

Here is your September 3rd edition of the *Book Marketing Matters* special-sales ezine by Brian Jud. It contains regular columns with tips from Dan Poynter, John Kremer, Guy Achtezn, 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 18, Number 258 September 3, 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 8/31/12

<u>Title</u>	<u>Quantity</u>
Fear of the Number 13	4,000
Various calendars	5,000
Windmill Networking	500
The Dog Ate My Planner	100
Surfing Rainbows	150

Upcoming Webinars & Events

Be a Sellebrity at Retail Store Events!

People buy books from people, and you can sell more books if you interact with potential buyers personally. In this webinar you will discover easy-to-use tips to make your in-store events more profitable. Find out who to call to arrange your presentations. Learn how to promote your events to get more attendees. Discover how to organize and give an entertaining yet profitable presentation. Calm your nerves with these unique tips. Need A/V tools? See which are the best and how to use them in small groups.

Thursday, September 27, 6:00 – 7:00 pm Eastern time
Sign up at <https://www1.gotomeeting.com/register/838604168>

My Book Is Published – Now What?

There are many things you can do before, during and after the launch of your book to increase the chances if its success. This webinar will show you creative and practical things you can do in the writing stage to get upfront sponsorship money, increase your chances of getting corporate sales and submit your manuscript to book clubs. In the next phase – publishing -- you can set the stage for distributing your books in the US, begin arranging media events, send for reviews, conduct social networking and more. Then once you have books in hand the stage of perpetual promotion begins and we'll show you innovative, low-cost and proven marketing actions you can take to sell more books, more profitably.

Thursday, Oct 4 4:00 pm – 5:00 pm – Sponsored by CreateSpace

Sign up at <https://www1.gotomeeting.com/register/983315649>

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 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 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.)

Getting Lead Times Right. One of the biggest mistakes a publisher can make is to accelerate the publication date to meet some artificial deadline. The most important date you should keep in mind is the lead time demanded by the largest book retailers. They do this to establish a coherent budgeting procedure, which means if you insist on a one-month lead time, you will not get your book onto the shelves of America's biggest accounts. Most distributors will counsel you on the best timing for your book. Listen to them because they are trying to maximize your initial sales with book retailers.

Steve Jobs and the Publishing Industry – Brian Jud

(Much of the discussion about Steve Jobs's biography centers on his management style. 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.)

5) Jobs: "Put products and customer service before profits"

Jud: Some publishers have a profit objective each year, and understandably do all they can to reach it. Yet, that philosophy may not be in your best interests. That may lead to cutting corners to reduce costs to improve profits. Think in terms of profit optimization vs. maximization. This will generally lead to better long-term financial results. You can improve your bottom line in two ways: cut costs (without sacrificing quality) or increase the top line through product, distribution, pricing and promotion innovation. Focus on making great products and marketing them properly, and profits 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>)

The secret to successful publishing is not to publish more and more books but to effectively market those books already published.

Ideas for Selling to Non-Retail Buyers – Guy Achtezhn

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

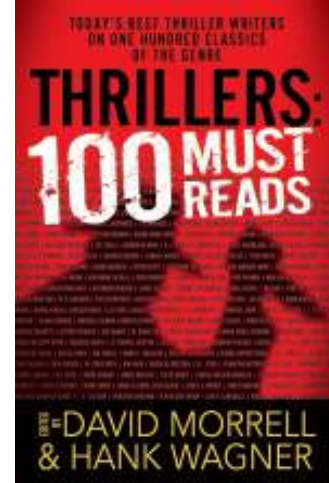
Associate with a cause. If you want to maximize the power of your book as a motivational tool, connect it with a cause. You inspire employees, channel partners and customers to do good for others as they do good for your client's company. A *PR Week/Barkley Cause Survey* revealed that nearly three quarters of consumers purchase particular brands because they support a cause in which they believe. And more than 90% of consumers said it is important for companies to support causes and charities. Corporate respondents said they saw positive publicity, an increase in sales/retail traffic and an enhanced relationship with their target demographic as a result of cause-marketing efforts.

Every year, Reading Is Fundamental (RIF) provides free books and literacy resources to millions of children and families with free books. Contact one of RIF's corporate sponsors to work your title through the system (<http://www.rif.org>). For example, Colgate-Palmolive Company donated more than 120 new book collections each containing 127 high-quality hardcover children's books to RIF programs nationwide and at U.S. military bases overseas. Other sponsors include Capital One Financial Corporation, Macy's, Target Corporation, MetLife Foundation and The ARAMARK Charitable Fund. UGI Utilities, Inc. gave RIF a local twist by helping RIF target specific geographic areas such as those located in UGI communities in Pennsylvania.

