

Here is your December 10 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 Marsha Friedman.

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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 25, Number 265 December 10, 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 12/7/12**

<u>Title</u>	<u>Quantity</u>
Modern Caribbean Cuisine	60
Princeton History and Architecture	100

# Upcoming Webinars & Events

## Plan to Sell More Books in 2013

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](mailto:ekampmann@aol.com))

There is nothing quite as deadly to publishing as the “artificial deadline.” Remember this is the book business. We are not entrapped in the horrific daily deadlines of newspapers or the weekly or monthly deadlines of magazines. Books do have publication dates but frequently these dates are not seasonally driven, nor should they be. The beauty of the book-publishing process is that it is more than acceptable to publish a book when it is ready. Yes, the big retailers want predictability, but still that does not tie you down to a certain month or time of year. Furthermore, the independent publisher has a significant advantage over their bigger brethren because, unlike the folks at the giant publishing firms, you are not tied down to an assembly line approach to getting the book out and marketed. The smaller publisher has the longer runway and if by chance the book is slow to take off, well you have plenty of time and space to still launch without crashing and burning. And yes, there are better and worse times to publish and yes, there are lead times, but if you need a longer gestation period, well, take it. And if you need a year to properly market your book, then take the year. Great journeys can begin with small steps.

### 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: Know the big picture and details**

**Jud:** Successful book marketers have to see the forest and the trees. By this I mean we have to perform in the short-term in order to make it to the long term. For example, dual distribution tactics through bookstores and other retailers may sustain current revenue while larger, non-returnable sales through corporate buyers run their lengthy course. In addition, some promotion is designed for consistent exposure (publicity, social networking, advertising, sales promotion) while others are for sales (direct marketing, trade shows and personal presentations).

The key is to have an assorted, yet concentrated mix of marketing activities. Apply these to generating sales today to individual consumers while seeking the greater opportunity in future, non-bookstore sales.

## 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>)

You can wring maximum value out of your work by re-purposing your core content into other products. Those versions may be for Web-based downloadable books, eBook readers, compact discs, articles, special reports, compatible (non-info) products, seminars, consulting and digital audio. The electronic edition of your book may have even more features than the print version: color illustrations, sound, video and hyperlinks. Your eEdition will take up less space, be even less expensive to produce and will provide a richer experience to your reader.

## 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))

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 two issues of *Book Marketing Matters*.

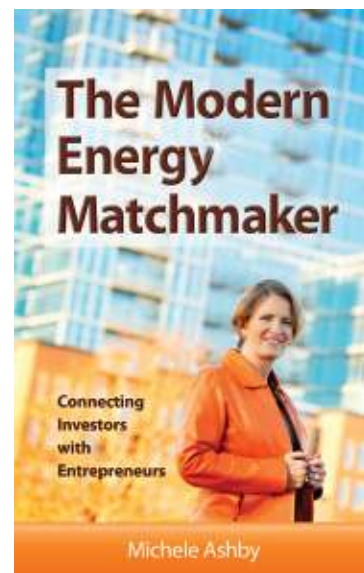
**Step Five.** Perform basic test marketing. Digital printing makes test marketing easy. Print a few copies of your book to assess different cover designs, compare various titles and hone all your marketing efforts.

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

### *The Modern Energy Matchmaker*

New energy for the future is the driving force behind this concept. Words such as alternative, clean, green and renewable needed to be represented as well as the choice for the author to appear on the cover as an expert in this industry. The vibrant colors, angle of the high tech building, and clean lines in the sans serif font add to the feel of a modern and forward thinking content represented in the manuscript. The starburst was added to the title for extra sparkle and to emphasize the clean energy concept.



## You're On The Air

(Nick Peters, Vice President, MediaLink)

*It is incumbent upon the talent to be prepared to either answer the tough or unexpected question or know how to deflect it.*

## 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 third of three of the more important legal considerations that nonfiction writers should be familiar with are libel, and the rights of privacy and publicity:

**Right of Publicity:** The right of publicity is a person's state-law governed exclusive right to use, and to prevent the unauthorized use of, his or her name, likeness or other aspect of his or her persona (collectively referred to as persona) for commercial gain. The definition of "persona" goes beyond a person's image and can include words or sounds that are intended to remind the audience of the person, a look-alike, a nickname or phrase commonly associated with the person (like "the Donald" and "You're Fired!" for Donald Trump), and even a person's former name. Therefore, the potential for a right-of-publicity claim exists any time you use someone's persona (or even an imitation of it) in your book, article, or other literary or artistic work. But there are two main exceptions: incidental or artistic use and newsworthiness.

