

Here is your October 29 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 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 22, Number 262 October 29, 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 10/26/12

| <u>Title</u> | <u>Quantity</u> |
|---|-----------------|
| <i>Food Lovers' Guide to Chicago</i> | 300 |
| <i>Tools for Talking When Stakes Are High</i> | 25 |
| <i>How to Develop a Smart Plan</i> | 250 |
| <i>Soups, Smoothies & Delectable Drinks</i> | 350 |
| <i>Gorp's Dream</i> | 200 |
| <i>Reject Me—I Love It!</i> | 175 |

Jud's Upcoming Webinars & Events

What's the Big Idea? How to use creative marketing to increase your sales

Millions of new titles are published every year. How can you stand out in this crowd? By producing creative products and marketing campaigns. In this webinar you will discover marketing's secret ingredient: innovation! Discover a 7-step process to come up with imaginative, yet practical and proven things you can do to make your books pop off the shelves. You will find out about the mental blocks to creativity and how you can break through them. As a grand finale we will show you ingenious things you can do today to market your fiction and non-fiction titles.

In this Webinar you will discover:

- How to become an idea person even if you never thought you were creative
- Fun ways to increase your sales
- Tips for becoming more innovative simply by asking questions
- One question to ask yourself that could change the entire direction of your business
- Where to find open markets that you can "own" quickly
- Proven steps you can take to be more creative
- How to stand out from the crowd of competitive titles marketed in the same, boring way

Here's an idea: attend this webinar and can find new ways to reach more people with a meaningful and creative message. This will get you positive attention, media buzz and increased revenue. Discover how to break through the media clutter and reach more people with a persuasive message. This is not a webinar about new ways to write a press release, but new ways to build and hold a leadership position in your target markets through innovative, professional and effective marketing.

November 15 6:00 pm – 7:30 pm Eastern time

Sign up at: <https://www1.gotomeeting.com/register/403644185>

Plan to Sell More Books in 2013 (Sponsored by SPAN)

Make 2013 *your* year for success! During this webinar you will discover unique and practical ways to increase your sales through marketing planning. Brian Jud will show you how to create innovative strategies for selling more books, and plan the actions you can take to make them happen. Find out practical things you can do immediately to arrange distribution into retail and non-bookstore markets. See easy ways to promote your books economically in a competitive environment. By the end of the webinar you will have a step-by-step, customized plan to sell more books throughout 2013.

December 17 6:00 – 7:30 pm Eastern Time

Sign up at <https://www1.gotomeeting.com/register/328764504>

Notes From the Front Lines

(Excerpted – with permission – from the Book Publishers' Handbook, by Eric Kampmann, President, Midpoint Trade Books ekampmann@aol.com)

Book Marketing. Marketing is a very misunderstood word when it comes to selling books through bookstores. With most consumer brands, marketing is based on sophisticated and expensive testing. Almost nothing is left to chance, which is not so much a guarantee of success as it is a reduction of the cost of failure. Book launches involve little or no testing and therefore might be compared to a baseball batter taking a swing at a curve ball. If he hits the ball one third of the time, he is considered a star. So it is with many trade books on a publishers list. A few home runs pay for many swings that miss. Publishers try to mitigate this situation by finding well-known authors who have previous successes, or barring that, they use the media as extensively as possible to create buzz and sales. So one reason book publishing is a risky business is because most of the marketing is done after the launch when the investment in books has already been made. This would suggest that for most books a conservative first printing would be the wisest course of action.

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.)

9) Push for perfection. Jobs sought perfection in almost every product he ever created. It happened at Apple and at Pixar. Isaacson said, "When he (Jobs) was about to launch Apple Stores, he and his store guru, Ron Johnson, suddenly decided to delay everything a few months so that the stores' layouts could be reorganized around activities and not just product categories." His search for excellence certainly paid off.

Jud: Good enough is rarely good enough. Test your title, cover design, interior layout, price and promotion. Do not let your ego interfere as you make necessary changes. Progress occurs when you deliver what the market wants.

In addition, publish your books on your schedule, not according to an artificial deadline such as a distributor's catalog or special marketing period (such as the fourth-quarter holidays). It may be better to wait for the next one. Create a timeline of mandatory actions and completion dates. Stick to it regardless of outside pressure to publish early.

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>)

Have you ever heard anyone say, "Simon & Schuster, I love their books. I buy everything they publish"? Of course not. People want to know what a book is about. Is this something I need to know? Who is the author? Is he or she a credible person? No one ever asks, "who is the publisher"?

You're On The Air

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

Most of the time what interviewers are looking for are three big points. Understand that before going in. When they ask, "So, what are the big issues here?" you can say A, B and C. Now you've begun to manage your interviewers. You've steered them into an area without making them feel foolish, without dictating terms per se. They want to bring out the best in you, and they want to look their best, too.

