

Here is your November 26 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 Patricia Fry.

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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 24, Number 264 November 26, 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 11/23/12

<u>Title</u>	<u>Quantity</u>
<i>Business Traveler Guide to Las Vegas</i>	50
<i>Free Luxury Cruise</i>	450
<i>More to Selling Than Making the Sale</i>	200
<i>Three Mean Alligators</i>	400
<i>Handbook for Early Career Success</i>	75
<i>The Tight Budget Cookbook</i>	510
<i>Food for Thought</i>	1100

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)

Selling to the Sales People. When people approach me with a new project, they often make unsupportable claims that challenge credibility and experience. As a sales executive, I am always balancing hopes and dreams with the undeniable reality that most books rarely sell beyond their first printings. I want to help, but if I conclude that the publisher is an unrealistic romantic, then I am apt to pass his project by. I believe it would be better to modify claims to success to a level that conforms to the possible. People in my position live in the trenches of the everyday. We believe it is OK to publish a book that has modest expectations attached to it. We like to work with titles over time, sometimes taking a year or more to find just the right way to success. The one-minute atomic book is nice, but frankly, it is a rare, rare thing. In a word, keep it real!

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 “Engage face to face”

Jud: Authors place a heavy reliance on social networking to communicate with prospective buyers. While not necessarily a bad thing it should not replace connecting with people personally. Authors could conduct store events, seminars or personal presentations at corporate and association meetings. They can perform on TV and radio shows, with personal connection to the host and audience through call-in shows. They can attend or exhibit at trade shows and conferences. And personal selling to corporate buyers can yield sales in large, non-returnable quantities.

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 fewer people touching the orders, the faster, less expensively and more accurately the order fulfillment will be completed.

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 three issues of *Book Marketing Matters*.

Step Four. Conduct simple market research to learn what people want, the form in which they want it, where they are, how many they might buy and the price they may be willing to pay. Find this information by reading relevant periodicals, joining pertinent associations, attending trade shows, perusing the Internet, participating in discussion groups or from personal experience.

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>)

Clan Ground by Clare Bell

For this cover, a fabulous illustration was provided to us by the publisher, so the task was to complement the illustrator's talent. For the title, we created a gradient using the colors from the flames. We replaced the crossbar of the "A" with the eye of the cat to tie both elements together. The author's name was set in a light green from the background.



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. This month we'll focus on Right of Privacy:

The American Heritage Dictionary defines the right of privacy as "the quality or condition of being secluded from the presence or view of others." More simply put, it is the right to be left alone. The three generally recognized invasions of privacy are intrusion, unreasonable publicity, and false light. So, you might ask, when is it OK to discuss intimate facts? Writers are usually permitted to discuss facts that are generally known to the public (even a small circle of people) or facts that are considered newsworthy. But here's a general list of materials that are considered off limits without permission: private letters and e-mail (both of which are also covered by copyright, with ownership held by the writer), information about sexual proclivities or sexual history, financial or medical information, and probably information about other private matters.

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)

There are a variety of software programs available to help authors and publishers handle their bookkeeping. They range from general-purpose, money-management software to very specific applications designed to manage inventory and royalty payments. Pick a system that is easy for you to understand and advance to more sophisticated software when your business grows.

You're On The Air

(Deborah Wetzel, morning news anchor and talk-show host on WCBS-FM, New York City)

You can put yourself at the head of the pack by relating your book to a current event.

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 need to ... Ask for the Sale. You think you've got someone interested in your book. They are asking questions; at your signing table—whether you find them; or they find you, you've got to ask the question at some point. Do they read? Do they like to read? Do they buy books? In what format? And then, ask for the sale. Books may fly off a shelf in a bookstore, but something has to drive the buyer(s) to the bookstore to buy—it's usually something that you, the author, generates. If you are speaking somewhere, new Fans may stop by to chat with you. Lovely for the ego ... but are they readers? Book buyers?

It's frustrating, and sometimes downright annoying, to put your heart and soul in telling a perceived reader and book buyer about your book ... and to discover that there was no intention to buy a copy, much less read it.

