Here is your June 11 edition of the *Book Marketing Matters* special-sales ezine by Brian Jud. It contains regular columns with tips from Dan Poynter, John Kremer, Guy Achtzehn, Rick Frishman, Eric Kampmann, Paulette Ensign, Judith Briles, Gail Z. Martin, Tonya Evans and Roger C. Parker. The guest columnist in this issue is Annie Jennings.

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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 12, Number 252 June 11, 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.
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Last week (June 4 – 6) over 50 authors and publishers displayed their books in our exhibit at the Promotions East Show in Atlantic City, New Jersey. All catalogs were on display, too. Great traffic, and we ended up with over 110



solid leads, or about 10 per hour of display time. Not too bad. Here is a photo of the exhibit area.

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.

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Thursday, June 21 5:00 pm – 6:00 pm
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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.

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Thursday June 28 6:00 – 8:00 pm Eastern Time
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Notes From the Front Lines

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

Pricing Strategies that Work. When we talk about marketing a title, the big question usually is: what should the retail price be? This is where art and commerce collide with countless variables entering into the mix. What is the trim size? Page count? Competition? Unit manufacturing cost? Market? All of these factors must be considered when establishing the retail price. Most of my experience has been in the retail book trade and that is where I want to focus this discussion. In many ways bookstores are the most difficult, expensive and competitive place to try to sell books and, therefore, the publisher must be very aware of the pricing for similar books in the category. This means the publisher needs to take the time to research the competition either by speaking with buyers, visiting the internet or strategizing with its sales team. No one knows whether the retail price will make a decisive difference with the book consumer, but we do know that the buyers at the major book chains are very aware of price and are often very reluctant to commit to a title that is overpriced in terms of the competition. Pricing too high can hurt a book even before it is out of the gate. Also, remember that if a book becomes established and goes into a second, third or fourth printing, it is possible to raise the price on the reprint. This is done quite frequently but only if the book has established a market.

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)

Broadcast email, done properly, is not spam. Book announcements should only be sent to existing customers, potential customers on opt-in lists and targeted members of the press. Most of these people are in your personal address book. Match your offer to those who have already expressed an interest in this type of information.

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)

Writers have many options that they can take. Start writing. Set aside time each day to sit down and write, even if it's for only ten or fifteen minutes. Get into the habit of writing regularly, and don't worry about the quality of what you produce. Create a plan, but understand that writing is always subject to change.

Dig deep to find the actual reasons why you want to write your book because they can influence the choices you make and the direction you chart. Create a step-by-step plan. Think about the best way to get information and understand your topic, how you can find out what you should read and whom you should interview. Assess the competition, learn how you differ, and identify your niche.

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)

Go to the websites of your target schools. Many will display course outlines, perhaps including the current textbooks. The websites of some states' Departments of Education provide explanations of the requirements for each grade level. Use this information to tailor the content of your books as well as your sales approach, demonstrating the benefits of your title over their current text. You can also learn some of the industry jargon, such as the use of the terms *beginning readers*, *emergent readers* or *reluctant readers* in the K-12 arena. To find contact info for a school in any state, go to http://nces.ed.gov/ccd/schoolsearch/

The Cover Story - Tamara Dever

(Owner/Creative Director, TLC Graphics. For more information about producing beautiful and saleable books, please visit www.TLCGraphics.com)

Did you realize that your book cover can establish a brand? The book cover (left) is a complete overhaul of the first in a long-standing series of books used in BrainSMART's teaching degree program. The old series was dated and covers featured drawings of the human brain to emphasize their brain-based focus on teaching. The images were intimidating, boring, and didn't focus on the result of this type of teaching. The new book shows a successful teacher with happy students, dynamic motion with the wavy shapes, well-organized text, and a bold color palette that coordinates with their corporate colors.

Because of the book's success, the company has chosen to use the new design to update their company's marketing materials using the corporate purple instead of the book's red. Together, all of these pieces make a cohesive brand and each one leaves no doubt that it belongs to the rest.



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.)

<u>Terminating Transfers under 203 of The Act</u>: Section 203 of the Copyright Act provides that a transfer or license of copyright (or any right in the bundle of rights) executed by the author (but unlike a pre-1978 transfer not a transfer made by anyone other than the author) on or after January 1, 1978, is subject to termination under the following conditions:

- A single author who executed a grant may terminate it. If the author is deceased, then whoever is entitled to exercise more than one-half of that author's rights may terminate it.
- If two or more authors executed a grant of a joint work, a majority of the authors who executed it may terminate it. If any of the joint authors is dead, his or her termination interest may be exercised by whoever is entitled to exercise more than one-half of that author's interest.

This single, extremely valuable section of the Copyright Act, allowing for the reclaiming of rights by terminating transfers, empowers authors. Note that the statutory termination provision does not apply to works made for hire or to transfers made by will. The termination right also does not apply to rights arising under foreign laws or derivative works. In the case of derivative works (for example, a movie based on a book), termination of the rights to the underlying work (the book) does not prevent the continued display and distribution of the derivative movie. Once the rights are terminated, however, no new derivative works can be created.

Not surprisingly, the rules to exercise the statutory termination right are specific and must be strictly adhered to or the right will be forever lost. In addition, the Copyright Office does not provide printed forms for the use of persons serving notices of termination.

