

Here is your August 20 edition of the *Book Marketing Matters* special-sales ezine by Brian Jud. It contains regular columns with tips from Dan Poynter, John Kremer, Guy Achtehzn, Rick Frishman, Eric Kampmann, Paulette Ensign, Judith Briles, Gail Z. Martin, Tonya Evans and Roger C. Parker. The guest columnist in this issue is Scott Lorenz.

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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 17, Number 257 August 20, 2012**

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

### **Top inquiries from the reps for the week ending 8/17/12**

<u>Title</u>	<u>Quantity</u>
<i>The Addiction Counselor's Toolbox</i>	1000
<i>"Hank" series of children's books</i>	10 – 15,000
<i>Overcoming Prescription Drug Addiction</i>	500
<i>Twas The Night Before Christmas</i>	500
<i>Christmas Classics</i>	6500
<i>Good Night, Grandma</i>	5000

# Upcoming Webinars & Events

## Reach More Readers with Online Marketing

This Thursday, August 23 6:00 pm – 7:30 pm

Brian Jud's 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.

Sign up at <http://tinyurl.com/c2v4mni>

## The 7th Annual 2013 Annual National Indie Excellence Awards

This award competition is now open for submission! NIEA celebrates overall excellence, including design and promotional text, so that discerning readers know an NIEA winner or finalist is something special.

What's more, award announcements receive extensive media coverage you can leverage to your sales advantage. Go to [www.indieexcellence.com](http://www.indieexcellence.com) to find out more and enter!

## 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](http://www.floridapublishersassociation.com) or contact FPA Secretary Ellen Valladares at [ellenwv@aol.com](mailto:ellenwv@aol.com).

## You're On The Air

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

If the interviewer asks what you really aren't comfortable with and you really believe you need to be somewhere else, touch on the initial question and go to where you want to be. At least pay lip service to that initial question and move into your area by saying, "That's a fine question, Brian, but if we put it in the context of..." Now I've acknowledged it, complemented the interviewer and got it to where I want to be. If you don't answer, it will look as if you're evading the question.

## 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) )

“Returns” is a word nobody in the book biz wants to talk about. But like the proverbial uninvited guest, they seem to keep showing up at the party and making a nuisance of themselves. But whatever you've experienced with returns, they are here to stay in the book trade and so we need to understand them and account for them. Books have been sold on a returnable basis since the 1930's when some of the major publishers decided to offer accounts an incentive to take greater up front risks. We have been living with the aftermath of this innovation ever since. Today, new titles generally experience a 30% to 60% return rate. Books stay on the shelf about 90 days and then come back if they are not moving at sufficient velocity. The situation is even worse with mass-market retailers. With backlist titles the story is different. Here returns will run between 5% and 15% of sales. A very low return rate might suggest that you have too few books in the marketplace. Finally, you need to factor returns into your P&L. For new titles I would use 30% as a starting point, but if you are shipping more than 10,000 books I would budget a higher percentage.

## 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.)

### 4) Jobs: “When behind, leapfrog”

Any content you publish must be different from and better than what is currently available. If not, be creative in your promotion so your message stands out in a positive way. Position your content in a way that separates it from the crowd.

Do not allow your products to languish on retail shelves among competitive books, but seek new buyers in non-retail segments. While your competitors are slugging it out for shelf space, you can grow your revenue by finding new uses, new markets and new users for your content.

Cannibalize your product line or others will. If you do not update your information in a new edition, during the authors' presentations or on your website you will be losing ground. Stay one step ahead of your competitors with new content or a new twist on your existing material.

## 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>)

Today, authors “build” their books; writing is just part of the assembly. Building your book is like building a speech with PowerPoint. The computer simply provides you with more visual aids to help you get your point to your reader. Now, in addition to the printed word, you add digital photos and scanned drawings to your manuscript as you write, you pull information from the Web, add resource URLs to your text, search encyclopedias for background information, art sites for illustrations, and quotation sites for quotations. You draw from all these visual-aid sources as you draft the manuscript.