Once you engage someone you believe to be a Fan/potential book buyer, consider starting with the question, "Do you enjoy reading? What types of books?" And with that, you'll know whether or not it's worth your while to share your Pitch and your book.

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>)

Many catalogs ask for an advertising allowance, which usually takes the form of an additional discount off the price of the product to the catalog. Essentially, the ad allowance is the price you pay for space in the catalog. Look on this cost as if you were buying a display ad in a magazine.

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)

In order for people to read your book, they must first hear about it, learn that it exists. If they never hear about it, all the amazing information you compiled, all the new ideas you explained, and all of the poetic descriptions you composed will never penetrate their minds. If readers don't know about your book, your words won't have a voice.

Books exist to be read; that's their primary purpose. However, the competition for readers is fierce. And, unlike other forms of communication, such as radio and television, reading takes a special effort; you can't get information from books by simply pressing a button. Since readers must make an effort, you must get them interested in your book. To do so, you have to get their attention and convince them that reading your title will be worth their time, money, and effort, and that it will give them something of value. That's where publicity comes in.

The Very Idea

(Editorial by Brian Jud)

There are two places in which you can sell books – in bookstores or outside of bookstores. That is an obvious statement, but sometimes publishers overlook apparent opportunities because they are blinded by tradition when it comes to selling their books. The bookstore market is a known commodity, but there are less-familiar places in which you can sell your books sometimes right before your eyes.

Book-selling opportunities are all around you, but you may not recognize them because they do not have canyons of bookshelves. They are disguised to look like discount stores, catalogs, warehouse clubs, associations, gift shops, retail stores, corporations, foundations, schools, associations, government agencies, supermarkets, book clubs, military bases, and pharmacies. The sales you are looking for may be closer than you think.



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)

A company-centric perspective places your focus on the publishing activities that produce books. Instead, your focus should be on your customers. This broadens your perspective, allowing you to produce what people want to buy. Marketing starts with people -- not your books. It is the process of finding out what people want to buy and then giving it to them.

Marketing Strategy

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

Competitive strategy means deliberately choosing a different set of activities to deliver a unique mix of value. A publisher can outperform rivals only if it can establish a difference it can preserve. It must deliver greater value to customers or create comparable value at a lower cost, or both.

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)

A live speaking engagement, special event or book signing lasts for a finite amount of time. But on the web, you can extend the life of your special events indefinitely. Your website becomes a way to amplify the impact of your promotional events and make them last longer, extending their value to you and to the customer.

Booklet Ideas – Paulette Ensign

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

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

Have you ever questioned the value of your expertise, even once, just for a split second? If you have, you share that experience with many other people, people who may surprise you because of how successful and capable you think they are.

No matter how long you've been in business or how long you've been thinking about creating your own business you've got experience and knowledge that other people find useful. Of course other folks know some of what you know or a lot of what you know.

However, they may also have forgotten what they learned because it was information they haven't used in awhile. They didn't need it then, it got stored in a mental vault with so much other information that it got lost in the shuffle, or it came faster than it could be absorbed at the time.

Or how about that they learned the information from a source like a family member or someone they perceived as a non-expert? All kinds of stuff in that experience, isn't there, stuff that can keep you stuck from moving forward to share your knowledge with people who want it, need it, and need it now.

You might have read the introduction to some edition of "How to Promote Your Business with Booklets" and saw the background of the "SLB" - Stupid Little Booklet. In case you haven't or you forgot about it, you may appreciate knowing about it now, or being reminded of it again.

The first year of my tips booklet's life, from 1991 to 1992, after 50,000 individual copies were sold one at a time (highly labor-intense, though satisfying and lucrative in many ways), my youngest sister asked a question that has lived on for the past two decades: "How's that Stupid Little Booklet doing?"

It's important to understand that my sister doesn't have a malicious bone in her body. I knew that at the time and since then. Yet her question stung for a brief moment in spite of her efforts to be upbeat and humorous. It also prompted an equally long moment of self doubt, which quickly evaporated. After all, this was after 50,000 copies had already been sold, and the comment came from someone I adore.