## 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 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://Irsrn.us/youpublish>

Common blunder boo-boos surface in creating and publishing your book. Over the next few issues, I'll cover many of them. Let's start with:

**1) Believing that your mom, brother, sister, pal, neighbor will do the editing that your book—every book—needs.** Unless they edit for a living, do ask them to read your book for a basic "flow"—does it flow, is the story/concept connected? Is there a beginning, middle, and end? If it's non-fiction, does it provide solutions? Is it clear, to the point? If it's fiction, is the story engaging? Are the characters interesting? Does the reader care about them what they do, become, happens?

Savvy authors work with an editor that "gets" their book, supports the "voice" of the author and does it for a living.

## 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) )

An LLC can choose to be taxed as a sole proprietor, partnership, S corporation or C corporation. In other words, you do not cease operating as a sole proprietor (or partnership or corporations) when you form an LLC.

## 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>)

Textbooks make up the major portion of book sales to schools and colleges. The best way to get your books adopted for classroom use is to get samples of your books into the hands of the instructors or school boards who make the adoption decisions. And the best way to reach these decision makers is through direct mail.

## 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))

Some authors mistakenly think that it's unnecessary to promote books of fiction. They believe that once their novels, short stories, and poetry are published, literary acclaim, huge book sales, and big advances for subsequent books will automatically follow. Sorry to say, they're wrong — very wrong. The market for fiction is densely crowded, and the competition for readers is fierce. Readers of fiction have many options, including other books of fiction, nonfiction, magazines, newspapers, and the Internet. Without publicity, first-rate fiction can get lost in the crowd, languish, and not sell; it happens every day. Lack of sales can hurt authors' careers because when publishers make their acquisition decisions, they consider how the authors' prior books sold.

## The Very Idea

(Editorial by Brian Jud)

Networking can help you break the ice with people and enhance your book sales. Networking is an organized method of making links from people you know to the people they know, gaining and using an ever-expanding base of contacts. It is the personal process of connecting with others to exchange information, advice, contacts and support. Networking is power. If you have the right information you are more likely to be in the right place at the right time.

### 10 Tips For Breaking the Ice Through Networking

1. Be genuine and authentic
2. Prepare for each contact
3. Meet as many people as possible
4. Hold volunteer positions in organizations
5. Ask open-ended questions
6. Become known as a powerful resource
7. Know your Unique Value Proposition
8. Be able to articulate what you want
9. Follow through
10. Follow up



## 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))

Your vision statement is the description of your purpose for being in business, the reason you go to work every day. It reflects the core values upon which you stage your everyday operations and it mirrors the standards that you and your employees apply in the way you deal with your customers, prospects and the public.

## 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>)

With all the advances in technology in this lifetime moving at lightning speed, it can be easy to feel like you're in the dark ages and clueless no matter how much you attempt to stay on top of things. You are comfortable in your writing ability and can write articles all day long every day. You're just not sure what to do with those great tips you want to publish into a tips booklet and other products you can sell from your website, at speaking engagements, and to large quantity buyers.

Here are just a few of the many things you may be asking yourself:

- What's an ebooklet and how does that relate to a printed booklet?
- Can I do the design work myself in Microsoft Word and save a few bucks?
- Is the booklet PDF what to take to the printer to get some booklets printed?
- What do I tell the printer to get the exact product I want?
- Do I need to go to a recording studio to make an audio of my content?
- What are the card decks I keep hearing about and how do I do them?
- Is licensing the same as putting a company's name on the booklet cover?

Anything in there sound familiar?

Like so many other things in life, once you get guidance about what to do, it all of a sudden seems so much easier, whether you are doing things yourself or find the ideal resource to do it for or with you. You may have already discovered that paying less for something can often times be the most expensive way to do it.

Many times it's a matter of knowing the questions to ask, or knowing where to find reliable resources that match your requirements of quality, integrity, communication, reliability, price, and anything else that's important to you.

When the original organizing tips booklet was done in 1991, a simple printing concept known as a "bleed" was brand new information and needed clarification. You mean that's different than poking the end of your finger to see some red stuff come out? Yes, it is different than that when talking about print and design.

