

Here is your July 23 edition of the *Book Marketing Matters* special-sales ezine by Brian Jud. It contains regular columns with tips from Dan Poynter, John Kremer, Guy Achztehn, Rick Frishman, Eric Kampmann, Paulette Ensign, Judith Briles, Gail Z. Martin, Tonya Evans and Roger C. Parker. The guest columnist in this issue is Patricia Fry.

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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 15, Number 255 July 23, 2012

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 inquiries for which we send sample books. We usually customize them with the customer's logos or with a tip-in insert page.

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Top inquiries from the reps for the week ending 7/20/12

(Most of these are the result of following up on the leads from the Promotions East Show)

<u>Title</u>	<u>Quantity</u>
<i>The Gift of Caregiving</i>	200
<i>Untold – Katrina</i>	450
<i>Whole Health Healing</i>	350
<i>Little Book of Missing Money</i>	300
<i>Just Treat Me Like I Matter</i>	500
<i>A Thinker's Daily Challenge</i>	450
<i>Go For It</i>	200
<i>Letters From Grampy</i>	100
<i>Tinker's Christmas</i>	250
<i>Talk Turkey</i>	475
<i>Cuss Control</i>	800

Upcoming Webinars & Events

150 Ways To Market Books More Successfully: Part Two: Pricing and Promotion Tips

Thursday July 26 6:00 – 8:00 pm Eastern Time

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.

Sign up at <https://www1.gotomeeting.com/register/611129905>

Attention Florida Writers, Authors, Publishers: FPA Fall Conference Sept. 28-29 in Sarasota

The Florida Publishers Association, Inc. is now accepting registrations for its **2012 Fall Ed-U-Conference: "From Pbooks to Ebooks: Publish, Promote and Profit"** scheduled for Friday evening, Sept. 28 and a full day on Saturday, Sept. 29 at the Helmsley Sandcastle Hotel on Lido Beach in Sarasota, Fla. Speakers/topics include Jim Azevedo of Smashwords on the "Secrets of Ebook Publishing"; Frances Keiser and Jane Wood of Get Book Savvy on niche marketing and targeting audiences; Attorney Lloyd Rich on copyright law; plus a panel discussion on "What every author and publisher needs to know about the biz." Save \$25 when you register before Aug. 31. Conference costs include breakfast and lunch. For more information: www.floridapublishersassociation.com or contact FPA Secretary Ellen Valladares at ellenwv@aol.com.

Notes From the Front Lines

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

Years ago, publishers considered most bookstore-related events to be a colossal waste of time, particularly if the author was not a major celebrity. How times have changed. Today, many bookstores encourage events and even employ event coordinators. It doesn't seem to matter whether the author is well known or not. And often these events can be extremely successful, but not always. There are a few rules you ought to follow in order to save yourself the embarrassment of having no one else come. First, work very closely with the storeowner or event coordinator. Find out what works for them and follow their advice. Second, if you are doing an event in your hometown, make sure you invite people you know. Send out written invitations and scribble a personal note on it. Third, if you are away from home, try to do the event after doing television or radio where you can promote the appearance. Fourth, make sure books get there on time and just in case, have a supply in your car. And finally, encourage the store to promote your book in-store at least a week before your appearance. This is grassroots marketing and when it is handled professionally, it can help build recognition and sales.

Steve Jobs and the Publishing Industry – Brian Jud

Much of the discussion about Steve Jobs's biography centers on his management style (positive or negative). But after reading the Walter Isaacson's book, I found much information that is relevant to the publishing industry. I will describe my interpretations of 14 of Steve Jobs's management philosophies and actions as they might apply to book publishing, one in each issue.

Number Two: Simplify. "Simplicity is the ultimate sophistication," said Jobs. Similarly, book marketing can be as simple as PIE if you **P**lan, **I**mplement and **E**valuate your actions. Think about what you are going to do and coordinate your actions in a concise, functional plan. Then take action, evaluate your relative success and make necessary changes.

It sounds simple to give your prospects what they want to buy, but it is not always easy. Consistently communicate your message so your title is on the minds of buyers when they are ready to purchase.

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>)

You are more than an author, a publisher, or a publicist; you are an information provider. Nonfiction authors provide information and you should provide your information in any form your reader wants: Book, special report, audiotape, videotape, speeches, seminars, consulting, etc. Some of your customers want your guidance (information) but are too busy to read your book. Some may commute a long distance and want your help on tape. They have time to listen to you. Once your book is out, use it as a script and record an audiotape album. Bundle the book with the tape set so those listeners can find the text they wish to review without searching the whole (linear) tape.

