

Here is your January 9 edition of the *Book Marketing Matters* special-sales ezine by Brian Jud. It contains regular columns with tips from Dan Poynter, John Kremer, Guy Ahtzahn, Rick Frishman, Eric Kampmann, Paulette Ensign, Judith Briles, Gail Z. Martin, Tonya Evans and Roger C. Parker. The guest columnist in this issue is Lin Lacombe.

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All of us at Book Marketing Works 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 11, Issue 1, Number 241 January 9, 2012**

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

**We sell your books. We pay shipping.  
All non-returnable.**

**[BrianJud@premiumbookcompany.com](mailto:BrianJud@premiumbookcompany.com)  
Or [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 1/6/12**

<u>Title</u>	<u>Quantity</u>
Washington DC Then And Now	100
Maui Coffee Table Book	30
Historic Photos of Washington DC	100
Above Washington DC	100

# Upcoming Webinars & Events by Brian Jud

## Open Mic Book-Marketing Q&A -- With Brian Jud

During this Open Microphone event you can ask me questions about what you can do to increase your sales quickly and build an unstoppable book-marketing machine for more revenue all year long. I will start with a few general tips and then open the microphones for you to ask your questions. During the Q&A session you will discover practical, quick tips for increasing the volume and velocity of your sales and profits. And we'll include a few maverick-marketing ideas that will keep you ahead of the competition for years to come. Sponsored by Judith Briles and Author U.

Thursday, January 11 at 3:30 pm Mountain time  
Sign up at <https://www1.gotomeeting.com/register/655885953>

## A Full Day of Creative Book-Marketing Tips – With Brian Jud Sell more books by putting a little mischief in your marketing!

January 21 • Hilton Garden Inn, Denver • 8:30 am to 3:00 pm

Find out how to sell your books in unique ways that will increase your sales, revenue and profits. Use Brian's creative tips to increase your retail sales, get on the top TV shows and reach people who can buy your books in large, non-returnable quantities. In this interactive session you will discover:

- How to sell more books in ways your never thought possible
- Why niche publishing can be the best way to increase your sales, revenue and profits
- How to convert a nonfiction book into a money-making marketing machine
- How to market fiction to more buyers, more profitably
- The best promotion, sales, and distribution tips to sell more books and make more money
- Many ways to negotiate sales -- for people who hate to sell

Brian will help you be more successful by trying new and different marketing actions — and adding a little fun to the ways in which you are selling your books now.

Register now: <http://authoru.org/bookcamp-maverick-marketing.html>

## Start 2012 with More Book Sales Sponsored by SPAN

Start the New Year with a fast, sustainable book-marketing effort that will result in more book sales all year long. Discover what you need to do – and in what order – to get the biggest return on your marketing actions and expenses. You will learn practical, quick tips for increasing your sales and profits. And we'll include a few maverick-marketing ideas that will keep you ahead of the competition throughout the year.

Thursday, January 26 at 6:00 pm Eastern time  
Sign up at <https://www1.gotomeeting.com/register/157134224>

## 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.

The time from "Bound Book Date" to "Pub Date" should be between 4 to 6 weeks. This time must be allowed for you to tee your title up from the time it leaves the printer's plant to the time it is displayed in stores to support your marketing efforts. Finally, remember that whatever you plan to do to support the publishing of your book, you must leave enough time to develop and implement your strategy.

## 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>)

Navy libraries spend more than \$3 million each year on books. The International Communications Agency (formerly the U.S. Information Agency) runs 129 libraries in 110 countries with 6,000 to 25,000 volumes each and devotes about \$2 million each year to procurement. They like to see brochures and review copies

## Ideas for Selling to Non-Retail Buyers – Guy Achtzehn

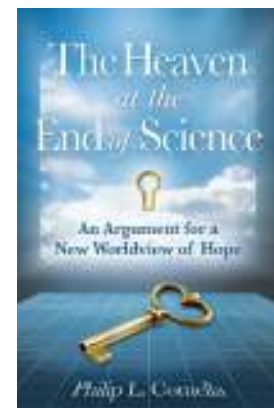
(President of The Promotional Bookstore, offering commission-based sales of books to non-bookstore buyers,  
[guy@msgpromo.com](mailto:guy@msgpromo.com))

