

Here is your November 12 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 Jeniffer Thompson.

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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 23, Number 263 November 12, 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
[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 11/9/12

<u>Title</u>	<u>Quantity</u>
<i>Daughter-in-Law Rules</i>	275
<i>Web Business Success</i>	1200
<i>The Sipping Point</i>	750
<i>Made in China</i>	100
<i>Lincoln Speaks to Leaders</i>	450
<i>New American Cuisine</i>	200
<i>Windmill Networking</i>	400

Upcoming Webinars & Events

How to Sell More Fiction

Nov 29 6:00 pm Eastern time

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.

Sign up at: <https://www1.gotomeeting.com/register/623283625>

How to Sell More Books to Libraries and Associations

Dec 6 6:00 pm Eastern Time

Libraries represent a target market of well over 100,000 locations. In addition to public libraries, there are libraries in schools and prisons as well as special libraries including corporate, medical, law and religious libraries. But marketing to them has changed dramatically over the past few years. The number of titles available, the move toward electronic ordering, a more demanding base of patrons and an increasingly value-added distribution system have all created a more sophisticated book-marketing opportunity.

There are similarities to selling books to associations, too.

In addition to many of the points above, you could become a spokesperson and make money in fees and more book sales. You can also get free advertising.

Sign up at: <https://www1.gotomeeting.com/register/830440545>

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

Monday, December 17 6:00 - 7:30 pm Eastern Time

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.

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)

Good editors are worth their weight in gold. Have you ever noticed how a tiny speck of dirt can muddy a whole glass of clear water? So it is with small mistakes in an otherwise worthwhile manuscript. Often our human nature allows us to see the big picture, but small errors escape our closest inspection. Why expend enormous energy in creating a book when small mistakes can bring the whole enterprise into question? You need an experienced partner in the development of your book; another pair of eyes to aid you in making your book as perfect as it possibly can be. Without an experienced and involved editor, it is almost guaranteed that your book will be much less than you hoped for and it might even be hurt in sales, as your credibility will be called into question. You can find many capable freelance editors listed in "Literary Market Place" published by Bowker.

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.)

Tolerate only "A" players. Jobs had a unique management style, but as Isaacson said, "It was his way of preventing what he called "the bozo explosion," in which managers are so polite that mediocre people feel comfortable sticking around."

Jud: From my experience, if you hire people to work directly for you or as consultants (marketing, legal, financial) hire only the best ones available. It will generally cost less in the long run.

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>)

Show me a publisher who says you can never tell how a book will sell and I will show you a publisher who evaluates manuscripts without considering the market.

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)

Developing 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. The seven steps to selling successfully in non-bookstore markets will be summarized in previous and in each of the next four issues of Book Marketing Matters.

Step Three. Describe your competition in each segment.

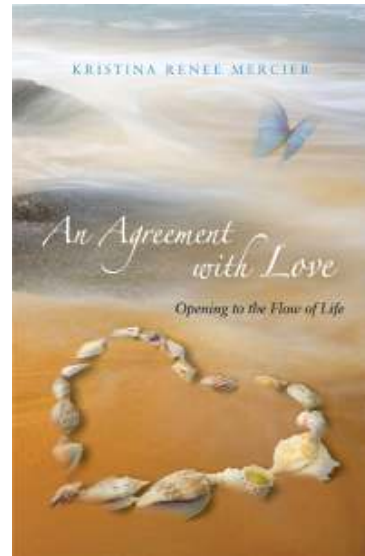
Marketing your book is not done in a vacuum. There are competitive titles and you should know how yours is different from -- and better than - your competitors. For example, selling a job-search book, potential buyers will typically ask how it compares to the perennial market-leading title, *What Color is your Parachute*, by Richard Nelson Bolles. A ready and plausible answer will go far in helping you complete a sale. You can easily find this information with a brief search on Amazon.com or by conducting informal market research at a local bookstore.

The Cover Story – Peri Poloni-Gabriel

(Peri Poloni-Gabriel of Knockout Design has been in the business of designing books for over 15 years. She can be contacted at www.knockoutbooks.com)

An Agreement with Love

The concepts of flowing water, the blue morpho butterfly, self love and the beach are key elements in this book, thus represented together in the cover art. With a target audience of primarily women, the soft feel and calligraphic script harmonized with the imagery and poetic style of the manuscript. The butterfly is almost a mythical character in the story, thus it was ghosted for the cover. Three separate images were combined and manipulated to appear as one seamless image for the final art.



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.)