Ideas for Selling to Non-Retail Buyers – Guy Achtzehn

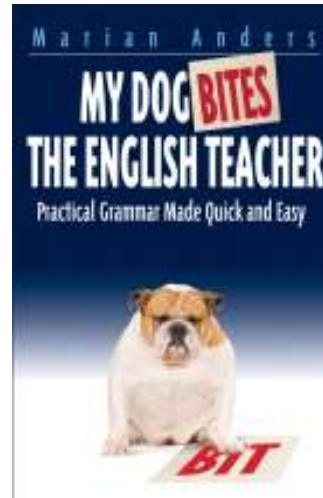
(President of The Promotional Bookstore, offering commission-based sales of books to non-bookstore buyers, guy@msgpromo.com)

A small chain of children's shoe stores implemented a punch-card program where every \$25 spent was worth 1 punch on the card. Every time a card was punched 4 times, the child or parent was able to select 2 books from the books available on display. The theme was "We'll take care of your child... From their head to their feet"! Moms loved this promotion!

The Cover Story – Michelle DeFilippo

(Your cover is a critical part of your marketing effort. Contact Michele at 1106 Design today for book cover design with hand holding. (602) 866-3226 or <http://www.1106design.com>)

Few titles present such a clear visual direction for a book designer as *My Dog Bites the English Teacher* by Marian Anders. Marian wanted to feature both forms of the verb “bite” on the cover. By giving both words the same graphic treatment (similarly colored text and background in the form of a sign) and tying “bit” to the dog, we were able to play on the humor in the title, and create a single visual element with quick reader impact.



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.)

What's a copyright notice and when should I use it? To demonstrate to the world that you own your work, you should use a copyright notice (although you are not required by law to use the notice). The notice should contain the copyright symbol (ex: ©), the date, and the copyright owner's name

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 Don't Just Sit There ... They Must Keep Scanning the Horizon. If you've even watched a surfer; he starts paddling long before he is in the wave. Publishing is no different. If you wait too long to get into the wave—to get your book going, you will get caught up in the backwash—sometimes knocking you down in the process and stopping you cold. In publishing, the author usually has to get into the wave—move—before it overtakes him or her. Yes, maybe one more interview will add more flavor to your book, or one more study. But, could that be the next book?

It's not uncommon for authors to get caught up in “one for the money, two for the show, three to get ready, three to get ready, three to get ready.” Catch the wave!

Successful authors don't just sit there—they are proactive, learn about social media, learn about promoting themselves, accept and learn the art of accountability for the success of their book ... are you?

You're On The Air

(Lori Dolney Levine, Senior Talent Executive, Fox After Breakfast)

What helps sometimes is to look down and look up. People don't stare into the eyes of another.

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>)

While the major mail-order catalogs drive a hard bargain – requiring as much as a 60 to 70% discount – they can move a lot of books. Not only that, but the exposure they give your books to their customers will often result in spillover sales through bookstores. Where else could you find outlets that are willing to pay you so they can advertise your books to as many as five million people?

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)

To be successful, all books need publicity. Readers are swamped with books. Hundreds of thousands of titles are published every year, which breaks down to several new titles being issued each minute. That's an awful lot of books competing for booksellers' shelves and readers' attention. Plus, books face stiff competition from movies, television, newspapers, magazines, sports, the Internet, games, and more.

Publicity is the most effective way to single out your book for recognition and to build its identity and visibility. In publishing, they refer to "breaking a book out," which means getting it noticed so that it can emerge from a sea of competitors. Publicity is the best way to break your book out and to create name recognition, interest, and sales. Through the wonders of publicity, weak books have been built into huge successes, and great books that lacked publicity have not been widely read.

The Very Idea

(Editorial by Brian Jud;

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

When some authors come to me for book-marketing help, the often begin by telling me, "There is no other book like mine." In many cases I ask them how it is different from Title A or Title B, and they are not aware the competitive titles exist.

Search Amazon.com or the other online stores using your topic as the search argument. Google your topic to see what else is out there. If no other titles exist, perhaps there is no demand for your content. If you wrote *The History of the Ballpoint Pen Sharpener*, you would probably not find any existing titles since there is not much demand for your content.

Be able to answer this question posed by potential TV and radio producers, print editors, reviewers, distributors, buyers at bookstores and for corporations: "How is your information different from and better than other, similar titles?"

