

Here is your February 6 edition of the *Book Marketing Matters* special-sales ezine by Brian Jud. It contains regular columns with tips from Dan Poynter, John Kremer, Guy Ahtzahn, Rick Frishman, Eric Kampmann, Paulette Ensign, Judith Briles, Gail Z. Martin, Tonya Evans and Roger C. Parker. The guest columnist in this issue is Annie Jennings.

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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 3, Number 243 February 6, 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 2/3/12

<u>Title</u>	<u>Quantity</u>
1001 Easy Slow Cooker Recipes	1500
Solar System: A Visual Exploration	1500
Exploring the Night Sky:	1500
Deni Quick and Easy Cookbook	1500
1001 Easy slow Cooker Recipes,	1500

Upcoming Webinars & Events by Brian Jud

How to Successfully Sell Fiction Books Sponsored by CreateSpace

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.

Thursday, February 16 at 6:00 pm Eastern time
Sign up at <https://www1.gotomeeting.com/register/261714809>

Get Your Words’ Worth: Increasing the Impact of Verbal Communication in Marketing – Sponsored by SPAN

The words you use when communicating to your prospects, audiences and customers can work for or against you. If you use the right words your media appearances, rear cover copy, personal presentations and publicity can help increase your sales. In this webinar you will discover ways to create powerful, positive and motivating marketing material simply by choosing the right words. You will learn creative tips for getting the immediate attention of people reading your letters and emails. And you will learn the seven words that are guaranteed to make a positive impact on any reader.

Thursday, February 23 at 6:00 pm Eastern time
Sign up at <https://www1.gotomeeting.com/register/173550001>

Upcoming In-Person Presentations

Speaking at IBPA’s Publishing -University on March 10 in San Francisco (Sheraton Fisherman’s Wharf). I’ll be speaking about non-bookstore marketing. <http://tinyurl.com/7bx3xwn>

Attend my presentation about non-bookstore retail marketing at the Publishing Business Conf in New York City, March 19; For more information or to register visit: <http://www.publishingbusiness.com/>

Are you introverted? Still want to market your books? I’ll show you how at the Author U Book Extravaganza, May 3-5 in Denver; <http://tinyurl.com/79v7dnz>

Attend the CT Authors & Publishers Association’s 1-day marketing university; sign up for a free consult with me and/or an agent; May 12, Hartford, CT <http://tinyurl.com/6unok49>

Notes From the Front Lines

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

What is the difference between a wholesaler and a distributor? Confusion reigns when we get down to defining the different activities of book wholesalers and book distributors. I tried to clarify the situation several years ago by redefining the term "distributor" to "publishing services company" but to no avail. It is important to accurately distinguish the two types of activity because they are very different in both emphasis and kind. The book wholesaler should be seen as a service provider to bookstores. They do not create demand; rather they efficiently respond to demand whatever the cause and whatever the title. They envision their task as serving the interests of bookstores and similar outlets with their main object of getting product A to store B in the shortest possible time and at the lowest possible cost. Look at them as a kind of UPS or FedEx of the book business. On the other hand, book distributors represent the interests and activities of book publishers. Instead of hiring your own sales and marketing personnel and running your own shipping, storage and returns processing warehouse, you would outsource all of these activities to a book distributor who focuses on these activities on your behalf. Unless, you are doing over \$5,000,000 in book sales, you should seriously consider the book distributor option. It may actually cost less and at the same time provide marketplace clout because the distributor represents many publishers to the marketplace.

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>)

Review copies and articles. Don't send review copies or articles to large newspapers. For a nonfiction book, The New York Times is not your audience. Very few of their readers are interested in your subject. Instead, send review copies to specialized magazines and newsletters.

For example, there are 68 parachute magazines and newsletters worldwide. When I send them review copies of a new book, they all review it. Readers want to know about new informational products. Editors know this and want to share information on new products with them.