## 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))

Corporate buyers could use your books as a self-liquidator. When a book is sold at a price low enough to entice buyers, but high enough to cover its cost, it is being used as a self-liquidator. Many supermarkets use this tactic to allure shoppers to buy more at their stores if customers may purchase a book at a discounted price with a minimum purchase of the stores products. Other industries find this a valid promotional tool, too. If you have a high-priced book you might propose that your buyers use it as a self-liquidator.

## The Cover Story – Tamara Dever

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

How does color affect the message your cover sends to potential readers? Let's look at *Self Marketing Power* by Jeff Beals. The actual cover uses a strong and energetic orange which is associated with attitude, happiness, empowerment, and ambition — just the message Jeff wants to convey. (We later learned that the author and publisher perused books looking for colors that really popped and Jeff loved orange right away because it looked powerful.)



Using other colors give you an entirely different impression of the book. A reader takes about 10 seconds to peruse a cover before moving to the back cover or another book. In those few seconds, he will make subconscious associations between images and colors. The purple cover seems very spiritual and could be about enlightenment.

The green background paired with the light bulb signifies green energy and environmental issues at first glance. While the taupe color matches the suit jacket nicely, the cover looks like it belongs on a textbook or how-to book. By combining the proper colors and images, your cover will invoke the right emotions in your readers and they won't even know why!

## 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's copyright registration and do I need to register my work?** Registration of your copyright creates a public record of the facts and circumstances pertaining to it. While registration is *not* necessary for your copyright to exist, you should register it for further protection. The Copyright Act gives you certain advantages under the law if you do register your work. Advantages include (in addition to those listed in the August 9 edition):

- If registration is made within three months after publication of the work or prior to an infringement, statutory damages and attorney fees will be available to the copyright owner in court actions. Otherwise, only an award of actual damages and profits is available.
- Registration allows the copyright owner to record the registration with the U.S. Customs Service for protection against the importation of infringing copies.

## 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))

**Dealing with Author Fatigue Syndrome.** What author hasn't been stuck ... or just worn out? Here's a tip to get recharged:

**It's gaze in the belly button time.** What's up? Any thoughts on why you've been stuck or chosen not to go forward with your article, book, work ... what? Acknowledge issues preventing you from moving forward. Maybe you don't love the topic or subject any longer. Maybe there's been breaking news or a morphing in the field that has altered your views. Maybe the hero of your story is really a dud. No matter what, look in the mirror and have a chat with yourself. One of my favorite Keepers is—Don't do well what you have no business doing. If your work involves pulling teeth ... your own ... stop it. It's not fun any longer.

## 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>)

Have you ever attended a Tupperware party? The Tupperware Company built up an incredible market almost solely on the basis of home party sales. Why not apply the same technique to advertise and distribute your books? Lions Head Press has found that home party sales can be effective for selling religious books. They use individuals to demonstrate their entire line of books at in-home parties.

## 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))

When you accept speaking engagements, you often must travel, which can take lots of time. While you're in other cities, leverage your appearances by arranging for book signings or other media appearances. Frequently, the host organization or your publisher can help, so ask if their in-house publicity arms could help you get on some local morning shows.

When you speak at engagements, prepare messages that will help sell your book. In your presentations, provide strong, interesting content. Throw in interesting and provocative stories; explain ideas that your audience could explore further in your book. Be tactful; be an interesting, entertaining speaker; and don't dwell on your book!

## 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))

A half-written book languishing on your hard drive isn't doing you any good...whether caused by a lack of interest from trade publishers or a lack of self-publishing experience. There are seven things you can do to turn the disappointment of a half-written nonfiction book into publishing profits. The first was in the last issue of *Book Marketing Matters* and one will be described in this and the next 5 issues of *Book Marketing Matters*.