The Cover Story – George Foster

(George Foster has designed the covers for more than a thousand books and is contributing author to "1001 Ways to Market Your Books". Contact him at www.fostercovers.com) george@fostercovers.com.)

This cover must display the names of 100 of today's best thriller writers, all of whom wrote an essay for the book. This is accomplished by using all of their names as a screen, as if looking through a window, to reveal the lurking figure outside. The effect is unifying, creates a strong visual, yet lets each name be legible. This is an example of the power of giving visual meaning to the words on a book cover. When words and image become one.



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 is the Poor Man's Copyright and how can it protect my work? The concept known as the poor man's copyright says basically that you should mail yourself a copy of your work and not open it in order to establish the date that your work existed in case you ever need to defend your work or challenge a work you believe infringes on your rights. This, unfortunately, is a myth that continues to be perpetuated even by established writers and it should no longer exist in the writing world! The Poor Man's Copyright does not offer any additional protection beyond that which already exists once your idea is fixed and thus your work is created. Additionally it does not constitute a registration of your copyright. Registration is easy (no need for a lawyer) and inexpensive (as low as \$35 if you register electronically -- as of this presentation) – a small price to pay to preserve valuable rights. Consider it an insurance policy.

You're On The Air

(Nick Peters, Vice President, MediaLink)

It is incumbent upon the talent to be prepared to either answer the tough or unexpected question or know how to deflect it.

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>)

Send out review copies to make subsidiary rights sales. The quicker you send them, the less chance the editor or buyer will have to lose interest in your book. In most cases, these review copies must be in the hands of major rights buyers at least six months before publication date so they have plenty of time to make a decision and schedule their use of the rights they buy.

The Book Shepherd – Judith Briles

(Judith Briles is the Chief Visionary Officer of www.AuthorU.org. She's known as The Book Shepherd (www.TheBookShepherd.com), and the author of 30 books including *Show Me About Book Publishing*. Her next book will be available this fall, *Author YOU: Creating and Developing the Author and Book Platforms*. Download podcasts from Judith's radio show, *Your Guide to Book Publishing* at: <http://lrsrn.us/youpublish>

Books in the Belly ... or the Passion Factor

It's the Author's *Passion Factor* that fuels their engines, enables them to work one more hour, take one more step to get their "baby" written, laid-out, designed and to the printer. It's their passion that allows them to roll up their sleeves and create a marketing and promo plan and even speak publicly about it.

If you want to write a book, you've got to love the topic/cause. If it's just something to do, the question has to be asked, "Why do it?"

What topics/areas do you know about—by schooling, life experiences, the school of hard knocks? Do you gyrate toward a subject? Do others tell you that you are a wiz at something? Is there a deep, burning desire to advocate a cause or reach out to help others? Does passion comes into play? Have you had an "aha" moment where the skies opened up and your belly began to dance?

Guaranteed: it's the *Passion Factor* that will drive your work to completion and success. Why do it?-- simply this: it's your *Passion* ... You believe in it; You are committed to it; You will put your time, your energy and your money in to support 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)

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 two were in previous issues of *Book Marketing Matters* and one will be described in this and the next 4 issues of *Book Marketing Matters*.

3) Scope. Then, review what you've written from the perspective of scope, or focus. Often, nonfiction books run into trouble because they are written from a broad, or "textbook," perspective, rather than a practical, focused, laser-like point of view. Were you providing more information than your prospective clients wanted? Were you providing too much background information? What kinds of feedback had you received from early readers of your manuscript?

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)

Planning gives you clarity and focus. Clarity is the ability to analyze all the possible opportunities and focus is the capacity to concentrate on one that will benefit you the most. The goal of any plan is a list of practical actions that lead to the attainment of your objectives.

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)

Local or regional media. For local promotions, this group can be ideal, and it may be more willing to give you coverage. In some campaigns, concentrating on local coverage can provide better value. Don't discount the value of building a strong media base in your hometown. A supportive local base can be extremely loyal and helpful in expanding your contacts. Usually, locals will take special pride in your success and go to great length to boost your career.

Marketing Strategy

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

Your job is to find or create – through content or promotion -- a meaningful and distinctive reason why your customers should choose your title over all the others. Not every difference is a differentiator. To be effective in motivating people to buy, the distinguishing characteristic(s) must be important to them, superior to similar titles, communicable, affordable and profitable (to you).

The Very Idea

(Editorial by Brian Jud)

What is your definition of *special sales*? Many define it as “everything outside of bookstore sales (bricks and clicks). While that is basically true, it is not specific enough to direct your selling activities. An unclear definition makes it difficult to get started.

It will be easier to begin if you simply divide “special sales” into two parts: retail and non-retail. The retail segment is comprised of outlets such as supermarkets, discount stores, airport stores, gift shops and specialty stores. You sell to them through distributors and wholesalers, and most sales are returnable.

