

Here is your September 17 edition of the *Book Marketing Matters* special-sales ezine by Brian Jud. It contains regular columns with tips from Dan Poynter, John Kremer, Guy Ahtzahn, 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.

For daily book-marketing tips join me on twitter @bookmarketing

My newsletter is sent by subscription only. Please pass this information along to people you feel may benefit by it. If there were any problems with this delivery, please let me know. If you prefer to have this **sent to you as a pdf**, please reply with "pdf" in the subject line or body copy. If you no longer wish to receive this -- or if you received it in error -- please reply with "**Remove**" in the subject line.

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 19, Number 259 September 17, 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.  
All non-returnable.**

**[BrianJud@premiumbookcompany.com](mailto:BrianJud@premiumbookcompany.com)  
Or [www.premiumbookcompany.com](http://www.premiumbookcompany.com)**

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 9/14/12**

<u>Title</u>	<u>Quantity</u>
<i>Releasing the Spirit Within</i>	400
<i>Senior's Guide to End-of-Life Issues</i>	250
<i>The Thrift Store Bears</i>	500
<i>Loukoumi</i>	500
<i>Winning The Fight Against Diabetes</i>	150
<i>Mother Goose, Other Goose</i>	450
<i>Winning! How Winners Think</i>	600
<i>My Buddy's Candle</i>	350

# 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>

## How to Launch a Book Successfully

There are many things you can do before, during and after the launch of your book to increase the chances of 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 or internationally, 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>

### 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) )

**What to Look for in a Distributor.** At Midpoint we are undergoing a thorough review of practices and procedures. All companies need to examine the assumptions behind their business because it is so easy to drift into a status quo mentality that is a killer if you want to compete and grow in a challenging economical environment. We have come up with some key words to describe how we would like our client publishers to characterize us as partners in the publishing process. The six words are: experienced, motivated, responsive, candid, flexible and positive. Here is the interesting part: Once we have determined how we would like others to think of us, then we begin to set a standard based on the six words and we begin to strive to live by them. Everyone falls short of the ideal, but when you have a standard that customers expect as the norm, then outstanding results often result, creating an overall environment for excellence and achievement.

### 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))

A title is like an individual musical instrument. Your list of titles is like a group of instruments. They can function alone, but the conductor leads the individual musicians to act as one unit instead of a cacophony of individual performances. Orchestrate your front-, back- and mid-list titles to yield a successful performance. This is accomplished through the application of marketing strategy.

## 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.)

**When in the Writing Process Should I Register My Work?** The “lawyerly answer” is based on the benefits of timely registration defined in the Copyright Act: you should register before your work is infringed and within three months of publication. Additional guidelines:

- ❑ Register your manuscript once completed
- ❑ Register works (even if only a few chapters) that you are submitting on a regular basis, posting on the Internet, or performing on a regular basis
- ❑ Update your registration after a substantive change to your work
- ❑ Register the final product
- ❑ Within three months of publication

## 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.)

**Jobs: “Apply intuition to market research results”**

**Jud:** Elicit market feedback, but apply a dose of intuition as you evaluate it. Prospective customers may not be able to articulate what they want and your instinct must compensate to provide a solution. For example, while trying to sell my job-search book to buyers at various states’ departments of labor I found the reason why they did not purchase them even though my book’s content met their needs.

The DOL representatives conducted workshops for the unemployed, and my perfect-bound book was difficult to use because it did not lay flat. A quick trip to Staples provided the solution. They removed the spine and re-bound it with wire. It solved the problem, the state placed an annual blanket order for over 30,000 books and I also sold my services as a speaker at their workshops. Once that model was in place I took it to other states’ departments of labor.

Talking with your prospects can help you build your business if you understand that their feedback will describe a problem, not a solution. Apply your creativity to solving their problems and you can create an entirely new revenue stream.

## 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 cover:** The package outside should express the text inside.

## 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))

Think of catalogs as an extension of your mail-order capability. Each acts as a sales brochure for your titles, helping you build awareness in your target markets. Catalogs deliver your book's cover and major sales handles to thousands – if not tens of thousands -- of potential buyers. This gives you additional *hits* on people in your target markets, enhancing your credibility as well as your long-term sales.