**2) Title.** Next, review your book's original title and subtitle. How well does the title and subtitle describe the benefits offered by your unfinished book? How had you market-tested your book title? How did you know you had chosen the right title? In many cases, repositioning a book's title is the first step to restoring momentum and attracting the interest of prospective readers and clients. [more about book titles](#)  
(<http://tinyurl.com/2djcevq>)



## The Very Idea

(Editorial by Brian Jud)

The chart at the right shows the number of times a home gym is used from the time it is purchased. It was posted at my gym over this statement:

*Many people workout hard, see slow or little progress and then get frustrated or discouraged. Most times their lack of progress isn't because they aren't trying hard enough. It's because they don't have the right plan.*

I thought how much that applies to book marketing. I've seen the same thing happen to authors. But it doesn't have to be that way. Selling books is as simple as PIE if you look at that as an acronym for **P**lanning, **I**mplementing and **E**valuating.

Take the time to plan what you will do before you do it. Then your actions should be more focused, coordinated and probably more effective. But if you are not getting the results you expected, evaluate your efforts. See what needs to be changed, make the changes and start implementing again. This sequence should help you see results more quickly and keep you more motivated to succeed.



## Thrifty Author – Gail Z. Martin

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

. Choosing the name for your website (called a “domain name”) is the first decision you will need to make. Ideally, a great website should be the name of your book (such as [www.booktitle.com](http://www.booktitle.com)) or should have your own name (such as [www.JaneAuthor.com](http://www.JaneAuthor.com)). You can find out right away if a domain name is already taken by checking on GoDaddy.com, a web hosting company, and typing in the domain name on their domain name finder.

## 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))

If you did not reach your goals do not be too quick to blame it on “others.” Did you fail because your goals were too high? Because of bad books? The wrong target buyers? Did you choose the wrong target markets? Poor execution of your plan? Was it a bad plan? Maybe it was because of what you did – or didn't do. Evaluate your results and make the proper changes. Then keep going.

## 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>)

You may notice that people ask you many of the same questions repeatedly. And you keep answering them, repeatedly, to the point of wanting to scream, yes? In fact, you've thought about creating an FAQ (Frequently Asked Questions) page on your website, or maybe you've even done one already because those same questions come up over and over again.

How about converting that frustration into direct revenue production? Yes, create the list of questions you are frequently asked, and then create a list of tips as the answers to those questions. When you are continuously asked the same questions, that means there are people around you who want that information. Before you go to "yes, and they want it at little or no cost," hold on a moment.

There are other people who benefit from the answers to those questions who have a budget for what you have. Those other people are product manufacturers, retailers, and distributors. They can and do use information like yours as promotional tools, touting their business as a provider of helpful information. They'll buy your information in a range of formats, in large quantities, in hard copy and also licensing just the content.

**ACTION** - Think of who else wants to reach the same people who continuously ask you the same questions about your expertise. Contact them to sell large quantities of customized versions of your booklet, or to license them the use of the booklet PDF and its contents.

## 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))

Marketing on a limited budget requires trade-offs. You may need to abandon some product features, services or activities in order to be unique at others. Trying to be all things to all customers almost guarantees that your company will lack a competitive advantage.

## Guest Columnist – Scott Lorenz

Book publicist Scott Lorenz is President of Westwind Communications, <http://www.book-marketing-expert.com> or contact Lorenz at [scottlorenz@westwindcos.com](mailto:scottlorenz@westwindcos.com) or by phone at 734-667-2090. Follow Lorenz on Twitter <http://www.twitter.com/aBookPublicist>)

I recommend authors look into hiring a book shepherd for a current or upcoming writing and publishing project. A book shepherd is someone whose expertise in books and publishing will help you throughout the entire book process. From cover art, editing, dealing with Amazon to locating a printer, a book shepherd will assist you from start to finish.

I am a proponent of using a book shepherd because there are so many things to know about in the book publishing process and so much is swiftly changing its extremely difficult to keep up with it all. It takes a person with experience to guide you along the way and that's what a book shepherd does. Hiring a guide is a concept that's been working for humankind for thousands of years. If you were going to a foreign land and wanted to see and do as much as you could would you read a guide book or hire someone to show you? Consider yourself fortunate if you can afford a book shepherd as it is well worth the money spent.