Three of the more important legal considerations that nonfiction writers should be familiar with are libel, and the rights of privacy and publicity. The first is:

Libel: Libel is the written form of defamation. Defamation has been defined as any written or oral statement that injures a third party's reputation. The oral form of defamation is known as slander.

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://lrsrn.us/youpublish>

When selling your books, you need to know who your Fans and Readers are. Who's your crowd? The people you have written for—it doesn't matter if it's a fiction or nonfiction book ... you are writing for the "someones" out there who are ready to chew on your words—who need them to ease their pain, solve a problem, provide a solution, to be inspired or just simply to entertain them.

You either go to them ... in person, connecting via social media or traditional media, writing articles, speaking ... whatever why you reach out. Usually, the more, the better.

They come to you ... reading about you, following you on social media sites, being a fan—just what an author wants.

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)

For tax purposes, the IRS does not allow hobby expenses to exceed hobby income. In other words, losses from a hobby are not permitted on a tax return. A business can have a loss and it can be deducted on a tax return, but not a hobby loss. If John, a hobby writer, attended a writers workshop, and his expenses of \$900 exceeded his hobby income of \$400, he could deduct his expenses (as miscellaneous deductions) up to the amount of his income, but no more. The extra expenses of \$500 are considered personal expenses that John incurred for his love of writing.

You're On The Air

(Lori Dolney Levine, Senior Talent Executive, Fox After Breakfast)

People are always looking for help. It's one thing they can never get enough of. People are saying, "Help me, help me, help me."

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>)

Develop a contact list for each major subsidiary right you might sell. You should have a separate list for serial right sales, another for dramatic rights, another for reprinting, another for book clubs, and so on. In addition, each list should be broken down by category -- for instance, in science, or whatever other categories you specialize in publishing -- so you can quickly match your new titles to each potential buyer.

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)

The book-buying market is densely crowded and difficult to crack. When you try to enter, you'll be thrust dead center into an information-intensive world in which everyone is competing for the attention of those who have endless other options. When you try to tell them about your book, many won't listen. They may be busy or just numb from being constantly besieged by endless messages from advertisers; charities; political, educational, and community organizations; as well as their families, neighbors, and friends. They may even act as if they're listening and never hear a word.

The problem is that everyone has been overwhelmed by "media noise," that blare of unending messages that try to convince us to buy or support something. And, essentially, that is what you must also do to promote your book. To publicize your book, you have to dive into tightly crowded waters and try to get through to people who have virtually stopped listening. And those who are still open to listening tend to have very short attention spans. They protect themselves with super-sensitive filters that automatically switch off if the first five or six words don't grab them.

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)

The usefulness of a business plan is not measured in pounds. It doesn't have to be an inch-thick document designed to impress people by its size. It defines your company's purpose and describes your marketing, financial, personnel and facilities plans and how they will interact. It should be unique, complete, brief and functional. The emphasis of planning must be on creating a practical, realistic and effective game plan.

The Very Idea

(Editorial by Brian Jud)

Some typographical errors are more obvious than others, but they all portray a negative image of the work itself. It is important to have a professional editor go over your writing.

If you have glaring typos, reviewers may report negatively, and readers may spread negative word-of-mouth advertising. If some agents see a typographical error in the first chapter they will not consider the manuscript. See the lead article in this newsletter by Eric Kampmann for more reasons why a good editor is important to your image as well as your future sales.



Marketing Strategy

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

Marketing strategy is deciding which titles you want to publish when, and how you will package, price, distribute and promote them. The results of your decisions will affect your publishing schedule, your personnel requirements, your financial performance and the length of time you stay in business.

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)

"SEO" stands for Search Engine Optimization. SEO helps your website get noticed by search engines, like Google, to make it easier for interested people to find your site. SEO is really important because it connects your site to topic words (called "keywords") that a person might use to search for information on a topic when he or she doesn't know a book, author, expert or site to look for specifically. Having "good SEO" enables people to find you online more easily and to buy your book, even if they don't know anything about you.

Guest Columnist – Jeniffer Thompson

(Jeniffer Thompson is the author of *Web Site WOW: Turn Your Web site Into Your Most Powerful Marketing Tool* (www.websitewow.com); her design company, Monkey C Media, specializes in author web site design and Internet Marketing strategies, book cover designs and author branding development. www.monkeycmedia.com)

Think of your web site as your dynamic sales team working overtime to sell your book, share your message, and build your audience. Isn't it time you keep track of your online sales force? In order to gauge the effectiveness of your site's message, you will need to track your traffic and see how many of your visitor's are converting into revenue. A great tool for this purpose is Google Analytics; it's free and easy to use. Once you understand the surfing habits of your visitors, you will be better equipped to fine tune your sales funnel and convert traffic into revenue.

