

Here is your May 28 edition of the *Book Marketing Matters* special-sales ezine by Brian Jud. It contains regular columns with tips from Dan Poynter, John Kremer, Marcella Smith, Penny Sansevieri, Rick Frishman, Eric Kampmann, Pam Lontos, Dana Lynn Smith, Paulette Ensign, Judith Briles, Jerry Seltzer, Robin Bartlett, Tonya Evans and Roger C. Parker. The guest columnist in this issue is Jill Lublin.

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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 11, Issue 11, Number 251 May 28, 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.

**New inquiries from the reps  
as of 5/25/12**

<b><u>Title</u></b>	<b><u>Quantity</u></b>
<i>Sunbelievable--A Picture Book</i>	150
<i>Squeezing Every Dime/Every Dollar</i>	200
<i>Natural Hawaii</i>	75
<i>Green Pieces</i>	350

# Upcoming Webinars & Events by Brian Jud

## Reach More Readers with Online Marketing

This webinar will describe creative yet proven and practical ways to use e-commerce for selling books and ebooks online. It will include topics such as affiliate marketing, blogging, online communities, choosing domain names, social media and creating commercial websites. You will learn to craft a profitable ebook strategy with additional tips for marketing ebooks and making money with email. Find how to use Twitter, Facebook, Pinterest and other sites in your marketing. Learn how to choose the best domain names and keywords. Discover the benefits of indexing, ranking and building links to and from your site. We will cover all that plus additional ways to help you become more profitable marketing online to build your sales worldwide.

**Thursday, June 21 5:00 pm – 6:00 pm**

Sign up at <https://www1.gotomeeting.com/register/960263529>

## 150 Ways You Can Market Books More Successfully

**First 50 Tips: Getting Started in Book Marketing.** The most expensive part of publishing is a mistake. If you can avoid the most common traps into which unsuccessful authors fall you significantly increase your chance of success. The first 50 tips focus on general marketing tactics and what you can do to organize a profitable publishing venture.

**Next 50 Tips: Producing, Distributing and Pricing Your Book.** What makes a book a winner? There are many critical factors that cannot be missed. And when it comes to marketing your book the choices you make for distribution channels and partners can be the critical difference in your success. And if you price your book incorrectly you may doom your publishing venture. Discover how you can avoid the top 50 mistakes most untrained authors make.

**Final 50 Tips: Promoting Your Book.** When you first publish, nobody has heard of you or your book, so your initial promotion is the key to your success. Later, you must remind people of the reasons they should buy it. If you focus only on social media you will miss many opportunities to reach prospective buyers. An assorted, persuasive and targeted promotional mix should maximize your sales, revenue and profits.

This tutorial is presented by Brian Jud, an author and experienced book-marketing consultant. He is President of Premium Book Company, a distributor of books into non-bookstore markets. He has helped thousands of authors and publishers steer clear of the most common mistakes that can doom any publishing venture.

**Thursday June 28 6:00 – 8:00 pm Eastern Time**

Sign up at <https://www1.gotomeeting.com/register/482906073>

### 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) )

**Discovering the Best Market for your Title.** When we think of marketing and selling our title, we often make the mistake of thinking in the singular rather than the plural tense. When people come to Midpoint Trade Books seeking distribution for their title, we often hear "I must have this book in Barnes & Noble and other book stores." But is this true? Think of the old Broadway shows: did they open on Broadway? Almost never. Instead, they would open in places like New Haven and slowly work their way to the "Great White Way." While on the road, they would continually refine the rough spots, responding to the reaction of audiences with each show. Why? Because this process enabled the producers to reduce the risk of failure. The bigger publishers have usually tested their books because the author has often achieved name-brand status. But smaller publishers do not have the resources to compete directly in this arena. Therefore, they should entertain alternative marketing strategies including developing alternative channels of sales and distribution for their titles. Many books start in "New Haven" and many never get to "Broadway" but some do and the pay off can be tremendous. The point is to start modestly, find your market, build it and the rest will follow.

## 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>)

I sold the Spanish-language rights to *The Skydiver's Handbook* to a publisher in Madrid. Though only 13% of the skydivers in the U.S. are women, I made the book gender equitable. I show female instructors and competitors. When I received the translation, I noticed the text was completely masculine — the Spaniards took out all the women!

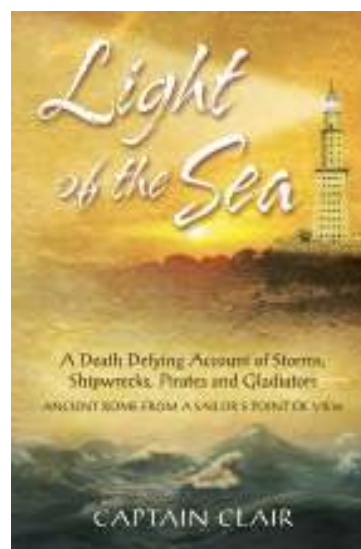
After some reflection (actually snickering), I decided not to object. I realized this Spanish aviation publisher knows its (macho) customer base better than I. Being closer to their buyer, they know what will sell. Contact the publishers' associations in major language groups: Germany, France, Italy, Spain and Japan. See International Literary Marketplace or visit their exhibits at book fairs. Ask them to recommend member-publishers that specialize in your type of books.

