

Here is your December 24 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 Michael Larsen.

My newsletter is sent by subscription only. Please pass this information along to people you feel may benefit by it. If there were any problems with this delivery, please let me know. If you prefer to have this **sent to you as a pdf**, please reply with "pdf" in the subject line or body copy. If you no longer wish to receive this -- or if you received it in error -- please reply with "**Remove**" in the subject line.

All of us at Book Marketing Works wish you success in your book-marketing efforts, Brian Jud

[Click here](#) to view this newsletter as a pdf document

[RSS](#)

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 26, Number 266 December 24, 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**

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 12/21/12

<u>Title</u>	<u>Quantity</u>
<i>Bounce Back and Win</i>	1300
Parkers Wine Buyers Guide	500
Hugh Johnson's Pocket Wine book	500
Oz Clarke Pocket Wine Book	500
The NY Times Book of Wine	500
Adventures on the Wine Route	500
How to Keep Medicine from Children	1000
The First 8 Days of Being a Mom	100

Upcoming Webinars & Events

All are 6:00 pm to 7:30 Eastern Time

January 3: How to Get on the Air and Sell More Books on TV and Radio Shows

Do you want to sell more books on TV and radio shows? This personal media-training course will show you how to get on more shows and appear confident while delivering your message convincingly, with your words and actions. Learn how to use memory techniques if your mind goes blank, discover proven techniques to use when taking calls from listeners and find new ways to improve your telephone interviews. You will also learn how to become the perfect television guest by using your body language, gestures and facial expressions strategically and confidently.

Sign up at: <https://www1.gotomeeting.com/register/734953792>

January 17: How to Create a Great Book Cover and Page Layout

A book cover is the package you show to the world, to convince people to buy your book. A great cover is part art and part science, but mostly business. Brian Jud and Michele DeFilippo join forces to give you the marketing strategy behind a successful cover, and how to produce a great cover design.

A cover that successfully competes with the best sellers is crucial to publishing success. If your cover is well designed, buyers will overlook the fact that they never heard of you. If the design is poor or homemade, they'll buy the book that looks more credible.

This webinar will contrast homemade and self-published covers in several genres with those that have been professionally designed, so that you'll recognize the difference and work with your designer to give the buying public the level of cover design that is proven to work.

Tips include working with a book cover designer and advice about how to prepare the interior of your book to industry standards as well.

- Learn the expert's tricks to making a GREAT cover.
- Find out what book buyers want.
- Hear what NOT to do, if you want a professional cover.

Sign up at: <https://www1.gotomeeting.com/register/274503264>

January 31: How to Distribute and Price Your Book Profitably

Most publishers spend their time trying to make their books fly off the bookstores' shelves. But first you have to get them on the shelves. Selling books through retail outlets requires a distribution network. In this webinar you will discover how to find, contact and work profitably with distribution partners for the trade and special markets.

Determining the optimum price is one of the trickiest endeavors you can face. Set it too high and you will lose business; too low and you will damage your bottom line. Brian will show you how to set a price for your book that will lead to maximum profits.

Sign up at: <https://www1.gotomeeting.com/register/754912864>

Special Announcement: New Leadership at SPAN (Small Publishers Association of North America – www.spanpro.org)

Effective December 31, 2012, Brad Flora will be resigning from his position as the head of the Small Publishers Association of North America (SPAN). I will be stepping into the responsibilities and leadership as SPAN's Executive Director, effective January 1st, 2013.

The current membership benefits will continue. The SPANnet online community and the premium educational content at SPANpro.org will develop and grow. The existing educational programs will be expanded to include more book-marketing webinars, articles, conferences, and blogs.

Perhaps the biggest change will be a new emphasis on non-bookstore marketing to help independent publishers sell more books in large quantities. I will introduce new services such as consulting, cooperative marketing programs to reach buyers in corporations and at trade shows, distribution programs for selling through non-bookstore retailers, and a new networking function to reach more people who can buy your books.

If you have any concerns or questions about the transfer of leadership, feel free to contact me at BrianJud@bookmarketing.com or Brad Flora at Brad@SPANnet.org.