Another thing that can be easy to overlook is the idea of marketing first and producing second. It's not only unnecessary to create an entire product line before going out to the market place, it's downright fool hardy.

That means do ONE product in ONE format with a limited production of printed copies to use as samples. Test out whether there is any demand for other formats of the product by creating a product sheet that includes numerous formats. That's right, offer them before you ever produce them. That way you only produce products you know are wanted by someone ready to pay for them -- large quantity buyers rather than single, end-user buyers. In some cases you won't have to produce new product formats at all because the buyer wants to license the right to produce it themselves. That makes it easier for you in one way and becomes another learning opportunity for you in a different way if this is your first exposure to licensing.

**ACTION** - Create a list of production questions you have about developing a product line from your tips. Think about who to contact to help answer those questions for you to take action on your own, with a vendor, or having someone do it all 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](http://www.publishedandprofitable.com))

**Take the time to explore all coaching alternatives.** Many authors find that income from coaching not only supplements, but can far exceed, income from book sales. Coaching also provides authors with new insights into their reader's needs, contributing to the creation of follow-up books and information products.

However, other authors find personal coaching to be draining and frustrating. The difference between a successful and an unsuccessful coaching experience is often based on the type of coaching offered. There's more than one coaching model: Milana Leshinsky, author of [www.coachingmillions.com](http://www.coachingmillions.com), has identified 5 business models for coaches.

Use resources like new Coaching Program Planner MindManager template in Published & Profitable's member area to explore all alternatives and make the right choice.

## 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))

Strategic thinking creates consistency of performance. Frequent reinvention is usually a sign of poor strategy and a sure route to mediocrity. Continuous improvement is a necessity; but it must always be guided by strategic direction.

## 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))

Cross-marketing and collaboration are fantastic ways to promote your book because many activities are free. If you have five thousand people on your list and your cross promote with another author who also has five thousand opt-ins on his list, you have now doubled your reach without adding anything to your cost.

## Guest Columnist – Marsha Friedman

(Marsha Friedman is President EMSI and may be reached at [mfriedman@event-management.com](mailto:mfriedman@event-management.com) or <http://www.event-management.com>)

**Where To Focus Your Pitches.** Local radio shows on the 250-watt or 1,000-watt AM stations are a great place to start. There's also internet radio, which is becoming more popular and could be another good way to get started. With more radio shows going to national programming the weekend programs are also the best place to find radio shows that are looking for guests.

For TV go after your local morning news programs or weekend lifestyle segments. And there's also community-access cable, which can be relatively easy to get on and can provide wonderful experience and a way to build up your confidence on camera.

## 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>)

Pen American  
<http://www.pen.org>

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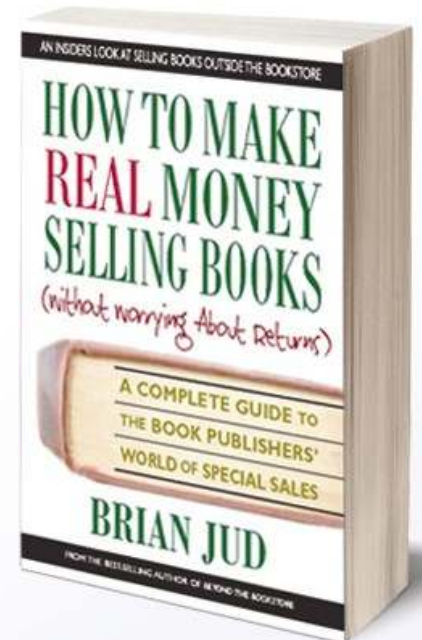
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( <http://www.bookmarketingworks.com/index.php?pg=bookstore/bookstore.htm> )

Contact Information for Brian Jud

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Brian is also an author and book-marketing consultant helping publishers market and promote their books to increase their sales and profits. Find rated lists of suppliers to publishers at [www.bookcentralstation.com](http://www.bookcentralstation.com). Brian is a media trainer, frequent speaker at publishing events and host of the online Publisher's Bookstore listing many discounted titles on publishing, publicity, planning, marketing, publishing law, design and writing. Contact Brian at P. O. Box 715, Avon, CT 06001; (800) 562-4357; [brianjud@bookmarketing.com](mailto:brianjud@bookmarketing.com) or go to <http://www.bookmarketing.com>