Match your book to the international publisher; they are the ones to contact. They know what you are talking about and they know where to sell your book. Wring more value out of your Work by having your book read around the world.

## 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))

Historical fiction, this cover had to denote a variety of subjects from the lighthouse at Alexandria to storms and shipwrecks during Roman times. A layering effect was utilized to meld the images over a textured background. The author wanted to focus on the light aspect vs. the darker themes visually. Calligraphic and brush stroke font was used for the title.



## 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 intellectual property?** Intellectual property is defined loosely as property created with the mind, as distinguished from real property (land) and personal property (laptop).

- *Copyright:* A copyright protects an author's original artistic or literary work, whether published (meaning distributed to the public) or unpublished (not distributed at all or only to a few people). Under copyright law, the term "author" has a special meaning: the creator of an original literary or artistic work.
- *Trademark:* A trademark protects a word, phrase, symbol, or device – the mark – used in business to identify and distinguish one product from another.
- *Service Mark:* A service mark protects a word, phrase, symbol, or device – again, the mark – used in business to identify and distinguish one service from another. The purpose of trademark law is to avoid consumer confusion.
- *Patent:* A patent protects an invention by granting the inventor the exclusive right to exclude others from producing or using the inventor's discovery or invention for a specific period of time.

## The Book Shepherd

(Dr. Judith Briles is a Book Shepherd and Author Advisor/Coach and radio host (see below); reach Judith at [Judith@Briles.com](mailto:Judith@Briles.com), [www.TheBookShepherd.com](http://www.TheBookShepherd.com) or [www.AuthorU.org](http://www.AuthorU.org))

### Authors and Surfers have Lots in Common: They Love What They Do

The best surfers live and breathe their sport. The most successful authors live and breathe their books, their vision, their commitment. It all starts with the Passion Factor. If you don't have a fire in your belly about your book equally matched with a giant helping of enthusiasm, the waves and riptides of publishing will crush you. The Passion Factor is the high octane of your fuel system. The hiccups you will run into become minor obstacles ... many can turn into opportunities.

Successful authors are passionate about their work ... are you?

NOTE: New radio show with Dr. Judith Briles, The Book Shepherd: Your Guide to Book Publishing ... Everything You Want to Know, But Didn't Know What to Ask is live every Thursday at 6 pm EST. You can listen live, call in or download and listen to the podcasts or via iTunes.  
[www.RockStarRadioNetwork.com/Shows/YourGuideToBookPublishing](http://www.RockStarRadioNetwork.com/Shows/YourGuideToBookPublishing)

## You're On The Air

(Suzi Reynolds, professional media trainer)

*The more involved your answer, the less involved is your audience. They think, "I can't do all that" and they'll tune you out. Make it sound easy for them.*

## 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>)

When negotiating for first serial rights, you should consider what price to ask. You don't want to price your book out of the market, but at the same time you want to get a fair price. Here are a few guidelines to use in determining your price:

- 1) The higher the circulation of the periodical, the more it can generally afford to pay.
- 2) How much of your book do they want to excerpt?
- 3) Does the publication want exclusive rights to the entire book or to just part?
- 4) For how long do they want exclusivity?
- 5) Syndication rights should sell for more than first serial rights to one publication.

## 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))

Keeping track of research materials and organizing them makes projects more efficient and orderly. Since voluminous information can be involved in the writing of a book, many writers need to quickly access all of it, which becomes far easier when that information is housed in specific locations and is well organized. Some writers develop intricate systems for filing and organizing their data. How information is maintained and organized can also be critical because many writers create outlines for their books and chapters directly from their research material, and others write straight from the information in their files.

## The Very Idea

(Editorial by Brian Jud)

Have you ever felt that you have taken on a little more than you can handle? If so, divide your opportunities into bite-sized portions. Find your "target-market sweet spots" by segmenting your overall market into smaller groups of buyers that you can reach effectively and efficiently.

For example, if you have a children's book, divide your overall market into groups such as PTOs, home schooling, military schools, daycare centers, mom's groups, zoos, retailers and children's hospitals. Then persuade buyers in each to purchase for the reasons that are important to them.

Don't try to sell your book to everybody at once – it's the pits. Instead, know that you can win big by thinking small. Now, that's a mouthful.



## 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))

**Do you have a gift book?** Hallmark purchases books from independent publishers, on a returnable basis with discount ranging from 50% - 70% off the list price. Books priced at approximately \$10 - \$15 sell best, and they become “pricey” as they approach \$20.