Notes From the Front Lines

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

Discovering the Best Market for your Title. When we think of marketing and selling our title, we often make the mistake of thinking in the singular rather than the plural tense. When people come to Midpoint Trade Books seeking distribution for their title, we often hear "I must have this book in Barnes & Noble and other book stores." But is this true? Think of the old Broadway shows: did they open on Broadway? Almost never. Instead, they would open in places like New Haven and slowly work their way to the "Great White Way." While on the road, they would continually refine the rough spots, responding to the reaction of audiences with each show. Why? Because this process enabled the producers to reduce the risk of failure. The bigger publishers have usually tested their books because the author has often achieved name-brand status. But smaller publishers do not have the resources to compete directly in this arena. Therefore, they should entertain alternative marketing strategies including developing alternative channels of sales and distribution for their titles. Many books start in "New Haven" and many never get to "Broadway" but some do and the pay off can be tremendous. The point is to start modestly, find your market, build it and the rest will follow.

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>)

Sponsored books are those you are commissioned to write. There may be an institution that wants your book printed and will offer a large advance order. For example, when we wrote our book on the Frisbee, the Wham-O Manufacturing Co., which makes flying disks, might have wanted to help the publication of the book, thinking the publicity could help their sales. With this sponsorship, they might have asked for some sort of cover credit, such as "Published in Association with Wham-O." Such an endorsement is to your advantage, because it lends credibility to the book.

You're On The Air

(Eric Marcus, former producer for Good Morning America and CBS This Morning)

A good guest is an engaging guest. Lively. Funny, if appropriate. Someone who knows the length of the show and can adjust the length of his or her answers accordingly.

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: Applied imagination

Jud: It is not enough to have a creative idea because creativity in itself does not lead to sales. Creativity is simply the ability to find something new by rearranging the old in a new way. It is not necessarily a "bolt out of the blue" -- although it can be. Implement your ideas, even if they seem unwieldy at first.

There are techniques you can use to stimulate your thinking to come up with new ways of solving marketing problems or seeking different directions. Creativity is ...

... a tool, not an end unto itself. It is a technique you can use to stand out from the crowd in a positive way. It is a device that can make your promotional efforts more unique and perhaps more memorable and successful. Use this tool to plan new titles, implement a new pricing program or sell your books to different market segments.

... a different way of doing something. It is an outlook, an attitude, the ability to search for more than one right answer and the capacity to look at what everybody else sees but think something different. You apply your creative talents when you think of a new cover design for a book, or when you decide to sell your books in airport stores or to the military in addition to bookstores.

... fun. Innovation can be as enjoyable as it is productive. What if you, as an author, set a goal of writing three pages every day. You can still write your three pages on those days when your writer's block is larger than a city block. Just set your computer to display your work in 72-point type.

Innovation is resourcefulness, the ability to look at a task and find new ways to perform it. It is a playful way of looking at ordinary events, stimulating your thinking and inventing new ways to accomplish results. New ideas are neither right nor wrong — they are simply different. They are round pegs that do not fit into square holes.

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 the next issue of *Book Marketing Matters*.

Step Six. Find lists of people to contact. Knowing the segments in which your potential customers gather is not enough. You are not selling to segments, but to *people in those segments*. Learn the organizations that might be prospects, then the names of the individuals to whom you will sell at each.

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.

The Cover Story – Tamara Dever

(Owner/Creative Director, TLC Graphics. For more information about producing beautiful and saleable books, please visit www.TLCGraphics.com)

This book promotes social understanding in children with autism spectrum disorders (ASD) and these Social Stories™ have become a standard approach for teachers and parents all over the globe. We were asked to update the cover and interior of this book for its tenth anniversary edition and the design (inside and out) surely reflects the book's move into a new decade. The use of several photos (instead of clip art), a fun color scheme, anniversary banner, CD icon to show off a new feature, and celebration banner all balance nicely together despite the sheer number of elements on the cover. After its release, the sales of this book skyrocketed 97% over sales exactly one year prior. Who says design can't affect the bottom line?



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.)

Who owns the copyright if I collaborate with someone else on my book? When two or more writers or other creative people collaborate to create a copyrighted work and intend that their individual contributions be combined into a single interdependent work, by default, all of the contributors share equally in ownership of the copyright. This is true even if the participants contribute different parts to the whole or exert unequal effort (as when a celebrity lends her name to a project but the writer actually creates the manuscript).