Dan Poynter recently compiled a comprehensive list of book shepherds (see the list at [www.bookmarketingworks.com/private/Bookshepherds.doc](http://www.bookmarketingworks.com/private/Bookshepherds.doc) ). On Dan's list is Shel Horowitz, who explains his role: "Basically, I walk unpublished writers through the process of becoming well-published authors." Brian Jud is on the list, but he works only with those books that have promise in the arena of corporate marketing, fiction or non-fiction, in which he sells books in large, non-returnable quantities. ([BrianJud@BookMarketing.com](mailto:BrianJud@BookMarketing.com), [www.bookmarketingworks.com](http://www.bookmarketingworks.com)).

Tanya Hall is a unique book shepherd in that she works for a national publisher/distributor. "So instead of working in a vacuum without any up-to-the-minute feedback on trends, pitches, etc like most book shepherds operate, I have the luxury of a sales force and team of experts behind me to guide the direction I give to my clients. Most of our clients "in development" go through an editorial project development phase, followed by any number of services ranging from design to printing to (if accepted for publication/distribution by our review committee) distribution and marketing." Visit her website <http://www.greenleafbookgroup.com>

Mike Ball, award winning syndicated columnist and author of three books, offers unique assistance to new authors from his position on the front lines of the publishing wars. "I just helped out an elderly author who got completely flummoxed by the forms Amazon threw at him. I understand it can be a daunting task for anyone. That's why I am happy to assist for a reasonable hourly fee," says Ball. Find Mike at <http://writeitright.com> or call him at 313-405-7664.

"One of the biggest challenges in writing, publishing and marketing a book is to know what to do when, and how to do each step," says Beth Barany, a book shepherd, creative business consultant for authors and publishers, and an award-winning novelist. Beth says that authors come to her because they need customized support for wherever they may be in the process, whether it's brainstorming sessions to overcome writers block for writing a novel, figuring out how to publish their helpful nonfiction book, or getting support and gaining ease with social media marketing for their mystery novel. A big advocate for self-publishing, she works with her authors to help them write, publish and market the book through the channels that makes the most sense for their overall goals, timing and budget, including traditional publishing. To find more about Beth Barany, and to sign up for a complimentary 30-minute session, go to <http://www.bethbarany.com>.

The Bottom Line: If you can afford to spend a few hundred to a few thousand dollars on a book shepherd, I highly suggest you do so as it will help save your sanity! There are so many exciting changes in the book publishing business it's practically impossible to keep up with them all. The book shepherd will help you through the entire process or just a piece of the process where you need it.

Check out this audio interview about book shepherds I did with Clark Covington at this link: <http://bookmarketing.net/news/2012/07/18/book-publicist-scott-lorenz-talks-book-shepherds/>



## 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>)

### Byliner

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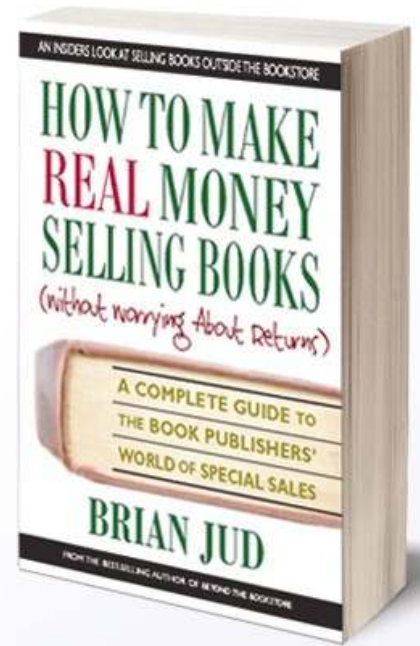
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Check out the Writers and Publishers Bookstore and give your favorite books a “Thumbs Up Rating.” Discover and rate the best books on writing, publishing and marketing  
( <http://www.bookmarketingworks.com/index.php?pg=bookstore/bookstore.htm> )

Contact Information for Brian Jud

For copies of all the previous issues of *Book Marketing Matters* visit [www.bookmarketingworks.com/mktgmattersnews](http://www.bookmarketingworks.com/mktgmattersnews)

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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](http://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](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>