The National Recreation and Park Association's online bookstore has the titles ranging from targeted publications to scholarly texts. Find contact information for bookstores at many national parks at <http://data2.itc.nps.gov/hafe/bookshop/index.cfm>. Do not make the mistake of thinking you must have a "green" book to sell to parks. NRPA comprises 10 individual branches and sections, subgroups that represent everything from aquatics to natural resources to therapeutic recreation. You will find sales opportunities on a variety of topics represented by NRPA's branches:

## The Cover Story – Peri Poloni-Gabriel

(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) )

The cover for *The Heaven at the End of Science* visually shows the merging of two worlds; the linear world of science and the philosophical world of spirituality. The lock and key represents discovering hidden answers. This was achieved by the combination of 3 images and constructing a grid to lead the eye into the cover. A serif font was chosen for the traditional and established feel it would give to the title. Emphasis put on the most important words.



## 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 is the Poor Man's Copyright and how can it protect my work?** The concept known as the poor man's copyright says basically that you should mail yourself a copy of your work and not open it in order to establish the date that your work existed in case you ever need to defend your work or challenge a work you believe infringes on your rights. This, unfortunately, is a myth that continues to be perpetuated even by established writers and it should no longer exist in the writing world! The Poor Man's Copyright does not offer any additional protection beyond that which already exists once your idea is fixed and thus your work is created. Additionally it does not constitute a registration of your copyright.

Registration is easy (no need for a lawyer) and inexpensive (as low as \$40 if you register electronically -- as of this presentation) – a small price to pay to preserve valuable rights. Consider it an insurance policy.

## 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 and Facebook.com/TheBookShepherd, @AuthorU on Twitter)

**Your Guide to Book Publishing with Judith Briles ... Everything You Want to Know, But Didn't Know What to Ask** launched live on January 5<sup>th</sup>. Every Thursday, Judith will host an hour radio show with guests and features. Live with call-ins. For the beginner and intermediate author—all episodes will be available for downloads and podcasting. If you want to write and publish a book ... if you want to be successful as an author, *Your Guide to Book Publishing ... Everything You Want to Know, But Didn't Know What to Ask* is for you. You will hear about statistics, scenarios, and strategies on what to do now. As The Book Shepherd, Dr. Judith Briles is in, and each week she will include publishing professionals that will reveal tips and secrets to the author's journey. If there is a book in you, you want to listen, learn ... and yes, call-in at [866-404-6519](tel:866-404-6519) with your questions each week. <http://rockstarradionetwork.com/shows/yourguidetobookpublishing>

## You're On The Air

(Benita Zahn, Noon News anchor and talk-show host on WNYT-TV, Albany, NY)

The biggest fears people have when they come into the studio is that they'll look foolish, that they're not going to know what to do and not know where to put themselves. All you have to worry about is being comfortable. If you're not comfortable, you won't do well answering the questions. Sit down and feel at home. Talk to the interviewer. Ask, "What should I do? Who should I look at?" Ask if everything is in place. They'll tell you.

## 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>)

In the case of most special sales, be prepared to wait as long as six months or more before any final decision is made. Even then, it may be another three to six months before you receive the order. Most catalogs, for instance, work with at least a none-month lead time.

## 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))

Don't let your expectations, including any fears of failing or succeeding, stop you. Identify what you expect from yourself and from your writing and whether those expectations are realistic.

## The Very Idea

(Editorial by Brian Jud)

Bigger is not always better. Your book does not have to be hundreds of pages long for you to cover your topic effectively. Similarly, your literature and press releases should be only long enough to describe the benefits of your content adequately. Form follows function. Your answers to questions during your media performances should be brief and to the point. Be concise. Make every word count. As the saying goes, *Tell me quick and tell me true, or else, my friend, the heck with you.*



## 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>

Turn your tips into products and your tips products into moneymakers. Start the year by recycling what you've already got in your files. No need to create information from whole cloth, even if you're just starting your business. That means your paper files, computer files, and mental files. Take the best and leave the rest, just the basic tips. There is plenty of time to expand and embellish later. You very likely have articles you've written, outlines and notes for speeches and workshops, and random ideas that went no further than a napkin, back of an envelope, or memo in your smart phone. Distilling the tips from all that narrative or expanding a couple words to make a tip gets you and those who appreciate what you know off to a great start for the New Year.

