

Here is your October 15 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.

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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 21, Number 261    October 15, 2012**

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

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All non-returnable.**

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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 10/12/12**

<b><u>Title</u></b>	<b><u>Quantity</u></b>
<i>Soups, Smoothies &amp; Delectable Drinks</i>	450
<i>The Enoch Factor</i>	100
<i>Cooking on the Light Side</i>	1275
<i>Beyond Success</i>	900
<i>Golf Naked</i>	500
<i>The Seven Blessings</i>	100
<i>Low Cost/ High Impact Recruiting</i>	250
<i>No Excuse!</i>	325

# Upcoming Webinars & Events

**Did you ever have a question about book marketing but didn't know who to ask? Now you can!**

**Teleseminar **TONIGHT!** Oct 15th at 7:30pm Eastern**

At 7:30 tonight go to: <http://InstantTeleseminar.com/?eventID=33957786>

Then call (206) 402-0100 and use Pin: 696960#

## **How to Launch a Book Successfully**

**Thursday, Oct 25 at 6:00 pm - 7:30 pm Eastern Time**

**Webinar Sponsored by SPAN**

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, 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.

**Sign up at:** <https://www1.gotomeeting.com/register/732833457>

## **2012 Self-Publishing Book Expo**

Brian Jud's presentation is: Sell More Of Your Books In Large Quantities -- Non-Returnable

Saturday, October 27th

Sheraton NY Hotel & Towers, 7th Avenue, New York, NY

Do you want to maximize your sales and profits while bookstore sales are evaporating? Who wouldn't prefer selling in bulk quantities rather than one copy here and one copy there? Brian Jud is a book-marketing expert in special-sales marketing - the business of selling books in large quantities to buyers outside of traditional book markets. Learn from him about selling to retail and non-retail prospects, how to target appropriate groups, where to find the names of buyers, and selling on a non-returnable basis. Hear, too, about setting the right discounts and how you might want to customize editions. Discover the information you need to get the most return on your investment in the time and money you spend promoting and selling your book. The buck starts here!

Information and registration at [www.selfpubbookexpo.com](http://www.selfpubbookexpo.com)

## 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) )

Self-Publishing works best when your overall operating costs are low. The only way to achieve a low-cost publishing paradigm is to outsource almost all essential publishing activities from editorial and printing to sales and distribution. But beware: outsourcing is a great strategy only if you are able to put together a great team. This takes time. It may mean going back to the starting block several times before the team that is just right for your publishing program, but it is essential to keep at it until you are satisfied that the team is working in concert with you.

## 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.)

### 8) Impute

Jobs's early mentor Mike Markkula wrote him a memo in that urged three principles. The first two were *empathy* and *focus*. "The third was an awkward word, "impute," but it became one of Jobs's key doctrines," said Isaacson.

**Jud:** I define *impute* to mean that people use one element as a surrogate indicator to define the whole. For example, people judge a book by its cover. Pay attention to all aspects of your product offering. If the price is too low, people may think that its content is inferior to more expensive competitive products. Shelf presence at Wal-Mart will project a different image from the same book for sale at Neiman Marcus.

Appeal to the sense of touch by choosing the right paper. Gilt edges project a richer look and feel. Use deckled paper on your historical novel to give the fore-edge a rough appearance. A heavier-weight paper may increase the spine width and subsequently shelf visibility. Use all the marketing tools at your disposal to project the image you want prospective customers to have.

## 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>)

Unless the group is the National Association of Cookie Products, a book makes a better fundraiser than a bake sale.

## 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>)

**The Author Journey Is Not a Solo Express.** One of the traits of successful authors and indie publishers is that they've learned that they don't, and can't, do it alone. Determine who you need on your team—book designer, cover designer, printer, editor, book coach ... who else. What do they cost? Determine your book creation cost—whether you elect to publish yourself or contract with a publisher ... know from the get-go your FULL COST PER BOOK. Then you know how many you have to sell to recoup. And you can put together a Book Spending Plan to market and move your baby forward.

## 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))

You cannot effectively market your books to "everybody, " so a good place to start is to define the marketing arena(s) in which you will compete. When in the ring, boxers sense where they are in relation to the ropes and their adversary. This innate understanding helps them use the corners and boundaries strategically. As you develop this sixth sense about your marketplace you, too, will instinctively make better decisions.