- Of course, the collaborators can (and should) enter into a written agreement that details specifically who owns what; how much money (if any) each contributor will receive; who is responsible for what; what happens if a collaborator dies becomes disabled, or does not stay with the project to its completion; how the credits will appear; and in what name or names the copyright will be registered. Remember
- The name, address, and electronic signature of the complaining party [512(c)(3)(A)(i)]
- The infringing materials and their Internet location [512(c)(3)(A)(ii-iii)], or if the service provider is an "information location tool" such as a search engine, the reference or link to the infringing materials [512(d)(3)].
- Sufficient information to identify the copyrighted works [512(c)(3)(A)(iv)].
- A statement by the owner that it has a good faith belief that there is no legal basis for the use of the materials complained of [512(c)(3)(A)(v)].
- A statement of the accuracy of the notice and, under penalty of perjury, that the complaining party is authorized to act on the behalf of the owner [512(c)(3)(A)(vi)].

Once notice is given to the service provider, or in circumstances where the service provider discovers the infringing material itself, it is required to expeditiously remove, or disable access to, the material. The safe harbor provisions do not require the service provider to notify the individual responsible for the allegedly infringing material before it has been removed, but they do require notification after the material is removed.

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>

Common blunder boo-boos surface in creating and publishing your book. Last issue I touched on editing. Here's #2 blunder: **Believing that your book is for everyone**. Get over it—your book isn't for everyone—that's a fantasy. Could it sell zillions of copies to lots of people? Sure—but not everyone.

Savvy authors-to-be learn early on that a book that has a niche market can gather a following—followings lead to book sales and chatter. Chatter is good.

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)

LLCs are not subject to double taxation by paying taxes on income and shareholders being taxed on dividends like a corporation. An LLC is what the IRS calls a "pass through" entity. All of the profits and losses of the LLC "pass through" the business to the owners who report this information on their personal tax returns. The LLC itself does not pay federal income taxes, but some states may impose an annual tax.

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)

You can't just pick up the phone or make a wish and, presto, you're on Oprah. You have to build incrementally, step-by-step. Start small and locally; approach civic, community, and religious organizations. Develop a series of talks for the Y, your church, or the Rotary Club and then move up. Talk to everyone you know, network, beat the bushes. Find places to start, get bookings and work your way up. Make your initial mistakes locally and build a devoted following close to home. Take speaking, voice or acting lessons, or hire a media coach. Join Toastmasters and the National Speakers Association. Tape your performances; critique them; and practice, practice, practice.

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)

Avoid depending exclusively on yesterday's personal branding tools. When exploring ways to write a book to build your personal brand, be open to new ideas and avoid placing too much attention on yesterday's tools. Yesterday's route to success involved writing a high-visibility book that was displayed in prime locations at retail book stores. Success was frequently a long time coming, as authors would focus on writing a "big book," carefully argued thought-leadership book that trade publishers would take a year, or more, to bring to market.

Now, living in an ebook and search engine world, success often comes from publishing a series of shorter, focused, and practical ebooks that appear more often, are less expensive, and are promote online and to specific market segments. The success of Amazon.com's Kindle wireless ebook reader, digital print-on-demand, and other technologies is opening new ways to publish and promote your ideas.

It's up to you, however, whether or not you profit from today's exciting publishing options. The first step is to maintain an open mind as you explore the new publishing formats and alternatives.

The Very Idea

(Editorial by Brian Jud)

You may have worked very hard this year without making the progress you had planned. What unforeseen circumstances are making your progress more difficult? Don't let negative baggage from 2012 hold you back in 2013.

DARE to do better next year:

Discover new markets in which to compete. Try different actions. Find new revenue streams and build a steady flow of profits.

Adapt your marketing plans to better fit your books, personality, goals and resources.

Respect yourself. Rid yourself of negative thoughts that could be dragging you down.

Empower yourself. Don't let the naysayers hold you back. Set your sights on a firm objective and don't let go. Keep marketing your books with a dogged determination and you will see your sales grow.

I wish you great success in 2013.



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)

Begin your 2013 plan with the right goal, or your strategy may be misplaced and ineffective. Poor strategic direction often results when goals are defined in terms of unit or dollar volume, with profits assumed to follow.