Start the Hallmark submission process by contacting the Retail Marketing & Merchandise Manager at [booknotes@hallmark.com](mailto:booknotes@hallmark.com). Describe your marketing flexibility and the title or line of books you propose. Demonstrate that you know the stores. Note your promotion plans, but in the context of Hallmark’s needs

## 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>)

Regardless of which social media site(s) you're on, "tweeting" your tips is almost as generic a reference now as Kleenex has become for tissue. (So would Twitter consider that good news?) And it makes for better alliteration for compelling copy than "posting" your tips. I digress.

A quick and easy way to market your business in an easy time-manageable way is by uploading a tip accompanied by your website address on a social media site. It's a triple win:

- You give a sample of your expertise, ideally prompting people to want more of what you've got.
- You market your business in an inviting way, with "pull" marketing rather than "push" marketing
- This all gets done a minute (or less) at a time, addressing the often-expressed concern of marketing being too time-consuming.

**ACTION:** Start tweeting your tips on a regular basis, whether you use a tips document you already created, or you make the tweeting process the way to develop your tips manuscript. If you have yet to create a tips booklet, you can do that, a tip at a time, by capturing what you're posting on these sites. [This simply and easily shows you how](#). And if you have already done a booklet, [get paid for others to use your tips](#) as tweets to promote their business.

## 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))

**7 ways to add visual interest to blogs & books** There's more to adding visual interest than generic stock photos, clip-art, and pie charts. The next time you want to add visual interest consider using one of the seven following to reinforce your ideas and strengthen your brand by adding a personal touch.

Some of the following have been around for centuries, others reflect recent thinking. One will be described in each of the next four issues of *Book Marketing Matters*.

**#3: Notes.** Here's a simple way you can add visual interest to ebooks and elearning materials intended to be printed. Simply provide space on each page, or each 2-page spread, for readers to take notes. Providing space to take notes visually reinforces the importance of your words and encourages readers to take notes.

## 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))

Marketing planning recognizes that under certain conditions, sales of Title A may be more responsive to a heavy schedule of media performances while direct marketing might be more effective stimulating sales of Title B.

## 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))

Not every new-book idea you have will be a winner the first time out of the blocks. Test marketing can be a risk-reduction factor by helping you learn its strengths and weaknesses. The major benefits of this strategy are that test marketing enables more accurate forecasting, makes it more likely that you will have a saleable book, allows you to identify and correct weaknesses, and not waste (or perhaps spend less of) any vital resources

## Guest Columnist – Jill Lublin

(Jill Lublin is the author of two national best selling books, *Guerrilla Publicity* and *Networking Magic*. She is a renowned strategist and international speaker. Learn more at [www.JillLublin.com](http://www.JillLublin.com))

**One of my “Top 10 Get Noticed! Tips:”** Be yourself. Build on your assets and your uniqueness because they are really what people want. Clients and customers want you, your special viewpoint or approach; your unique insights or touch, not a weak imitation of someone else. Don't just be a copycat; find your own voice. Get noticed in your own way; in the manner most natural and comfortable to you. Examine the approaches that others have taken and then follow what feels natural for you. Trust yourself and your instincts.

## Helpful Website of the Week – Adele M. Annesi

(Adele is a freelance writer and an editor with a high-tech analysis firm in Stamford, CT and may be reached at [a.annesi@sbcglobal.net](mailto:a.annesi@sbcglobal.net).)

### Magazine Publishers of America

<http://www.magazine.org/home>

Magazine Publishers of America (MPA) is the industry association for consumer magazines.

Established in 1919, the MPA represents more than 240 domestic publishing companies with approximately 1,400 titles, more than 80 international companies and more than 100 associate members.

Membership is fee-based, but most of the information on the site is available at no charge.



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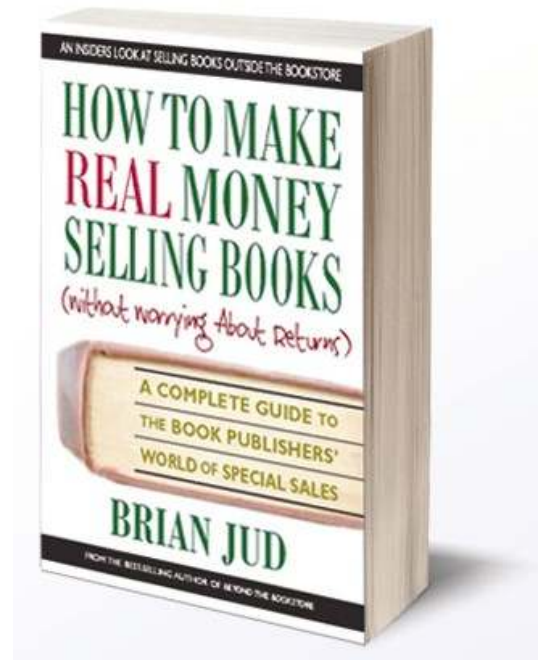
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- Beat your competition
- Become more profitable
- Sell in untapped, lucrative markets
- Minimize -- if not eliminate -- returns

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### Contact Information for Brian Jud

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>

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