

Here is your June 25 edition of the *Book Marketing Matters* special-sales ezine by Brian Jud. It contains regular columns with tips from Dan Poynter, John Kremer, Guy Achtezahn, Rick Frishman, Eric Kampmann, Paulette Ensign, Judith Briles, Gail Z. Martin, Tonya Evans and Roger C. Parker. The guest columnist in this issue is Stephanie Barko.

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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 13, Number 253 June 25, 2012

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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 6/22/12

<u>Title</u>	<u>Quantity</u>
<i>Napa Travel Guide</i>	90
<i>Getting What You Came For</i>	27
<i>The Book of Olympic Lists</i>	1000
<i>The 2012 London Olympics</i>	1000
<i>Great Moments in the Summer Olympics</i>	1000
<i>Oasis In The Overwhelm</i>	60
<i>Second Strategies Audio CD</i>	250
<i>The Wellness Tree</i>	250
<i>Chicago: Where to Go and What to Do</i>	300
<i>Recipes For Diabetics</i>	200

Upcoming Webinars & Events by Brian Jud

150 Ways To Market Books More Successfully: Part One (Product and Distribution Tips) -- June 28

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 41 Tips: Producing and Distributing 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.

Thursday June 28 6:00 – 8:00 pm Eastern Time
Sign up at <https://www1.gotomeeting.com/register/482906073>

150 Ways To Market Books More Successfully: Part Two (Pricing and Promotion Tips) -- July 26

Our June Webinar described hints for publishing and distributing your books. This month we will focus on pricing and promoting your books successfully.

9 Tips for Pricing Your Book Profitably. If you price your book incorrectly you may doom your publishing venture. Discover how you can avoid the top 9 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.

Thursday July 26 6:00 – 8:00 pm Eastern Time
Sign up at <https://www1.gotomeeting.com/register/611129905>

Notes From the Front Lines

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

Reaching Beyond The Book Market. For over 20 years I have been laboring in a far corner of the book publishing vineyard called “book distribution.” Until the early 1990’s this was a rough place to work because the trade marketplace was not very accepting of books from “independent publishers.” But today, can anyone doubt that the world has radically changed, that with national wholesaling, internet bookselling and national book superstores, boundless opportunities have opened up for independent publishers that have finally allowed them to claim a legitimate place at the table? But why stop there? At Midpoint, our biggest publishers have been following a successful strategy of market diversification, meaning that they have found strong markets for their books outside of the traditional book channels. This approach has allowed them to spread risk, increase sales and pursue multiple opportunities as their books reach ever widening audiences. The bottom line: The book trade is a wonderful place to sell your titles, but it is hardly the only place. Reach beyond and keep on reaching.

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>)

Encourage Reader Feedback. Writing and publishing your book is not the end of your literary involvement. When readers have questions, authors have a responsibility to respond by email, mail, telephone and in person at book signings and other events. Use these opportunities to gather material for the book's revision or your next book. Maybe you were not clear enough in your writing or perhaps the customer is interested in an important area you did not cover.

Bernard (Bear) Kamoroff, CPA, of Bell Springs Publishing, displays at book fairs and other industry events for the express purpose of gathering user feedback for *Small Time Operator* (23 revised editions and 53 printings in 21 years). At one fair, a woman said the business book was not for her because she was self-employed. So, Kamoroff added to the cover: “For All Small Businesses, Self-Employed Individuals, Employers, Professionals, Independent Contractors, and Home-Based Businesses.” Also, due to customer feedback, he has increased the index from three pages to seven.

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)

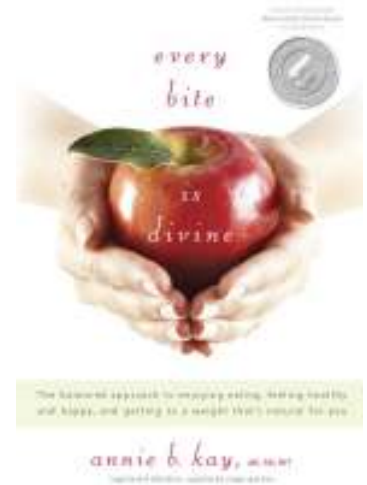
A National Health Insurance Company was interested in promoting a healthier lifestyle among new clients. To accomplish this goal, an ongoing educational program was implemented. During the first 3 months after signing a new member, a mailing was done on behalf of the company. The first month, a book on walking was introduced with a booklet promoting the benefits of walking. This booklet also gave suggestions on how to incorporate walking into even the busiest schedules.