Ideas for Selling to Non-Retail Buyers – Guy Achtzahn

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

Book-marketing 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. Guy's seven steps to selling successfully in non-bookstore markets will be summarized in previous editions, and in each of the next five issues of *Book Marketing Matters*.

Step Two. Organize your target buyers into groups. No book is meant for everybody. People buy for different and personal reasons, and you will be more successful selling to them if you customize your content and marketing activities to meet their needs. This is easier if you organize people in groups according to their reasons for buying. This process is called *market segmentation*, and it is relatively easy to accomplish.

You may be selling cookbooks. Where might you find people who are interested in cooking? It could be in supermarkets, bookstores, discount stores, libraries, specialty stores (i.e., Williams Sonoma), appliance stores, Vermont Country Store, restaurants, chef supply stores, health-food stores, QVC or even the International Association of Culinary Professionals. If so, then that is where you need to be selling your cookbooks.

The Cover Story – Tamara Dever

(Tamara Dever, Owner/Creative Director, TLC Graphics. For more information about book design, please visit www.TLCGraphics.com)

Chicago Confidential is a novel written by a former senator based on the reality of dirty politics and crime in the Windy City. The book's cover had to be hard-hitting, dramatic, and show the importance of the locale. While it's based on real life events, it's still a novel, so had to fit within the fiction genre.

The skyline is instantly recognizable and the color palette of deep blue, rich black, and small punches of vibrant red foreshadow the drama within. A strong and unique title treatment is bold yet is integrated into the photo beautifully. The drops of blood add the extra pop of color and intrigue, leading potential buyers to pick this up and lose themselves in the story.



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.)

How Can I Get Permission to Use Copyrighted Materials in my Book? To acquire permission from a copyright owner to use his or her copyrighted work in, for instance, your manuscript, you should submit a permissions request, preferably in writing.

Hunting down permission to use a quote a couple of months before you go to print is always a bad idea. The ultimate decision about if and when to seek permission often boils down to a matter of business as well as legality.

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 is the author of 30 books including *Show Me About Book Publishing* and *Author YOU: Creating and Building the Author and Book Platforms*. Download podcasts from Judith's radio show, *Your Guide to Book Publishing* at: <http://rsrn.us/youpublish>

When selling your books, you start with the Pitch and Platform. When someone asks what your book is about ... what do you say as you Pitch them your work and words? Do you stumble a bit? Do you start and stop your response until you get it out to the listener? Is the listener still listening? Or do you say it smoothly in the words you absolutely intended to say with confidence?

What about when someone asks about your Platform ... do you know what a Platform is? Can you articulate what yours is? Do you know what magic words and phrases need to be said so that your listener gets what your book is about, what commitment you have to it, what your Fan base is and how you will engage them to buy your book? Are you able to communicate them with clarity and confidence? It all starts here, the root of author success.

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)

A Limited Liability Company (or LLC) is a popular and relatively new business structure. LLCs can be confusing because they are sometimes thought of as a corporation, but the C in LLC stands for *company*, not corporation. The confusion may come about because LLCs can choose the way they are taxed, as a sole proprietorship, partnership or corporation. Although an LLC is not necessarily a corporation, it does offer several benefits to corporations, partnerships and sole proprietorships.

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>)

Because of certain laws and union contracts, some corporations are now required to provide retirement planning for employees, as well as help for those they lay off or fire. Books are great resources for either program. Monsanto bought 800 copies of Crisp Production's Retirement Planning Guide to give to its employees to help them with their retirement plans.

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)

Many writers mistakenly think that the existence of comparable books is a strike against them, but the opposite may be true. The fact that similar books have been published can be advantageous for aspiring authors because it shows that a demand exists for that genre of book if the authors can give their books new or different twists.

Marketing Strategy

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

The strategy of implementation differs from the details of implementation. Strategy can be futile if you do not consistently implement your plan with passion and intuition.

The Very Idea

(Editorial by Brian Jud)

Be prepared to talk about your book anytime, anywhere.

If you are proficient at speaking before groups, you may also be able to sell your books at list price following your presentations. This is called back-of-the-room selling, and it can be profitable. And superior speaking skills make your in-store events and library tours more effective.

Get meeting planners to buy your books beforehand. Persuade them to buy enough for everybody in the audience, and then refer to it during your presentation to reinforce important points. Encourage advance purchases by incorporating the cost of the books in your speaking fee.

Whenever Judith Briles is contracted to speak for a group, she brings her books with her. "People buy them at full retail. And returns aren't an option. Initially, I only accepted checks or cash. But when I got a merchant account, sales doubled," she said. Her personal record for onsite sales was at a conference in Salt Lake City where approximately 700 heard her speak. In six hours, she sold \$15,000 in books.