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, www.TheBookShepherd.com or www.AuthorU.org)

Authors and Surfers have Lots in Common: They Have Flare

If you do whatever other author is doing, is writing about, is speaking about ... what you get is boring. You are bored ... and so is the audience. You've got to bring some pop and pizzazz to your voice and your words. You've got to bring the same pop and pizzazz to your presentations and marketing. Are you up to it?

Top performers in any area are never satisfied and thus they're constantly pushing their limits. Good surfers are continually trying innovative new moves, new equipment, new places and going for bigger waves and longer rides. Staying ahead of a wave demands taking risks, trying new approaches and constantly challenging yourself and those around you.

Successful authors push their limits with flash and flare ... are you?

You're On The Air

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

If you're comfortable with gestures, do gestures. If you're not comfortable with them, don't. But if you want to talk with your hands, talk with them; otherwise, you won't be able to think.

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;

Cartoon is from the Harvard Business Review, October 2011, p 40)

Some publishers lament that they have little money to properly promote their titles. If you look at it differently, a healthy budget may actually limit your sales. A 6 min think-outside-the-box video (http://bit.ly/bDxFWA) creatively demonstrates that fact.

Do not frame your problem too tightly. Just try something, experiment and learn from your results. Opportunities may be greater than you ever thought at the beginning. Know where you want to go, believe in yourself and take that leap of faith.



Booklet Ideas – Paulette Ensign

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

Your business works because of you and those who support your success. That means even if you're a one-person business. In fact, in many ways, **especially** if yours is a one-person business, as is the case with Tips Products International (the real name of my business).

You know the people I mean - your vendors, your clients (or customers or patients or however you identify those people who pay you for what you've got and who you are). Then there are your friends, colleagues, family, and pets. too. Okay, admittedly I have a bias on that last one.

Who have you thanked lately, even though it's not the formal holiday of Thanksgiving? While any one of those creatures in your life (human or otherwise) can contribute a certain amount of insanity to the daily process, they definitely add more good than anything else.

So, I am taking this moment to thank YOU! Whether you've ever bought anything or not in the past 20+ years, you add to the ongoing success of this business by merely raising your hand to express your interest. In some cases, you've passed along information about these sites to people you know. Or you've unwittingly prompted the creation of a new product or service by questions you've asked. Thank you.

ACTION: Thank the people in your world. Yes, thank them. Their mindreading capabilities may not be as developed as you'd like, so they need to know quite clearly and directly from you that you are grateful to them for who they are and what they add to your life.

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)

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 three issues of *Book Marketing Matters*.

#4: Timelines. Timelines are a form of <u>infographic</u> that visually helps readers relate events to the political, social, or economic context in which they occurred. At a glance, for example, you can relate items in your company history the period during which they occurred. For eye-opening examples, search for <u>infographics</u> <u>on Guy Kawasaki's Alltop.com</u>.

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)

Some publishers erroneously believe that a business plan is only necessary when they are seeking funds from a bank. But it is the overall document that orchestrates your marketing plan, sales forecast and financial plan into one harmonious program.

Marketing Strategy

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

With increased access to information online, customers are now loyal by choice, not necessity. Make them glad they chose to buy from you. Make the buying experience as easy and pleasant as possible.

Thrifty Author – Gail Z. Martin

(Gail Z. Martin, from *The Thrifty Author's Guide to Selling and Promoting Your Book Online;* gail@dreamspinnercommunications.com or www.GailMartinMarketing.com)

How do you find the media? This is where you have a choice between elbow grease and cash. You can buy media lists from organizations, such as ParaPublishing, that are compiled especially for book promotion. These lists can save you a lot of time, but they may not be tailored to your genre or your special niche. You can also compile a list yourself—an approach which is time consuming but thorough. You can hire someone to compile the list for you (not necessarily expensive if you find an assistant through Elance.com or Craigslist.com). Or, you can hire a PR agency to promote you to the media list it has compiled.

Guest Columnist – Annie Jennings

(Contact Annie Jennings PR at 908.281.6201, annie@anniejenningspr.com or http://www.anniejenningspr.com)

Your Bio Page. If you have credentials let the media know right away. The more credentials and accomplishments you have in your area of expertise the better your chances are of being chosen by the media for the placement. Also include all of the topics you can discuss as well.

Be sure to lead with a great color picture of you – one that is engaging, well-groomed and offers the viewers a glimpse of your personality. Do not use your driver's license picture!

Your bio page should be conversational in nature and not a copy and paste of your C.V. or resume. The idea is that you want you bio to tell a story about you, your expertise, who you are and in the end, answer the one question the media has, which is, are you the perfect expert for them?

Helpful Website of the Week - Adele M. Annesi

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

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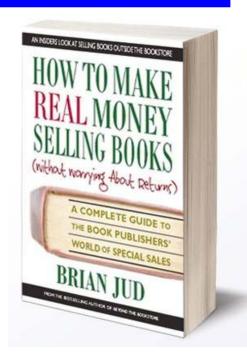
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Check out the Writers and Publishers Bookstore and give your favorite books a "Thumbs Up Rating." Discover and rate the best books on writing, publishing and marketing

(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

To subscribe to *Book Marketing Matters* click here: <mailto:<u>brianjud@comcast.net?subject=subscribe</u>> 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

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

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. Contact Brian at P. O. Box 715, Avon, CT 06001; (800) 562-4357; brianjud@bookmarketing.com or go to http://www.bookmarketing.com