Keep this in mind: some people know some of what you know, some know a lot of what you know, and some don't know any of what you know. Write your booklet anyway! Whether your buyer is the single-copy buyer (also known as the "end user") or your buyer is the company who wants to use your booklet in the thousands or millions as a vehicle to further promote their business, something about it is valuable, without a doubt.

ACTION - Notice your inner voice that is whispering or shouting terms of self-doubt instead of terms of endearment. Acknowledge it and go beyond it, today. Start gathering tips about your expertise that you tell to anyone who will read, listen, or view your knowledge. You owe it to them and to yourself to share your information. Create your own first or next "SLB" now, without letting anyone stand in your way, no matter how well-intended they are.

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)

Create an error log for your book. No book is ever perfect; no matter how much time you spent proofing your galleys (or page proofs), mistakes are bound to show up a few moments after giving the "Go ahead!" to your printer or publisher.

Using your word processor, create an error-log file stored in the folder containing the files for your book's manuscript. Update the file every time you notice a grammatical or formatting error in your book. And, every time you receive an e-mail from a friend or reader calling your attention to an error, copy and paste their e-mail into your book's error log.

Your error log will save you a lot of time when it's time to reprint your book or create a second edition. By updating your book's error log every time you locate a problem, all of the changes you need to make will be consolidated in one place!

Guest Columnist – Patricia Fry

(Patricia Fry is a freelance writer, author and editorial consultant. Executive Director of SPAWN (Small Publishers, Artists and Writers Network) , www.spawn.org; The information below is excerpted from her latest book, "Talk Up Your Book." You can reach Patricia at www.patriciafry.com and visit her informative writing/publishing Blog: www.matilijapress.com/publishingblog

Another good reason for speaking and presenting workshops before writing (or finishing) your nonfiction book is to help you determine its viability. Is this book truly a good idea? Your proposed audiences will let you know. In fact, they may help you to write a more useful, effective or entertaining book. All you have to do is listen to their feedback.

When you teach, you receive feedback that is usually worth paying attention to. If you can't attract people to your lose-weight-by-chewing gum, wear-hats-for-greater-self-esteem or sleep-on-stones-acupressure workshop, perhaps your planned book isn't such a good idea. You might want to tweak it to more appropriately fulfill your audience's needs/desires. If attendees don't respond well to your workshop material, you may want to rethink your book.

Listen to your audience. Not only can they help you to better serve them with regard to your planned programs, their feedback can give you ideas for new articles and books, as well.

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>)

MailChimp

<http://mailchimp.com/>

This email marketing organization helps businesses, organizations and individuals design e-newsletters and share them on social networks. You can integrate the services with those you already use (especially social networking), and track your results. Sign-up is free, and so us use, depending on the size of your mailing database.



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

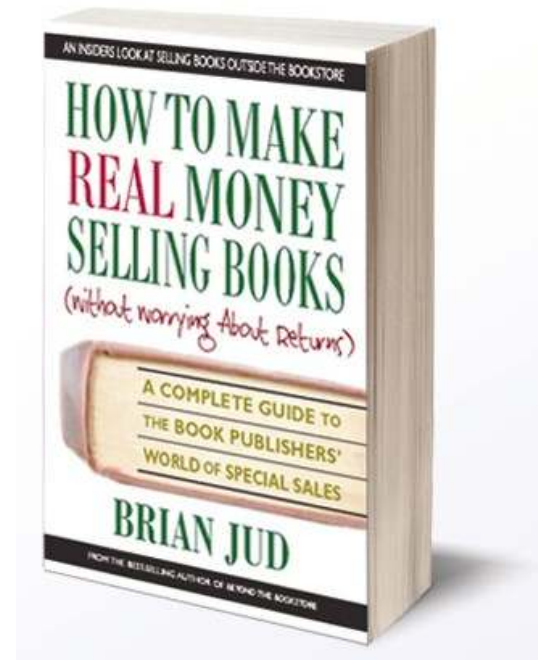
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- Become more profitable
- Sell in untapped, lucrative markets
- Minimize -- if not eliminate -- returns

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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

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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>