You can still make money from back-of-the-room sales even if you abhor public speaking by having other speakers sell your products for you. Contact professional speakers who are knowledgeable on your topic to see if they would be willing to sell your titles for a percentage of the sale. Locate speakers in a nearby chapter of the National Speakers Association <http://www.nsaspeaker.org> or Toastmasters International at <http://www.toastmasters.org/>

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 six were in previous issues of *Book Marketing Matters*.

7. Recommit. The missing link between "intending" to convert your half-finished nonfiction book into a publishing profits is to commit to taking action by identifying the tasks that must be accomplished and scheduling specific tasks for specific days of the week. Simply committing specific times to work on your project will replace your current disappointment with a feeling of optimism, and, in coming weeks, the more you accomplish, the better you'll feel.

Don't allow the disappointment and frustration associated with a half-written, unpublished book blind you to future marketing and publishing profits. Take the time to follow this 7-step action plan to reevaluate your book, harvest the best parts, refocus, and reformat what you've written, using what you've written as the basis for new customer acquisition and retention profits.

Booklet Ideas – Paulette Ensign

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

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

Licensing your content is like renting it out. You still own it; someone pays to use it for a specific time with certain stipulations. It's like someone renting you a home or car. They own it. You pay to use it based on specific written terms. They continue licensing (renting) it indefinitely.

Licensing expands your reach and bottom line from something you've done once. My tips booklet, "110 Ideas for Organizing Your Business Life," is in three languages besides American English -- Italian, Spanish, and Dutch. I don't know those languages, yet licensing sales went through fine with lessons learned along the way. Foreign languages are among the various if not endless ways to license your booklet.

Many booklet authors have licensed their booklet and content into other languages. An American professional speaker who recently wrote a tips booklet got several speaking engagements in Serbia and Romania. His audiences benefited most by having the booklet translated to their native languages. It expanded his speaking deal plus his teaching lives on once he comes back home.

Two participants in collaborative Collection of Experts tips booklets did foreign licensing deals in two Southeast Asian countries. Another American booklet author licensed her booklet in South America and Central America in Spanish and Portuguese.

These are examples of numerous non-English language licenses. In most cases, the author never left North America. In every case, the author did not know the languages at all. With my Spanish version, the booklet was used both within and beyond America. Certainly many languages are spoken in the US besides English, providing endless possibilities.

ACTION - Consider companies and organizations that want to reach people speaking other languages both inside and outside the country of the booklet's origin. Approach them with your booklets as the ideal tool for their goal.

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)

Your mission statement should be *descriptive* in the way it defines the principles upon which you will conduct business, *aspirational* for giving your employees something to strive for and *inspirational* by motivating your staff to work towards its attainment

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)

Video is an important addition to your website because it helps visitors feel as if they've met you in person. It can transport you from simple words on a page to being a real, live person. That helps readers, reporters and event promoters to get a better sense of the "real you."

Guest Columnist – Lin Lacombe

(Lin A. Lacombe is a marketing and public relations consultant, literary publicist, writer, speaker and activist. Contact Lin at llacombe@earthlink.net)

Branding Your Book. Is your brand in TOE? Timely. Original. Engaging. Your title and design should be consistent through all applications. Continuity is key when it comes to the look of your business cards, bookmarks, postcards, posters, and website and all should have the same look and feel as the book. Your look or brand should resonate with you (and any person you are speaking to) so that when you say the name of your book, pass out a bookmark, say what you do for a living, "I'm the author of____," it explodes and not fizzles. That said, *always* remember to carry your book, business card, bookmarks, etc. with you at all times. Always. All the time.

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>)

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.



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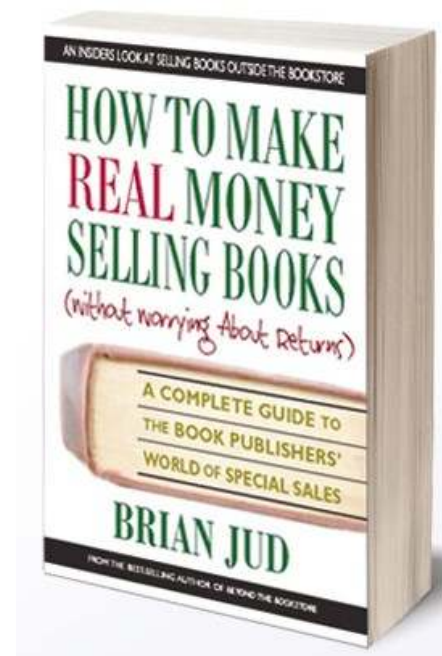
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(<http://www.bookmarketingworks.com/index.php?pg=bookstore/bookstore.htm>)

Contact Information for Brian Jud

For copies of all the previous issues of *Book Marketing Matters* visit www.bookmarketingworks.com/mktgmattersnews

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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>