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)

We are here to help you sell books. We will provide you with 200 "Seeded bookmarks" (A piece of the bookmark can be planted in a flower pot, and bloom to a beautiful floral arrangement), for you to send to companies who you think could use your book in their business.... To help grow sales, increase foot traffic, educate employees, whatever. Send the bookmarks to owners telling them that for a five-minute phone call, you will tell them why your book will help them make money. Whether they use the bookmark or sell it in their business, you are a winner and you are growing sales automatically. For details visit <http://www.premiumbookcompany.com/PlantablePage.pdf>

You're On The Air

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

Speak English and not jargon; one of the problems many people have is they're so into the details of the subject at hand they expect everybody to know the shorthand. If you're in the business you know what they are, but most of us don't.

The Cover Story – Michele DeFilippo

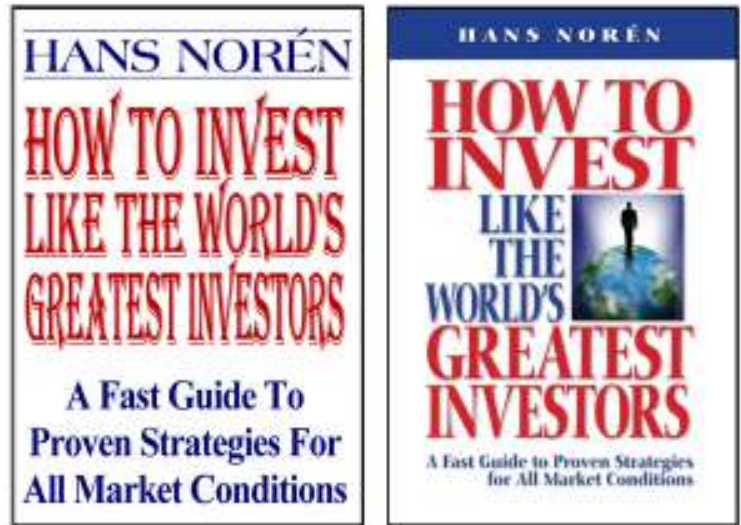
(1106 Design, LLC, Book and Graphic Design, <http://www.1106design.com>, Michele@1106design.com

(602) 866-3226 Fax (602) 866-8166)

Every book cover presents a unique challenge. In this example, the task was to corral the lengthy title and subtitle while maintaining a focal point to draw the eye. (The author requested that the same colors be used.)

The “before” version contained a disturbing mixture of fonts. Formal for the author’s name, “snake oil” for the main title, and conservative for the subtitle. All the type is nearly the same size and difficult to read. The eye does not know where to land first. Overall, the cover design does nothing to inspire credibility about the content.

The “after” version uses larger type to emphasize the most important words in the title. The picture of someone “on top of the world” draws the eye and conceptualizes the results that the buyer can expect to achieve by following the advice inside. Conservative, serif type from top to bottom suggests stability and credibility. The author’s name is highlighted in the top bar to draw the eye upward without competing with the title. The size of the subtitle ensures that



Before

After

it doesn't compete for attention with the title and will be read last.

With a skilled cover design firm on your team, even the challenge of an overly long title and color restrictions can be turned into an eye-catching cover.

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.)

The concept of fair use should not be confused with the concept of public domain. When a work is in the public domain it has no copyright protection. Therefore, the public—rather than a particular individual or entity—owns the work. A work might be in the public domain for one of four reasons:

1. The term of copyright protection has expired
2. The owner failed to fulfill a requirement and lost copyright protection
3. The work was created by the U.S. Government
4. The owner dedicated the work to the public domain

As a rule of thumb, registered works created before 1923 are now in the public domain.

The Book Shepherd

(Dr. Judith Briles is a Book Shepherd and Author Advisor/Coach and radio host (see below); reach Judith at Judith@Briles.com, www.TheBookShepherd.com or www.AuthorU.org)

Do You Have Author Fatigue Syndrome? Wouldn't you love to be able to pick up a pen/pencil or open a blank document on your computer and breeze through the article or chapter you are thinking about ... basically having it completed within a short period of time? Or how about structuring the marketing program you've been thinking about for the past six months, but somehow summer got in the way? Your desk is clear—calendar open and there are no hiccups or obstacles to block your creative waves ... yet ... yet, it's just not flowing.