The caption reads: *Just because you are unique doesn't mean you are useful*



Booklet Ideas – Paulette Ensign

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

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

While sequence can be important in certain situations, and doing things as well and efficiently as possible are worthy goals, how much of that is keeping you from starting your booklet at all or expanding your existing booklet into other formats? Yes, styles and approaches vary from person to person, however ...

A colleague/friend of mine loves doing seemingly endless research on each and every idea that surfaces. And she has some terrific ideas, too. She's a bright, capable, highly educated accomplished professional who often analyzes the life out of an idea, often before it ever sees the light of day.

Another person in my life is known for getting things done. There might be an "i" missing the dot or a "t" left uncrossed. Those details get handled as needed after the product launch. You may know the story of my tips booklet having a typo in it for the first 100,000 copies that were printed and sold. It's even funnier when you know that the misspelled word was "discerning." Yes, it ultimately got fixed, when a highly discerning friend pointed out that the typo might be costing me sales. Keep in mind 100,000 copies were sold, though, and ultimately over a million copies.

ACTION: Identify ONE step you can take to start your booklet or expand your product line from the booklet you have. That's all, just one step. That will either get you rolling to do more, or will be one thing you can point to with certain pride that you did it.

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. The first six were described in each of the last six issues of *Book Marketing Matters*.

#7: Lists and subheads. Perhaps the easiest way you can add meaningful visual interest to articles, blog posts, and books is to make better use of layout and text formatting tools like lists and subheads. The inside pages of [Derek Halpern's Nonverbal Website Intelligence](#), which [I recently discussed](#), provides numerous examples of pages formatted with visually arresting subheads and lists.

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)

Do not think of the word plan as a noun – a document created at the beginning of a fiscal period. Instead, think of it as a verb, a technique to help you organize and direct your thinking so you can prepare your activities over the planning period. The objective of the planning process is not a physical plan, but a course of action. The written plan documents the course of action.

Marketing Strategy

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

Not every new-product 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 product, allows you to identify and correct weaknesses, and not waste (or perhaps spend less of) any vital resources.

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)

Once you have your business plan goals, link each goal to a specific target audiences. Some examples of target audiences include: readers, hobbyists, and professionals within an industry or specialty; academics; the professional media; new media (blogs, podcasts, etc); bookstore buyers; librarians; and conference event planners, etc.

Guest Columnist – Patricia Fry

(Patricia Fry is the author of 31 published books, including "The Right Way to Write, Publish and Sell Your Book." www.matilijapress.com/rightway.html. She teaches 6 online courses—including one on book promotion and a new one on self-editing. www.matilijapress.com/courses.htm. Patricia is also the Executive Director of SPAWN (Small Publishers, Artists and Writers Network) www.spawn.org)

Keep A Box of Books Close-by. If you have published with a traditional royalty publisher, pay-to-publish service or a POD company, do yourself a favor and order a dozen or more copies of your book to keep on hand just in case. Those "just-in-case" moments do occur—such as when your publisher doesn't get books to you in time for your signing, you just heard about a book festival being held this weekend only an hour from your home, you receive an invitation to speak before 100 people TONIGHT or a neighbor needs last-minute entertainment for a dinner party and has invited you to read from your book of poetry.

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>)

NewPages (Literary Magazines) –

<http://newpages.com/litmags>

The NewPages Guide is a list of the best literary magazines in print. The site offers quick links and information on current literary magazines, and you can easily see the covers to get a quick sense of the publication.



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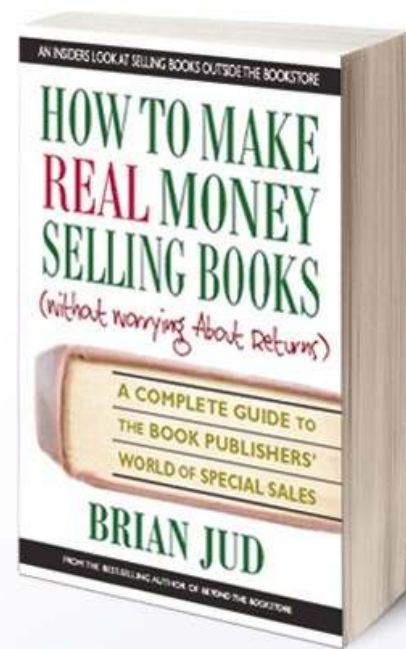
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Contact Information for Brian Jud

For copies of all the previous issues of *Book Marketing Matters* visit www.bookmarketingworks.com/mktgmattersnews

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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>