Catalogs pride themselves on a “high fill rate” which means they fill and ship orders quickly. Maintaining this reputation requires a sense of partnership with their suppliers (publishers). You have to meet deadlines with a quality product. On the other hand, they purchase books for inventory, not to orders, so you can ship in fewer, larger quantities. They rarely require an exclusive and most pay in 30 days. Sales are generally non-returnable and the catalog company usually pays for shipping.

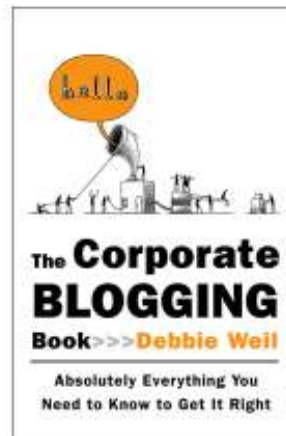
There is one similarity to selling books in bookstores: the competition for your title to stand out is intense. Minimize this by seeking specialty catalogs that sell complementary products. Then, your book becomes an accessory item.

## The Cover Story – Michelle DeFilippo

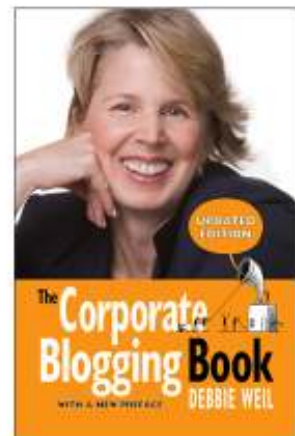
(Your cover is a critical part of your marketing effort. Contact Michele at 1106 Design today for book cover design with hand holding. (602) 866-3226 or <http://www.1106design.com> )

### *The Corporate Blogging Book* by Debbie Weil

For this “before and after” example, our client wanted to more effectively promote her consulting practice without losing the connection to an earlier successful edition of her book. We filled more than half of the new cover with her portrait, since she is now the “product” being sold. To maintain the connection to the earlier book, we kept the black and orange color scheme, chose more contemporary fonts, and utilized just a small portion of the previous illustration.



Before



After

## 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>)

It is possible to sell rights to another publisher to produce limited editions of your book. For example, both Phantasia Press and Underwood-Miller publish autographed, numbered and slipcased editions of books by well-known science fiction authors (such as a \$50.00 autographed edition of Roger Zelazny's “Trumps of Doom” or a \$40.00 autographed edition of C. J. Cherryh's “Cuckoo's Egg”). These higher priced editions rarely compete with standard hardcover or paperback editions since they are issued in limited runs of 250 to 1,000 copies and are sold primarily to collectors.

## The Book Shepherd – Judith Briles

(Judith Briles is the Chief Visionary Officer of [www.AuthorU.org](http://www.AuthorU.org). She's known as The Book Shepherd ([www.TheBookShepherd.com](http://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://rsrn.us/youpublish>

### Are You A Cash Cow?

One of the most common questions I get asked is, "What will my book cost to publish?" And the answer is always, "It depends ..."

It depends on how you publish it; when you publish it; what your commitment is to the process; how much of your time and energy you are going to put behind it; how much money will you/can you invest in it (yes, this is an investment); what prep work you've done to reach out and connect with your potential buyers; whether you are strictly text or will be including graphics and illustrations; what layout design will be used; what other publishing experts you need in the process ... and so much more. Authors-to-be need to do a pre-assessment list of what their needs are, who is necessary in the process ... in other words, a type of game plan. Otherwise, they become someone's—and in many cases, everyone's cash cow. Unless you have unlimited moneys, this is not the option of choice. Ever.

## You're On The Air

(Rita Thompson, Field Producer for CNBC, CBS News and Chronicle)

I want somebody who is going to be concise, clear and accessible. Someone who can take perhaps complicated information and put it in very simple, understandable terms.

## 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))

Think of your book as the icebreaker for an ongoing conversation between the author and the reader. If the book has made an impact on the reader, it's only natural for him or her to want to continue the conversation, ask follow-up questions, or go deeper. That's why it's important for your site to give readers something they won't find anywhere else—extra value.