You just may have Author Fatigue Syndrome! The brain cells have taken a hiatus. You are pooped and a cruise is sounding mighty fine right now! If you are feeling a tad overwhelmed ... or just plain blocked on going forward, try these tips to get you back on track:

Take a piece of paper and divide it into four sections. In the upper left, label it ASAP—those are the items you need, really need to deal with. In the upper right, put 7 Days—these items you have to address within the next seven days—the order of importance is not relevant. In the lower left, write 30 Days—these are the items/events you need to tackle within the next month. The last column should be labeled Future. There's no rush in dealing with any items in that list.

Now, go back to the first ASAP section—those items that need your immediate attention. One option is to cross one or several off the list with a decision that they can't be dealt with and are in the wrong box. Items in the 30 Days box are to be ignored for now, as are those the Future and 7 Days. You are dealing with ASAP. Stay focused—it's so much easier to acknowledge that you can't deal/do something in the here and now but can address it next week ... then let next week arrive. Meanwhile, the ASAP list gets whittled down. I'll add more tips in the next column.

NOTE: New radio show with Dr. Judith Briles, *The Book Shepherd: Your Guide to Book Publishing ... Everything You Want to Know, But Didn't Know What to Ask* is live every Thursday at 6 pm EST. You can listen live, call in or download and listen to the podcasts or via iTunes. www.RockStarRadioNetwork.com/Shows/YourGuideToBookPublishing

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>)

While the major mail-order catalogs drive a hard bargain – requiring as much as a 60 to 70% discount – they can move a lot of books. Not only that, but the exposure they give your books to their customers will often result in spillover sales through bookstores. Where else could you find outlets that are willing to pay you so they can advertise your books to as many as five million people?

Thrifty Author – Gail Z. Martin

(Gail Z. Martin, from *The Thrifty Author's Guide to Selling and Promoting Your Book Online (coming Fall, 2011)*; gail@dreamspinnercommunications.com or www.GailMartinMarketing.com)

You can actually make money on every sale generated by the link on your website even if the sales occur through Amazon or another online retailer by signing up for an “affiliate program.” An affiliate program essentially pays you a commission (on top of your usual royalties) when you send buyers to the partner site. You can sign up directly with big retailers to be their affiliate, or you can use a one-stop site like CommissionJunction.com to centralize your affiliate relationships in one place. Just remember that you'll need to report any affiliate commissions as income when tax season rolls around!

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)

Most writers self-edit as they write. They decide which words to use and the order in which they will use them. Writers continue to edit as they build sentences, paragraphs, sections, and chapters. “Experienced writers have usually learned the craft. So they have a stronger self-editing element in their writing,” Katherine Ramsland observes. “They have learned to map out their words and sentences as they write, where it’s a struggle for beginners or people who don’t write regularly. Writers who write regularly—every day—have a stronger sense of structure, rhythm and grammar; so much of the editing process is built in by their experience. Experienced writers have the basics deeply ingrained, it’s in them, it’s a body memory, so they don’t have to be so conscious of it, because they do it automatically.”

When Dr. Brenda Shoshanna writes, she includes items that she hadn’t originally planned to include. She moves straight through, from chapter to chapter, without heavily editing or revising and concentrates on getting ideas and information out. She doesn’t go back and edit until she’s completed an entire first draft, because she believes that writing and editing call upon different parts of her brain.

The Very Idea

(Editorial by Brian Jud)

When you sell books to retail buyers, they typically sell your book off-the-shelf, as it is. But when you sell books to non-retail buyers -- such as those in corporations -- they use your book as a marketing tool. Their objective is not to sell your book, but to use your information to increase their sales, improve their image or help their employees. They may use your book as a premium, ad specialty, gift, selfliquidator, prize or a way to motivate or train employees.