Marketing Strategy

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

Strategic marketing planning is knowing what marketing tools are available and how they can be combined for the greatest impact. Strategic thinking will tell you if a particular title will be beneficial for your business before you begin the details of publishing it. It will make you aware of the different distribution options that are available before you choose one. Strategic thinking will help you recognize the impact your book's price will have on your customers and your bottom line before you go to press. The strategy of implementation differs from the details of implementation.

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)

Take some time to see what other authors who reach your target audience are doing. If you find yourself lingering on the site, make note of what has captured your interest. If you take a glance and leave, go back and figure out why you weren't intrigued. Put those insights to use in your book site.

Booklet Ideas – Paulette Ensign

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

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

Gloom and Doom

Has your personal enthusiasm dwindled on your topic? Your tips booklets and your other products and services continue selling well, yet you feel like you're in a major rut and have no clue how to get out of it.

You dread sitting down at your computer to write or going to a speaking engagement. It's all such old hat to you that you're bored out of your gourd. How many times can you tweak the same old stuff to keep you engaged, stuff that others view as brilliance coming from you? What can you do to add some spice to that bland dish so you are once again enthused?

Choices

This can be easier than you think, without requiring you to do major surgery on your entire business. After all, you've been doing it for such a long time. Throwing out all your notes and all your products really isn't necessary, and here's why. You have choices on what to do next. That's right, choices you might not have noticed the more rote your presentations and products became for you over the years.

Let's say your topic is time management. That's a broad topic, yet one that many people address whether you are a consultant, a coach, a professional speaker, an author, or any combination of those. Somewhere along the line you found yourself with clients in maybe one or two markets. Maybe it was financial services or academicians or parents or food service professionals. You've heard the same questions from those folks to the point where you can easily complete their sentences, and may even want to scream!

What's Next?

So now what? Your contacts are well established, you know your content like the back of your hand (which is both part of the problem and part of the solution), and you've got all these products and services. You still want to be in business. You just want to be enjoying it again, and who can blame you?

Remember about those choices that you have? It's time to pick one or two. Start by noticing a different group of people. Notice people you are drawn to professionally in a tangential field. They could be vendors you see at a conference where you speak. Or notice the people you enjoy being around during your recreational or community activities. Are they folks who can benefit from your knowledge? It's very likely that they are.

Make it Easy

Having casual conversations with these people you know in other settings and in other contexts starts to bridge the gap. After all, you already know them in some way, so that part keeps it as a warm beginning to a potential business relationship. You can show them the tips booklet you created for the prior audiences as a sample of something you did. It gives them an idea of what you do and what you can do for them, while being an informal show-and-tell in the process of getting to know each other on a different level.

As you venture into new directions, you'll see what appeals to you and what doesn't. A conversation that's easy and stimulating for you is a good indicator of which new direction to point your business. Before you know it, you'll notice your enthusiasm has returned. The people in your life will wonder what happened as you come back to life again, and you get to share your "new" business with them, too, one tip at a time.

ACTION: Take stock of the people and activities in your life that you truly enjoy, the ones you can hardly wait for them to appear. Contact the people or go to the events one at a time to explore casual conversations with people to see whether what you have is a match for you and for them.

Guest Columnist – Michael Larsen

(Michael Larsen-Elizabeth Pomada Literary Agents / Helping Writers Launch Careers Since 1972
larsenpoma@aol.com / www.larsenpomada.com / 415-673-0939 and The San Francisco Writers Conference /
February 14-17, 2013 / www.sfwriters.org / sfwriterscon@aol.com)

Creating a Literary Ecosystem: The 10 Essential Elements of a Successful Writing Career

You can create a literary ecosystem: a balanced, organic, evolving, sustainable, inter-dependent, international, environmentally sensitive community. Your system will be unified by two holy trinities and by passion, interest, service, connection, and commerce. The ten circular, integrated elements of your literary ecosystem will be

- **Passion**—your love for creating and communicating your work
- **Purpose**—literary, publishing, and community goals that inspire you to achieve them
- **Professionalism**
 - knowledge about writing, publishing, and your field
 - the holy trinity of craft: reading, writing, and sharing
 - the holy trinity of commerce: communities, a platform, and test-marketing
 - using the technology you need to succeed
- **Perspective**—understanding that developing your craft and career is a long-term process
- **Products and services**—being a contentpreneur by producing a steady stream of work in your field in different forms and lengths that you re-purpose in other media
- **People**—win-win relationships with engaged, committed, growing communities of people you serve who want to help you, because they know, like, and trust you
- **Platform**--your continuing visibility, online and off, on your subject or the kind of book you write with your communities and potential buyers
- **Pre-promotion**--test-marketing your work in as many ways as you can
- **Promotion**— serving your communities by using your passion and platform to share the value of your work
- **Profit**—what you need to achieve your personal and professional goals and maintain the system

The importance of each element will vary, depending on what you write. Promotion and test-marketing will be more important for a book than a blog post.