**ACTION:** Look at your files from a minimalist perspective, as if you've already got everything you need to create a tips booklet. In fact, you do! And from that will come an entire product line as you later convert that information into other formats. Turn your tips into products and your tips products into moneymakers.

**NOTE:** A new blog has been launched, focusing on recycling your tips. Visit [www.tipsproducts.com](http://www.tipsproducts.com) Leave your comments and questions in the Reply section.

## 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))

**Does your home page “tell-all” in the first screen?** The opening screen that your visitors encounter when visiting your blog or website must be a “tell all” screen.

Without requiring scrolling or clicking, the first screen of your home page must engage your visitor's attention and convince them to spend more time exploring your message. The best way to find out if your home page “tells all” is to visit the Google Browser Size application. Simply visit [www.browsersize.googlelabs.com](http://www.browsersize.googlelabs.com) and enter your blog or website's URL in the space provided.

**How you'll benefit.** The Google Browser Size application shows how the first screen of your site against an overlay indicating the amount of text and graphics visible with different monitor settings. You'll also be able to see the percentage of website visitors likely to encounter various text and graphic elements without scrolling or clicking. Visit <http://tinyurl.com/yaeednf> to learn more.

## 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))

Strategic planning recognizes that unique titles respond to various promotional tools in different ways.

## 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))

Poor strategic direction often results when goals are delineated in terms of unit sales or dollar volume, with profits assumed to follow.

## 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))

Your website also provides a place for you to shape the conversation about your book by providing a link to your blog, an online question and answer section, or even a frequently asked questions page. If you are writing on a topic that is the least bit controversial, it's essential that you actively participate in the conversation about your book. This helps keep it from being dominated by other people, some of whom may not agree with your book, or who may want to distort your position. Your silence only enables and empowers nay-sayers, and when you don't enter the conversation, you allow others to dictate what the market is saying.

## Guest Columnist – Lin Lacombe

(Public Relations and Marketing & Literary Publicity Contact Lin at [llacombe@earthlink.net](mailto:llacombe@earthlink.net))

Is your brand in TOE? Timely. Original. Engaging. Your title and design should be consistent through all applications. Continuity is key when it comes to the look of your business cards, bookmarks, postcards, posters, and website and all should have the same look and feel as the book. Your look or brand should resonate with you (and any person you are speaking to) so that when you say the name of your book, pass out a bookmark, say what you do for a living, "I'm the author of \_\_\_\_\_," it explodes and not fizzles. That said, *always* remember to carry your book, business card, bookmarks, etc. with you at all times. Always. All the 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>)

### Allison Winn Scotch's "Ask Allison"

<http://allisonwinnsotch.blogspot.com>

Allison is a best-selling author with savvy advice for writers looking to become published authors. Post questions on your greatest fears over breaking into this challenging field.





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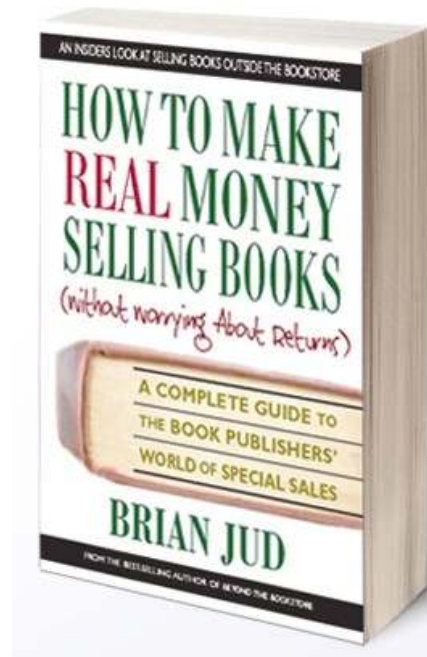
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## Contact Information for Brian Jud

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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>