo, and now how many bears do you see? Do the same thing for your book sales.

## 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))

When you’re the subject of an interview for a magazine or newspaper, remember that there’s no such thing as “off the record” in the media world. Always assume that everything you say is on tape and will be put into print. Don’t ask the reporter to send you a copy of the story for your approval. While this may seem reasonable to you, it will offend a seasoned reporter. But do ask for a copy of the magazine to keep as a souvenir.



## 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>)

Consider easily expanding your product line beyond a tips booklet. You can leverage the same content in your booklet by creating a downloadable recording, audio CD, card deck, or autoresponder series. A card deck is as simple as having your graphic designer put one tip per card (like affirmations or angel cards or the old flash cards used to learn arithmetic), having the printer print them, and package them in an endless number of ways. An autoresponder series means putting each tip from your booklet into an email that gets automatically delivered when someone subscribes to a mailing list. That was four more products (two digital and two printed) from your booklet document.

**ACTION:** Choose one new format at a time to expand your product line, giving people more choices and giving you more income.

## 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 well-conceived and strategic plan will give you focus, clarity, motivation, ideas and direction. Even though its subject is a moving target, your plan details how your current thinking will fulfill your long-term vision. Show the nature of the segments in which you (or could) participate. Are they growing? Declining? Stagnant? Why, when, how long and where will it be in the future? Describe your competitors for each segment in which you compete. Discuss your competitive edge for each.

## 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))

People do not want to buy bound pieces of paper with words printed on them--they want advice, hope, gain, entertainment, motivation, protection from loss and other forms of emotional satisfaction. You will become more successful at marketing when you stop selling your books and begin selling what your books do for the people who read them.

## 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))

If you've been on the Internet much, you've seen all kinds of names for websites. Some are easy to remember and very descriptive. For example, Tom's Restaurant might have a website named [www.TomsRestaurant.com](http://www.TomsRestaurant.com). Easy, right? But what if it had a web address such as [www.Webhost.com/locations/restaurants/Toms1485972049%&?](http://www.Webhost.com/locations/restaurants/Toms1485972049%&?) Choosing the name for your website (called a "domain name") is the first decision you will need to make. Ideally, a great website should be the name of your book (such as [www.booktitle.com](http://www.booktitle.com)) or should have your own name (such as [www.JaneAuthor.com](http://www.JaneAuthor.com)).

## Guest Columnist – Marika Flatt

(PR by the Book, LLC [marika@prbythebook.com](mailto:marika@prbythebook.com)/ [www.prbythebook.com](http://www.prbythebook.com))

Monthly magazines have a 3-6 month lead time (depending on whether they are national or local) and they oftentimes like to review a book the month it's hitting the market. Therefore, if your publisher (or you) has not sent out information to magazines ahead of time, you will possibly miss the opportunity for book reviews. However, there are other opportunities for print coverage after publication, such as: being featured in a larger story as an expert, an excerpt from the book or submitting an article in exchange for a byline. It is important to keep this lead time in mind as the publicity campaign begins. A client often sees the magazine clips rolling in *after* the publicity campaign is already over, due to the long lead time.

## 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>)

### The Write Jobs

<http://www.writejobs.com/>

Writejobs.com provides job listings, career resources and information for journalism, media and publishing professionals. Most of the service is free.



## News You Can Use

### 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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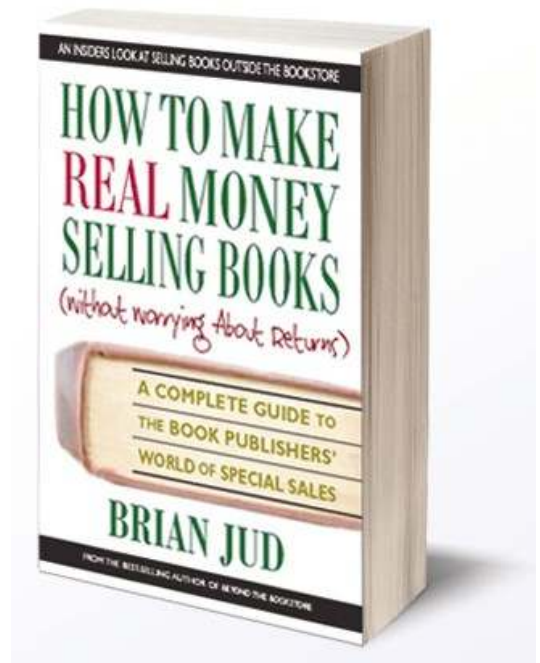
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( <http://www.bookmarketingworks.com/index.php?pg=bookstore/bookstore.htm> )

## 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)

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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-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>