Your ecosystem has to keep learning from and contributing to your communities, the hyper-connected human family, and the planet. Your system will continue to build synergy as long as you sustain it by enriching its soil with content and communication. Make cultivating your ecosystem a lifelong quest. You will accomplish more than you can imagine.

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>)

aStore

<http://astore.amazon.com>

For writers seeking their own store featuring Amazon products, this site is worth investigating. aStore by Amazon is a fast and easy way to create a professional online store that can be embedded in or linked to or from your website. Writers can choose products to complement or augment their offerings.



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

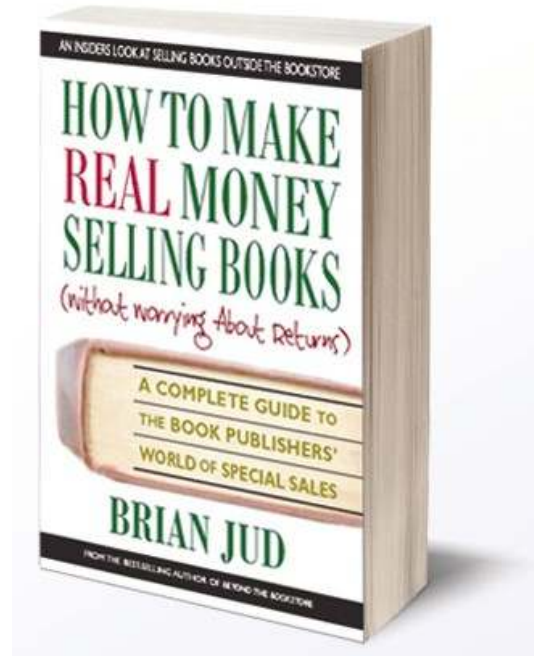
Sell more books, more profitably to non-bookstore buyers

The most current and complete resource for increasing your sales and profits in non-bookstore markets.

The ultimate do-it-yourself guide to selling your books in large quantities with no returns. Not just who to contact, but when and how.

\$24.95

[Order now](#)



Do you need a jump-start to get your sales moving? Do you have a quick question or two about how to get started in special sales?

If so, consider a one-hour consultation with Brian Jud. Get answers that will ignite your sales efforts. Brian can help you create a quality product, distribute it to markets you may not even know exist, price it profitably and promote it more effectively so you can...

Sell more books

Beat your competition

Become more profitable

Sell in untapped, lucrative markets

Minimize -- if not eliminate -- returns

[Click here for more information.](#)

Do You Want to Increase Your Sales, Revenue and Profits?

A one-day workshop *in your office* -- customized *to your titles* -- shows your staff how to make large-quantity sales
[Learn more!](#)



SPIRAL NOTEBOOK WITH PEN

Sales Promotional Items

Use coffee mugs, pens, and thousands of other items to increase awareness and sales of your books.

Get a unique item -- a [bookmark](#) that actually grows flowers when planted. Print your message on it!



Book Central Station™

The place to find book-publishing suppliers, based on referrals from previous users. *Book Central Station* is the only place where you can find people to help you write, publish and market your books – with ratings posted by previous clients. At *Book Central Station* you can scan a list of suppliers, look at reviews of their work and make an informed decision to choose the ones with which you will work. And you can post your own experiences with them, too. Sign up for your FREE trial at <http://www.bookcentralstation.com/trial.asp>

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

To subscribe to *Book Marketing Matters* click here: <mailto:brianjud@comcast.net?subject=subscribe>
I won't share or sell your email address.

Discover even more information about non-bookstore marketing by visiting the *Special-Sales Tip of the Week* at www.bookmarketing.com

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>