Month 2, a cookbook was provided showing busy people how to prepare healthy meals quickly and how to eat when time is limited. In Month 3, a journal was sent to each participant along with a pedometer. The result was several thousand books being sent each of the first 2 months. The real results are coming in the future... a healthier clientele' with fewer payouts by the Insurance company.

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)

Every Bite is Divine is about a holistic and spiritual approach to weight and health. The target audience is women. The strong image of the hands holding the apple in a very reverent manner implies this concept visually. The colors are clean and understated, as is the type.



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.)

If you have created an original literary or artistic work in some tangible form – in writing or on film or tape or canvas, for example – then you don't have to do anything. You automatically own a copyright in your work.

What rights do I have if I own a copyright? Copyright is not one right but actually a bundle of rights. In general, the law gives a copyright owner the exclusive right to do and to authorize others to do the following:

1. Copy the work
2. Prepare derivative works based on the original
3. Distribute copies of the work to the public by sale or other transfer of ownership, or by rental, lease, or lending
4. Publicly display
5. Publicly perform

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 Know They Can Wipe Out

If you think you are going to catch the perfect wave every time, you are in for a rude awakening. No one does. Surfers have to be patient. They know when the big one is coming in. They sense it; they feel it; they have prepped for it. So must an author.

If you think that everything that you will do, and that you engage others to do, will be perfect—that's an "oh-oh" moment. They aren't. Many authors get frustrated with what they perceive as failure of a marketing plan. Maybe it was; maybe it wasn't. Marketing isn't a one-time shot. It's patience, over time, loaded with commitment and a game plan. Some marketing works, some doesn't.

Successful authors know that that will be hiccups along the way ... that not every idea, every strategy is a home run ... do you know that ... are you willing to keep stretching and come back and get in the water ... are you?

You're On The Air

(Jim Bohannon, Host of the nationally broadcast *Jim Bohannon Show*)

To the extent necessary, your hosts will try to make you feel at home. They recognize that you are apprehensive about appearing on the show, and they will do what they can to help you relax. Do not worry about the mechanics of the equipment. Your hosts will show you how to place the microphone and how to sit. If you have any questions, ask them before the show begins. You already have to worry about what your central message is and the like. Don't worry about problems that don't concern 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>)

Selling sponsorships. For a book on wealth preservation, one self-publisher charged contributors to write the book for him. He brought in fifty-four contributors at a price of \$2,000 each. In return for his \$2,000 and answering questions for the book, each contributor received copies of the book with his name on the front cover as one of the co-authors. In addition, his photograph and biography were featured on the back cover. The contributors were willing to pay so much because they wanted the exposure before so many potential customers for their service.

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)

Expect editors to be skeptical. They've seen and heard it all: every promise; every approach; and wild, unrealistic representation. When they receive a proposal, it can be hard for them to tell fact from fiction, so they may tend to err on the side of caution. Look at it from their perspective: if they push for a proposal, their heads can be on the line if the books fail or, worse yet, if the authors fail to deliver.

So help acquisitions editors by giving them strong, well-reasoned, and thought-out proposals that look good and read even better. Give them something they can be excited about and willing to fight for.

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 two issues of *Book Marketing Matters*.

#5: Exercises. Another way you can add simultaneously add visual interest to an article, blog post, or ebook page while reinforcing your ideas is to create a graphic out of a series of numbered questions for readers to answer, providing space for them to enter text or graphics on the page. Provide a headline for the graphic, and a capsule description of how readers will benefit from filling out the exercise.

The Very Idea

(Editorial by Brian Jud;

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

Your marketing plan is similar to a flight plan that commercial pilots prepare before taking off. It is a description of your destination and instructions on how to get there. At the same time it describes what to do when circumstances change while you are “in flight.”