Developing this intuition occurs with experience, but there is a way to accelerate the instinctive process. That is to get the information you need, and then manage and manipulate it into profitable marketing strategy. It sounds simple - and it is. But is it not necessarily easy. The steps to selling successfully in non-bookstore markets will be summarized in each of the next six issues of *Book Marketing Matters*.

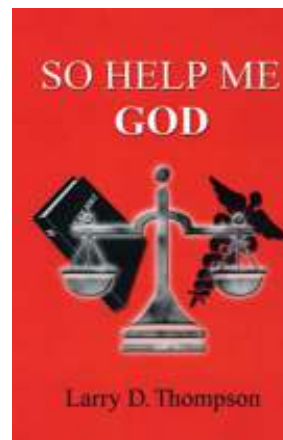
**Step One. Define your target buyers.** You can always find lists of people to contact, but people on those lists are not necessarily prospects. Until you know if they need your content they are merely suspects. Know the people who are potential buyers of your books -- readers, corporate buyers, retailers, etc.

## 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)) [george@fostercovers.com](mailto:george@fostercovers.com))

**Before:** If you're looking for a courtroom drama that combines politics, religion and greed, you found it here. The first cover's red is an attention grabber, but is this a novel or an instruction manual?

**After:** This book handles conflicting issues, and we threw it all in the cover, but in a short moment you understand the religion-courtroom-greed. The face of a fetus is in the gavel, and that's an embryo next to Ben Franklin. Shortly after the new cover was published, a producer bought the rights to make the movie.



(Before)



(After)

## Business Tips and Taxes for Writers – Carol Topp, CPA

(Carol Topp is an accountant and author of *Information in a Nutshell: Business Tips and Taxes for Writers*. She may be reached at [Carol@CarolToppCPA.com](mailto:Carol@CarolToppCPA.com) )

Some hobby writers pay the printing cost of their books. This is considered a cost of selling, or in accounting jargon, the cost of good sold. The IRS allows a taxpayer to deduct the cost of goods sold from their hobby income. Only the net amount of income is reported as other income

## You're On The Air

(Eric Marcus, Author of *Breaking the Surface* and former producer for *Good Morning America* and *CBS This Morning*)

*If you have people calling in to your show, you have to engage them and ask them questions.*

## 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.)

The concept of fair use should not be confused with the concept of public domain. When a work is in the public domain it has no copyright protection. Therefore, the public—rather than a particular individual or entity—owns the work. A work might be in the public domain for one of four reasons:

1. The term of copyright protection has expired
2. The owner failed to fulfill a requirement and lost copyright protection
3. The work was created by the U.S. Government
4. The owner dedicated the work to the public domain

As a rule of thumb, registered works created before 1923 are now in the public domain.

## 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>)

A Blog Carnival is a blog post where someone takes the time to find really good blog posts from other bloggers on a given topic, and then puts all those posts together in a periodic blog post called a carnival. If you'd like to set up a blog carnival, check out <http://www.blogcarnival.com>

## 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 the media hears about books and authors, it checks them out the Internet.** So, it's essential for authors to establish a strong Web presence. Make sure that your site supports your mission, which can be to publicize your book. Find a great domain name that is easy to remember, and register that name with all the major search engines. Create a site that looks great and is easy and intuitive to use and understand.

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

**6. Reformat.** After changing your focus and harvesting the best parts of your book, reformat what was originally a book into more useful formats, ideally, formats that can be distributed over time. Perhaps your book can become a 6 or 7-part e-course sent by autoresponder, a series articles or blog posts, a series of podcasts, or even a weekly teleseminar series. Even if only a small percentage of what you've already written is reformatted, you'll still be way ahead of the game...compared to an unfinished manuscript on your hard drive! The possibilities are endless, once you break the mindset of a chapter-by-chapter book or ebook.

## The Very Idea

(Editorial by Brian Jud)

You have two avenues to sell your books: through bookstores and to non-bookstore buyers. As a general rule, it is not necessary to choose between the two. Sell to both channels, but know your options and choose the best combination of distribution channels for each of your titles.



## 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))

Your tour schedule also makes a great press release. You can announce the whole schedule and you can do a short announcement on each event. The media probably won't pick up every event, but odds are good that many of the releases will get coverage. Ask friends who blog to mention your upcoming events if their readers are in your target audience.