## 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))

Before writing your silver bullet, take a closer look at your book. Then answer the following questions:

- What is most interesting or unusual about your book?
- What makes your book most memorable?
- What are the three most important benefits that readers will receive from your book?
- What differentiates your book from titles on the same or similar subjects?
- What are the first responses you receive when you tell people about your book?
- What causes people to stop, listen, or say wow?
- What questions do people ask when you tell them about your book?

## The Very Idea

(Editorial by Brian Jud)

Did you know that it is impossible to sneeze with your eyes open? It's also impossible to succeed in book marketing with your eyes closed. Keep your eyes open and look for new opportunities. To see what others do not, look at...



... **the content of your book.** People do not buy your physical book per se, they buy what the information in your book does for them. Describe your content in terms of what it does for the reader, and give it to them in the form they desire (pbook, ebook, etc).

... **people rather than on markets.** Define your target *readers* (for retail sales) and target *buyers* (for non-retail, i.e., corporate sales).

... **getting people to buy rather than selling to them.** Divide a page into three columns, one headed *Problem*, *Action* and *Result*. In the *Problem* column list all the issues or challenges that your prospects have. Then list the *Actions* you recommend and finally the *Results* that readers will get if they follow your advice. Then communicate the *Results* to prospects in your marketing efforts – and they will buy.

... **the differences of your content, not on its sameness.** People do not want more of what they already have. Tell how your content is different from and better than competitive titles.

... **yourself as an expert.** You are part of every sale, particularly in non-bookstore markets.

... **market segments.** Organize your target readers/buyers in easy-to-reach groups of people with similar reasons for buying. For example, if you have a children's book, segments might include schools, PTAs, daycare centers, home schooling, children's museums, etc.

Effective and successful marketing is simple, but not easy. Keep your eyes open for new ways in which to sell your books. That is nothing to sneeze at.

## 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>)

With all the great expertise you have, you also have a preference for how you deliver it. And your clients have a preference for how they invest in it.

**DIY - Do It Yourself** - You start with your tips booklet, giving your readers tips on what they can do to change some part of their life. You leave them to their own devices beyond that. Some clients prefer that. Their independent nature and quick grasp of your teachings has them investing the amount of money they wanted to spend, for now or maybe forever. You served their wants and they served you with their purchase. This is a self-directed program. A good example of that is the Booklet Author Success series.

**DIW - Do It With** - Some people who started with Do It Yourself are candidates for Do It With. They wanted to begin the process on their own and now they want your input to go the next part of the journey.



You put finishing touches on their beginning efforts. They may want editing or brainstorming.

**DIF - Do It For** - These people want to offload what they can to you/your team. They value your insights and connections. They are willing to pay for that. Realize that doesn't mean you, personally, need to do it as much as identify good resources who can deliver.

**ACTION:** Consider what services or products make the most sense to add to your business. You can engage someone else to deliver those services to your clients under your business' umbrella as your contractor.

## 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 three were in previous issues of *Book Marketing Matters* and one will be described in this and the next 3 issues of *Book Marketing Matters*.

**4) Harvest.** As you review printed copies of your manuscript, look for examples, stories, and topics you can reuse. Look for fresh ideas, as contrasted to information that merely sets the stage. Look for advice you can convert into exercises and step-by-step instructions. Identify the best examples of your thinking, ideas and advice that you can build on and, later, expand.

## 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))

A planning meeting beginning with the words "I received a great manuscript today" will rarely be as effective as one beginning with "I was reading about a new consumer trend for which there are no current titles available. What if we...."

## 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>)

### Klout

<http://klout.com>

This hot metric measures your online influence. When you recommend, share and create content, you impact others. Klout Score uses social network data to measure that influence on a scale of 1 to 100 based on your ability to drive action.



