

Here is your January 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 Achtezahn, Rick Frishman, Eric Kampmann, Paulette Ensign, Judith Briles, Gail Z. Martin, Tonya Evans and Roger C. Parker. The guest columnist in this issue is Lin Lacombe.

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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 2, Number 242 January 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 inquires 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 1/20/12**

<u>Title</u>	<u>Quantity</u>
<i>Fodor's Oahu</i>	250
<i>Who Moved My Cheese</i>	200
<i>Barter Secret</i>	1450

# Upcoming Webinars & Events by Brian Jud

## Start 2012 with More Book Sales Sponsored by SPAN

Start the New Year with a fast, sustainable book-marketing effort that will result in more book sales all year long. Discover what you need to do – and in what order – to get the biggest return on your marketing actions and expenses. You will learn practical, quick tips for increasing your sales and profits. And we'll include a few maverick-marketing ideas that will keep you ahead of the competition throughout the year.

Thursday, January 26 at 6:00 pm Eastern time  
Sign up at <https://www1.gotomeeting.com/register/157134224>

## How to Successfully Sell Fiction Books Sponsored by CreateSpace

Selling fiction is not difficult if you know how and where to sell it. We will show you proven and new ways to sell historical fiction, science fiction, adventure, romance, fantasy, mysteries – and more!

You will learn how to find outlets where fiction outsells nonfiction by 10 to 1. Discover tips for getting more reviews and awards, creative ways to sell through book clubs, catalogs, libraries and associations. Find tips for timing your promotion so your romance novel “owns” Valentine’s Day and your murder mystery thrills the guests on cruise ships as you sail with them for free. You will learn much more about selling your fiction profitably and in large quantities.

Thursday, February 16 at 6:00 pm Eastern time  
Sign up at <https://www1.gotomeeting.com/register/261714809>

### 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>)

Social networking using social media. Discuss your favorite issue (your book's subject matter) with your friends on social media such as Forums/listservs, blogs, Facebook and Linked-in. Social networks allow you to find people worldwide who are vitally interested in the subject matter of your book. Through these networks, buyers come to you.

Most nonfiction authors are experts in their field. (Joe Vitale reminds us that the word “authority” contains the word “author.”) But the book industry is new and mysterious to them. While they should learn as much as possible about the book industry they should concentrate their promotional efforts and their marketing in the industry they know best. “Sell to your colleagues.”

## 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) )

Getting to “yes” can be a daunting task, but there are techniques that can make it easier for a trade book distributor to say "Let's Roll" to your book project. But first, let me give you a few hints as to why distributors say "no" so often. This can be boiled down to the 3 P's: pricing, packaging, positioning. So many prospective book projects come to us with bad jacket and interior designs, ill-conceived pricing and no marketing plans. We are not magicians and we cannot take something that has been poorly executed and turn it into a bestseller. We will usually say “no” without further comment.

But what about projects that get in the door? What distinguishes them from the rest of the pack? Well, I can think of several important elements that can be persuasive. First, personal contact. Getting to the decision maker can help a lot. You need to persist here because usually there are several gatekeepers standing in your way. Second, references. If you have someone backing your project who knows us, that helps. Sometimes it is a consultant, sometimes a publicist. But if you can drop a name, then that helps get you in the door. Third, You need to have something to show and show off. Packaging here is everything. If the book jacket looks like it could have come from Simon & Schuster or Random House, you will get more attention. If it looks like an inexpensive first time effort, you will get very poor results.

Fourth, how do you plan to get the public (your market) to buy your book? What is your plan and whom have you hired to help execute it? Fifth, have you set a realistic publication date? Have you left enough time for your distributor to do a proper selling job on your behalf. Right now, enough time is around 6 months. And sixth, a good sense of humor. You will need it.

## 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))

A local bank used a personal finance book as a business gift to new clients opening saving accounts. The promotion was geared towards high school and college graduates. The book featured information on loans, investing and saving techniques as well as information on stocks, bonds and other investment vehicles. The bank realized that an educated customer is a long term customer... and focusing on young clients insured years of good relationships. Over 7500 books were sold on short discount. How can you adapt the content of your book to help a company do the same for their customers?

## The Book Shepherd

(Judith Briles is co-author of *The Tango of Authoring and Publishing*; [www.TheBookShepherd.com](http://www.TheBookShepherd.com) and [www.AuthorU.org](http://www.AuthorU.org);  
[Facebook.com/AuthorU](https://www.facebook.com/AuthorU) and [Facebook.com/TheBookShepherd](https://www.facebook.com/TheBookShepherd), [@AuthorU](https://twitter.com/AuthorU) on Twitter)

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## 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](http://www.fostercovers.com))

This award-winning thriller involves arson at a recording studio in the Bahamas so let's set the book on fire. I wrote the title by hand with charcoal. Sometimes messy is good. The paper is a combination of different stock photos with music notation added. Black and red are standard crime colors. The overall effect is frenetic, alarming, and definitely on fire. The burnt hole partially hides the author's name while also featuring it. The cross-directions of the music notation adds to the chaos. Barnes and Noble placed this book face-out on their "New Mystery" shelf.



## 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

## You're On The Air

(Brad Hurtado, former producer of Donahue, Maury Povich and The Charlie Rose Show)

One author never understood why he didn't get more than three minutes on an interview and never sold any books. I said, 'You're boring. Boring, boring, boring. And if you don't pay any attention to that, you aren't going to sell any more books. You asked me for my opinion, you're boring.'