The other part is non-retail, and is made up of corporations, associations, schools, government agencies and the military. In most cases you sell to them directly, and sales are non-returnable and in larger quantities.



I would be unstoppable. If I could just get started.

As Mark Twain said, “The secret of getting ahead is getting started. The secret of getting started is breaking your complex overwhelming tasks into small manageable tasks, and then starting on the first one.”

Booklet Ideas – Paulette Ensign

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

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

Whether you are steeped in a particular industry, profession, or community, or you are just starting out on your journey, it's crucial to produce and offer something that people want. The most ideal situation is to create a tips booklet or some other form of information in response to an expressed need. People are asking questions that you can answer or you notice an obvious absence of information about a growing challenge that many people are having.

So you write a tips booklet, create other product formats of the same content, enjoy noteworthy success -- and then things come to a grinding halt. People stop buying. They even stop responding to the free offers you make. What do you do? A couple possibilities to consider:

- **Your market is saturated** - that can mean geographically or within a certain industry or a particular age group or some other definition of your market. Bring what you have to a different region, profession, or some other variation that makes sense to you and see what happens.
- **The format is outdated for your market** - your tips booklet content can be delivered in so many different ways electronically and in hard copy. You may recall when tapes were replaced by CDs, when CDs were replaced by downloadable MP3s, and on and on. Before jumping to conclusions, consider who uses your information. Those who are unlikely to relate to a downloadable presentation may just need a printed version with a larger font size!

ACTION - Test this out:

- Change one thing at a time so you'll know what worked.
- Ask people what they want.
- Provide no-cost ways to sample the modifications.

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)

If you're paying someone to help build your site, show your designer your road map to avoid costly revisions later. If you're creating your own site, you might want to create a paper version (one sheet of paper for each web page) and ask a couple of friends to see if they can follow your road map to specific destinations without getting lost.

Guest Columnist – Patricia Fry

(Patricia Fry is the author of 35 books, most of them related to publishing and book promotion. She is the Executive Director of SPAWN (Small Publishers, Artists and Writers Network) www.spawn.org. Request your FREE sample edit and estimate from Patricia: PLFry620@yahoo.com. Learn more about Patricia, her nearly 40-years experience as a career writer/author and her published books at www.patriciafry.com and www.matilijapress.com)

Are You the CEO of Your Book Project?

You are the author. You are in charge of writing and producing your book—finding a publisher, hiring a publisher or becoming the publisher. You are the major decision-maker and, by the way, the marketing agent.

What most authors don't understand is that authorship means taking on all of the responsibilities related to your book project just as the CEO of any recognized company would. The author is responsible for:

- Writing a viable book for which there is an eager audience.
- Producing an error-free, well-written book.
- Researching publishing options and choosing the right one.
- Taking control of production—which means you'd better educate yourself about the industry.
- Promoting his or her book.

Shun these responsibilities and your book will likely fail. Nearly 80 percent of books fail. Why? Because the author:

- did not study the publishing industry.
- wrote a book without regard for his audience.
- failed to hire a good book editor.
- signed with the first pay-to-publish company he found.
- deferred to others when it came to making decisions.
- didn't know that it was up to him/her to promote the book.

If you are writing a book for publication, start now taking it as seriously as you would any business venture.

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>)

Council of Literary Magazines and Presses

<http://www.clmp.org>

CLMP now has an expanded, free listing of independent publishers of fiction, poetry and prose. If you want an insider's guide to literary magazines, or are thinking of starting a literary magazine, CLMP provides invaluable information.



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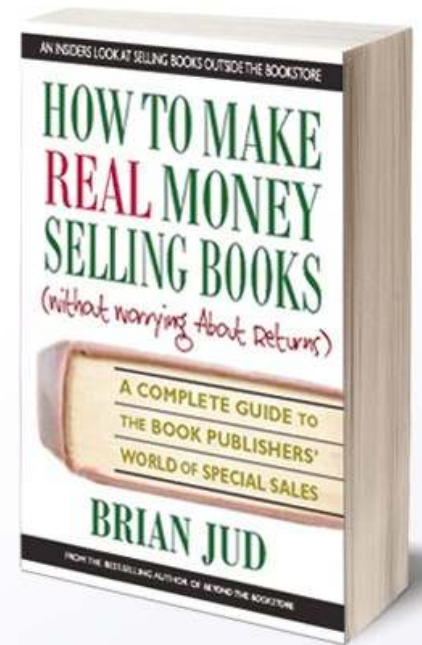
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Check out the Writers and Publishers Bookstore and give your favorite books a “Thumbs Up Rating.” Discover and rate the best books on writing, publishing and marketing

(<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:brianjud@comcast.net?subject=subscribe>
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>