## Guest Columnist – Marika Flatt

(PR by the Book, LLC [marika@prbythebook.com](mailto:marika@prbythebook.com)/ [www.prbythebook.com](http://www.prbythebook.com))

Capitalize on your travel schedule. We target all appropriate media in a specific market if our client is visiting for a book signing, speaking engagement, business meeting or even just vacationing. Ideally, you'd have a 4-6 week lead time to do this in order to give enough time to get pitches written, build media lists, pitch that market and follow up. It helps if you have an event to tie your visit to, as that makes it more "local" to the media and gives them a time-sensitive reason to feature you. Oftentimes, it depends on what else is going on in that city at that time as to how much coverage this will net you.

## 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))

People buy for their reasons. If you are marketing a book about how people can get more money, understand that people can gain money in two different ways. Conservative readers may want to increase their wealth by *saving* more money, responding to a message about how "a penny saved is a penny earned." This would not appeal the more venturesome readers who think that "nothing ventured, nothing gained." The important point is that the information in the book remains the same.

## 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>)

Are you a planner, do you fly more by the seat of your pants, or are you somewhere in between? A combination/mid-point is probably ideal, having a road map and a willingness to take side trips as they present themselves and are appealing.

You may have noticed the new smiling photograph in this ezine's banner recently. There's a story behind that, one worth sharing with you. It not only came from a spontaneous photo on someone's smart phone while out socially; I found an online tool to crop it from a group photo. Maybe no big whoop. A big accomplishment for me. What's easy for some is not always easy for others.

It was spontaneous, in the moment. No concerns about specific clothing, accessories, hair style, make-up, etc. etc. etc. which I've been known to do for prior professional photo shoots. Haven't you? When seeing this photo, I liked it. Apparently other folks following me on Facebook liked it based on their responses. In fact, I liked it better than any photo of myself I've seen in years. It was all about being in the moment, no plan.

Looking back on things in life that gave me great enjoyment and/or satisfaction, many came from noticing what was right in front of me, as this photo was. That's not to say planning has no place. Of course it does.

Planning sometimes stands in the way, though. If you are waiting until certain things line up a certain way before you move forward, you're missing a lot and you're denying people a lot of what you've got to share with them. Think about how much emotion you put into the details of your booklet cover. Did each component matter as much as you thought?

And this is true no matter how many bricks you've traveled on the journey, no matter what your age. I very happily celebrated one of those big milestone birthdays over the weekend, and it gets better and better with each one. I mean, look at my smile!

**ACTION:** Notice what's right under your nose that appeals to you. Give it more attention. It's likely to bring a smile to your face like the big smile you see on the new banner photo in this ezine. And then you're bound to get it all over everyone else, too!

## 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))

Basing the price of your book on its costs plus a standard markup is a simple system, but it fails to consider your competitors, customers' buying habits, volume benefits, special sales opportunities, economies of scale and profit objectives.

## 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>)

### University Creative Writing Programs

<http://tinyurl.com/yrtaeq>

If you're looking to learn more about the art and craft of writing, this site has a free compilation of university creative writing programs, including all creative writing master's degree programs that scored at least a 3.0 in the 1998 *U.S. News and World Report's* ranking of schools.



## Buy Lines -- Free Information to Help You Sell More Books

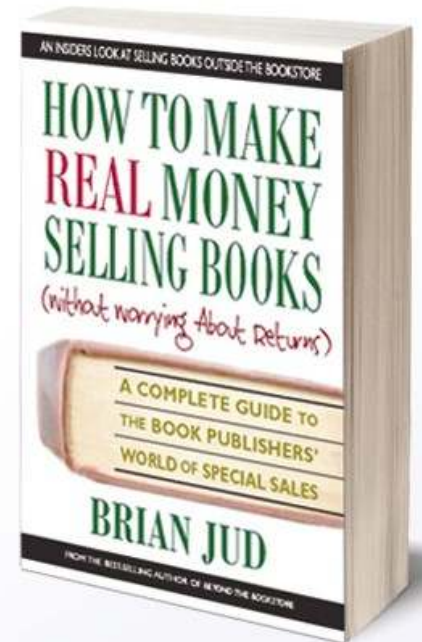
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Check out the [Writers and Publishers Bookstore](#) and give your favorite books a “Thumbs Up Rating.” Discover and rate the best books on writing, publishing and marketing  
( <http://www.bookmarketingworks.com/index.php?pg=bookstore/bookstore.htm>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

## 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>