Booklet Ideas – Paulette Ensign

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

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

You may know some details of my booklet story, and, no doubt, certain things stuck with you more than others. For instance, the thing that makes great copy is how many booklets have been sold (over a million) in four languages and various formats without spending a penny on advertising. Every word of that is completely true as stated, without the slightest embellishment. However, you may not know these details:

- There was one typo in each of the first 50,000 copies sold.
- Month one unwittingly generated a \$200 checking account bank fee.
- The first print run had no clean right angles on the cover trim.
- The next several print runs had streaky covers.
- Sales that fell through rarely were about price, content, or production.
- The first large-quantity sale did not include a shipping charge.
- The choice buyers had was "yes or no" - having only one product.
- Years later I learned the Spanish version was a mediocre translation.
- Every sale was a "one-night stand," with nothing to bundle or follow.

These are some of the many things I like to gingerly refer to as learning opportunities. And they are but a few of the highlights of the past 20+ years of being in the booklet business. While I constantly made my best effort to do things right, there were things I simply didn't know...yet. And they were costly lessons in time, money, or both in each and every case. Rest assured that none of the experiences in that list was repeated, ever!

It's not uncommon to hear booklet authors and would-be booklet authors express a desire to do a booklet the "right way." While there is now a trail that's been blazed in the past two decades about many things that work, please know there is no "right way," no one-size-fits-all. Your way will be, well, your way. It may look a bit like how others have done it. Pieces of it will be the starting point for you. It will be unique, though.

The best and most important advice, like so many other things in life, is to just do it. You'll find your own successes and your own learning opportunities. And you'll find them because of who you are, how you live your life, who your connections are, where you have the willingness to explore, how you've structured your products and services format-wise and price-wise, and many other variables.

Thinking that there is a right way to do this (or lots of other things) is likely to keep you stuck in place, not moving forward, not sharing the best of what you've got and who you are with those who value your knowledge and point of view. While I encourage you to do the very best you can, did you notice that having a typo in the first 50,000 copies didn't stop things from ultimately reaching well over a million copies sold? What are you waiting for?

ACTION - Start your (next) booklet today, using the basics of what makes sense to you, while considering guidance that's worked for others. Keep in mind that your journey will be unique to you and that your ideas have merit. You will find what's right for you.

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)

Consider e-mail interviews when interviewing guest experts in your field. Live, recorded, interviews with guest experts are the best ways to research your topic, gain new content for your website or back-end products. They often open-up long-term relationships with your guests.

But, it's always great to have a fallback position in case your guest isn't comfortable with the live, teleseminar format, or simply doesn't have the time to commit to a specific time. When this happens, suggest an e-mail interview as an alternative. Submit your questions as an e-mail that your guest can simply respond to.

You can also submit your questions in a Microsoft Word document, sent to your guest as an e-mail attachment. This permits them to respond to your answers in greater detail, and respond to your questions over a period of time. Live teleseminar interviews are ideal, but e-mail interviews can offer a great alternative. Plus, you don't need to have them transcribed!

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>)

How to Plan, Write and Develop a Book howtoplanwriteanddevelopabook.blogspot.com

This is a blog, and one of the best on novel writing. Written by author Mary Carroll Moore, this blog could not only get you started writing your next novel, but it could help get you through the entire process from start to finish. The common sense tips are indispensable.



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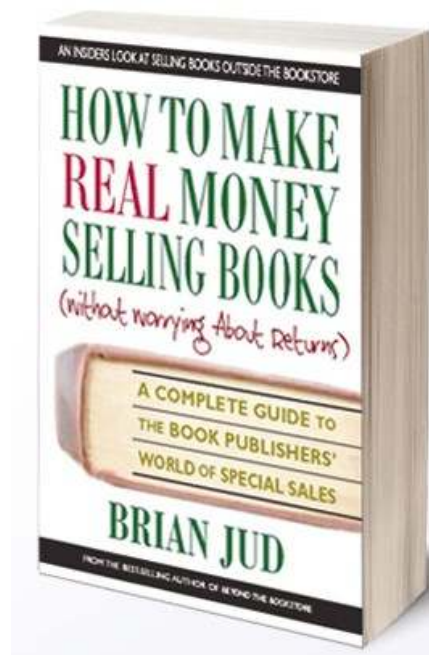
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(<http://www.bookmarketingworks.com/index.php?pg=bookstore/bookstore.htm>)

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>