When taking off, pilots use full throttle to get the plane off the ground. Then, as they reach cruising altitude then can ease off. Similarly, when launching your book it takes more action and energy to distribute and promote it.

Pilots listen to feedback from air-traffic controllers and make necessary adjustments as they move toward their goal (which is out of sight for 99.9% of their journey). Your regular evaluation gives you the feedback to make changes that are required mid-year so you reach your annual goals.



Booklet Ideas – Paulette Ensign

(Paulette is President of Tips Products International, Paulette@tipsbooklets.com)

Follow me on Twitter: <http://twitter.com/pauletteensign>)

You wrote your tips booklet or you're thinking of writing it. In many cases, that's the easiest part. Didn't want to hear that, did you? After all, who among us doesn't like life, in general, to be as easy as possible? That question leads to what you can do to make it easy for your buyers to do business with you. Some things are so simple it's almost laughable.

How about providing a phone number to reach you, and an indication of your time zone? Include it in your booklet, on your website, and anyplace else you distribute information about your booklet and your products and services. Even if you are out a lot during the day or prefer other communication forms than speaking on the phone, do you want to lose a sale because someone who wanted to place an order with you couldn't just pick up the phone?

When someone wants to buy from you, they want to buy, or they want to know you are for real or they want to know how quickly the order can be shipped or if they can get the booklet customized or if certain topics are covered or other things that are important to them. Email doesn't provide lots of that, even when the email arrives! And do you really want your buyer to have to work that hard? They probably won't bother, and you won't know you lost a sale or why you lost the sale.

ACTION: At the very least, provide a phone number to a voicemail box and return that call as soon as possible. You'll be glad you did and so will the person who wants what you labored to create - that fabulous tips booklet.

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)

Success may be determined more by planning for the dynamic predilections of today's customers than by blindly following historical marketing formulas.

Marketing Strategy

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

Marketing is not something you do *to* people; it is something you do *for* people, the people who are or could be your customers. Book marketing is a sequential series of planned, strategic actions based on research and is focused on the consumer, not on your books.

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)

Be sure to promote your upcoming events on your own website, on your publisher's site, and on your blog or Facebook page. Blog about your events before and after. Use Twitter to remind people and tweet during the event from your cell phone.

Guest Columnist – Stephanie Barko

Stephanie Barko is a regionally specialized literary publicist based in Austin. She works as a Supplemental Publicist to New York publishers and as an Independent Publicist to self-published authors. Click "Publicity" at www.authorsassistant.com for a list of services and genres.

If you cannot define your book's Audience and Platform, your book will never get off the ground. To market your book, you must distill its issues and know who and where your readers are and how they search for information. Create your log line to attract them and prioritize your first year plan so that you fully fund and lead with the strongest device in your platform.

Don't end up in the slush pile! Spend time and money with some editors, a book designer, an SEO guru, and a publicist, so your book is more likely to remain competitive among the 200,000 titles released in America each year.

Helpful Website of the Week – Adele M. Annesi

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

Query Shark

<http://queryshark.blogspot.com>

Query Shark is a blog by Julie Weathers for fiction queries only. She advises when queries are posted (not all submissions are), but it's a great place to get feedback. It allows participants to send a revised query letter after the critique.



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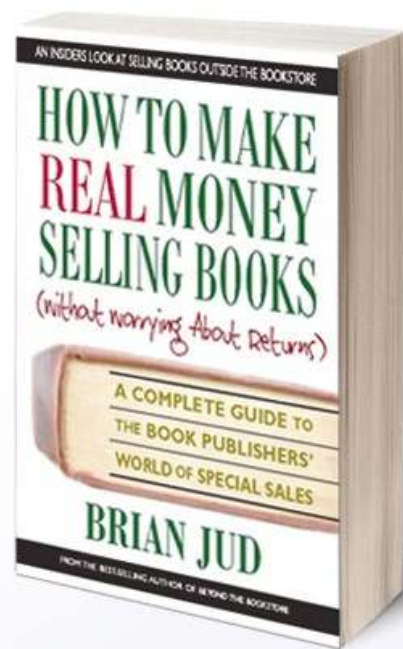
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Contact Information for Brian Jud

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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>