## 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>)

If you make lots of sales in special markets, you might want to publish a newsletter directed at these markets. Besides featuring your new titles that have the best possibilities of being a premium or catalog item, you could also publish examples of what other companies are doing with your books. Bantam Doubleday Dell publishes a separate newsletter just to the premium markets. They mail this newsletter to 20,000 premium buyers at least twice a year.

## 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))

A survey can validate ideas or information on which your book is based. If you ask only a limited number of questions, the cost and work involved in conducting a survey can be relatively low. Test your questions beforehand to make sure that they're clear and provide the type of information you seek. Consider asking open-ended questions that people can fill in.

If you plan to hire a firm to conduct your survey, interview a few and get references. Review examples of surveys they've run for others. Compare costs, methods, and time frames. Find out how all results will be documented and what documentation you will receive. Request that you be given results in a summarized fashion that you can use in your book.

## The Very Idea

(Editorial by Brian Jud)

Some things just blend into the background and seem invisible. Your book on a retail shelf may take on that characteristic. Unless you promote it to create a positive, unique point of difference in may just disappear from your prospects' view among all the other books on the shelf.

Most books are displayed spine out on the retail shelf. Make sure your book's spine is clear and easily readable by the passing prospective buyer.



## 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>)

Remember when the US Postal Service delivered many pieces of mail each day directly to your mailbox? Yes, there were bills in there and advertisements and a few other things like letters and postcards. As you know (and so does the accounting office of the US Postal Service!), there is much less physical mail being delivered these days. While it's faster and less expensive to send pixels out than it is to send paper, sending pixels also has less staying power and gets lost in a sea of lots and lots of other pixels. This is why it still makes great sense to offer your tips booklet as a printed hard copy version. That means your large quantity buyers will stand out in the crowd when they mail a printed copy with their logo imprinted on the cover, and the booklet will stay around longer since people see the booklet as a reference tool. That doesn't mean you can't ALSO license your booklet as a PDF for online downloadable uses. Having BOTH formats helps you better serve your market and your own business.

**ACTION:** Make a point of letting your clients and prospective clients know that you also offer paper versions of your booklets, and tell them how that benefits them as they stand out in the crowd and enjoy a longer "self life" in front of their buyers and prospects. Turn your tips into products and your tips products into moneymakers.

## 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))

Why do you want to write a book and get it published? One of the most important steps you can take before the end of the day, today, is to identify the specific reasons you want to write a book and get it published. What are the specific benefits that your book is going to provide for you? What is the change that your book is going to help you achieve? By identifying the specific benefits, or change, that you want to achieve, you'll be more likely to succeed in your writing and publishing project.

There's a world of difference between someone who wants to write a book for creative satisfaction and a business owner who wants to write a book to brand themselves as an expert in their field. Let's say your goal in writing a book to build an e-mail list of prospects for future sales of information products, i.e., e-books, e-courses, CDs and DVDs. By identifying this goal before you write your book, it will be easier to write the right book, choose the right publishing alternative, and build "hooks" into your book that will drive traffic to specific pages of your website.

There are no right or wrong reasons to write a book. The only "wrong" is to write a book without a clear understanding of why you're writing it and how you're going to benefit.

## 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))

Objectives should be operational. They must be capable of being converted into assignments that instill action in those responsible for their attainment. Dynamic objectives become the basis, as well as the motivation, for work and achievement. In addition, objectives must make concentration and allocation of resources and efforts possible.

## 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))

If you convince a wholesaler to purchase directly from you, bypassing the distributor, your gross revenue can increase by 50%. But this does not necessarily translate into greater net profit because your promotional costs will increase as you perform more of the functions previously done by the distributor.

## Thrifty Author – Gail Z. Martin

(Gail Z. Martin, from *The Thrifty Author's Guide to Selling and Promoting Your Book Online (coming Fall, 2011)*; [gail@dreamspinnercommunications.com](mailto:gail@dreamspinnercommunications.com) or [www.GailMartinMarketing.com](http://www.GailMartinMarketing.com))

Think of your book as the ice breaker 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.



## Guest Columnist – Lin Lacombe

(Public Relations and Marketing & Literary Publicity Contact Lin at llacombe@earthlink.net)

When selling your book in bookstores statistics report that the author gets 7 seconds on the front cover to capture a reader's attention and 15 seconds on the back (there are small publishers who would say these numbers are high). Before you pick a book designer make sure you have researched (Amazon and bookstores) books in your genre to see how yours compares or jumps out. Make sure the book title and cover grab attention, are legible online, on your website, and on Amazon.

## 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>)

**Allison Winn Scotch's Ask Allison**  
<http://allisonwinnsotch.blogspot.com>

Allison is a best-selling author with savvy advice for writers looking to become published authors. Post questions on your greatest fears over breaking into this challenging field.



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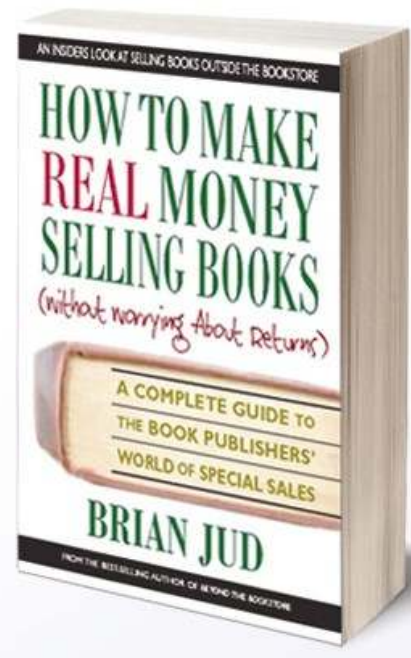
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## Contact Information for Brian Jud

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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>