## 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](http://www.spawn.org). Request your FREE sample edit and estimate from Patricia: [PLFry620@yahoo.com](mailto: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](http://www.patriciafry.com) and [www.matilijapress.com](http://www.matilijapress.com)

**Your Over-the-Top Successful Book Event.** Have you had a disappointing book signing, demonstration or presentation? Here are some ideas that will result in a more successful event:

- Arrange for a signing at an interesting venue related to the theme of your book—plant nursery, small airport, charming gift shop, real estate office, winery, grand opening of a craft shop, beauty shop or car dealership... you get the idea. One author I know held a book launch party for her children's book on kindness to animals at a pet spa. I've signed books at an outdoor bookstore. I've known others to do book signings at a children's store, cupcake bakery, coffee house, restaurant, craft shop and zoo.
- Use your email list to promote the book signing. Contact everyone you know in your geographic area and personally invite them to your signing. Send the initial invitation 10 days to two weeks prior and then follow-up a week in advance. I would then make phone calls three to four days ahead of the signing.
- Promise something special: a gift to all (or the first 10) who arrive; a demonstration related to the theme of your book—how to frost and decorate cupcakes, how to prune a rose bush, how to write a Haiku or how to make wine, for example. If you have connections—and all authors should make important connections—entice a Hollywood celebrity or a celebrity in your field, genre or community to attend the event. Entice him or her by donating a certain percentage of your profits to their favorite charity.
- Make sure the event is announced in all local newspapers, at your social media pages and those of others.
- Create posters to post in strategic places—most prominently at the venue at least a week prior to the event. If your book features an animal theme—a therapy dog or a cat who solves crimes, for example—hang posters (with permission) at all veterinarian's offices, pet stores, animal shelters, wild life preserve offices, groomers and so forth. Use your imagination. Don't forget to hang them at local bookstores and libraries, as well.
- Hand out fliers. If the signing will be held at a retail business, ask the manager to insert a flier with each purchase during the week prior to the event.
- Visit corporations and other businesses and invite employees to attend your signing. You might get permission to visit the lunch room and talk to employees about your book. Handout discount coupons to employees for the purchase of your book if they attend the event.
- Attend other book events and schmooze with authors at book festivals and flea markets. Meet and offer support to other authors and they will be more likely to support your events. This should go without saying—but start this practice even before you are ready to do your own signings.
- Join up. I suggest that writers join writers groups and participate. Since most writers are readers, too, make sure you promote your event assertively to your fellow members. In fact, members of clubs and organizations not related to writing would probably be interested in attending your book signing even if it is out of curiosity. Group meetings are excellent places to generate excitement and commitment for your upcoming signing. When you attend these group meetings, dress in attire appropriate to the theme or topic of your book and share something from the book, a plate of cupcakes, a recipe, your steamiest chapter, homemade burn ointment, a newspaper article on the original crime you've written about, etc.

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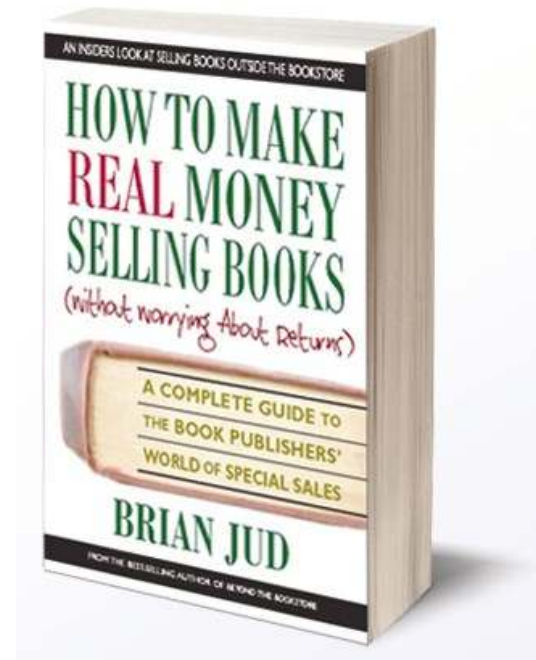
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( <http://www.bookmarketingworks.com/index.php?pg=bookstore/bookstore.htm> )

## 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)

To subscribe to *Book Marketing Matters* click here: <mailto:[brianjud@comcast.net?subject=subscribe](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](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> or twitter [@bookmarketing](https://twitter.com/bookmarketing)