In order to reach their objective they may want to customize your book to suit their purpose. Customization may be as simple as adding their logo on the cover. Or, it may entail re-purposing your content in a different form -- perhaps as booklet, DVD or other format. The point is that when selling to corporate buyers first ask what they need. Then you find a way to provide your content in a way that meets their objectives. If you can do that, you are well along the path to making a sale. If the shoe fits, they’ll wear it.



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)

When your book is finally published, the real work of beginning and sustaining its momentum begins. However, the entire process is more rewarding and productive if it begins in advance, building steadily upon a strong foundation of strategic planning and effort.

Booklet Ideas – Paulette Ensign

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

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

Market first, create second. That means finding out what is important to your people. You may have had a moment of brilliance for a new tips booklet topic, a series of tips booklets, a new format for the content, or a new related service that got your enthusiasm to fever pitch. That's great if anyone else feels the same way you do or anywhere close to it, and is willing to spend money on it. Ask your people what they want. In fact, ask them several times, in different ways and in different formats. You'll probably have different people responding each time, which gives you a wider range of information. Ask the questions differently and ask in different formats - true and false, multiple choices, open ended questions. When you compile the results, you may be very surprised by what you learn. It could dead-end your original thought, take it in a completely different direction, or confirm that what you had in mind actually has receptive buyers.

ACTION: Capture the basic concept of a new booklet, a new series of booklets, a new content format, or a new related service so you can revisit it after you survey your people. Compare the feedback results with what you originally had in mind. Then and only then move forward based on what your market tells you. It may be better than you ever imagined. Turn your tips into products and your tips products into moneymakers.

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)

Save time by customizing the toolbar of your web browser. One of the easiest ways you can increase your productivity is to improve access to the websites you frequently update by customizing your Internet browser. Most recent browsers allow you to add or customize their toolbars. This allows you point and click access to the sites where you frequently add new content or edit existing content. For example, here are the links I have added to my web browser:

Blog log-in. I can go directly to my WordPress log-in page, which makes it easier to get started adding new posts and approving comments.

Google Calendar. This is a great timesaver, as I access it several times a day from both home and office. EzineArticles. I have committed to writing 100 articles in 100 days. I typically start articles and save them as drafts early in the day, then return later to complete them. I also frequently return to check my readership statistics.

Website log-in pages. Several times a day I update content at Published & Profitable and at www.designtosellonline.com.

In most cases, you begin in the View menu where you locate the commands necessary to add and edit the Links Toolbar. Each browser, however, has its own nomenclature, however, so you may want to access the Help menu, too. When adding new URLs to your Links Toolbar, edit them to the bone. You only need a "shorthand" word or two to describe the URL link, not the full page title.

Marketing Strategy

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

Addressing a competitive difference of value, need or access is not sufficient to set you apart from your competitors. Use branding to convey reinforce positive beliefs about your book's attributes and to communicate an experience, feelings, associations and/or memories.

Guest Columnist – Annie Jennings

(Contact Annie Jennings, Annie Jennings PR at 908.281.6201, annie@anniejenningspr.com or <http://www.anniejenningspr.com>)

Your Website Bio Page. If you have credentials let the media know right away. The more credentials and accomplishments you have in your area of expertise the better your chances are of being chosen by the media for the placement.

Also include all of the topics you can discuss as well.

Be sure to lead with a great color picture of you – one that is engaging, well-groomed and offers the viewers a glimpse of your personality.

Do not use your driver's license picture!

Your bio page should be conversational in nature and not a copy and paste of your C.V. or resume. The idea is that you want your bio to tell a story about you, your expertise, who you are and in the end, answer the one question the media has, which is, are you the perfect expert for them?

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>)

Blogs — Freelance Writing Jobs

<http://www.freelancewritinggigs.com>

Freelance Writing Jobs began as a way to help writers, especially work-at-home moms, find paying work. This site offers free info on places to find freelance writing and blogging jobs, especially those that pay well. The lists are updated weekly, and there are tips on how to market yourself as a freelance writer and how to tell if you're spreading yourself too thin. Most if not all the content is free.



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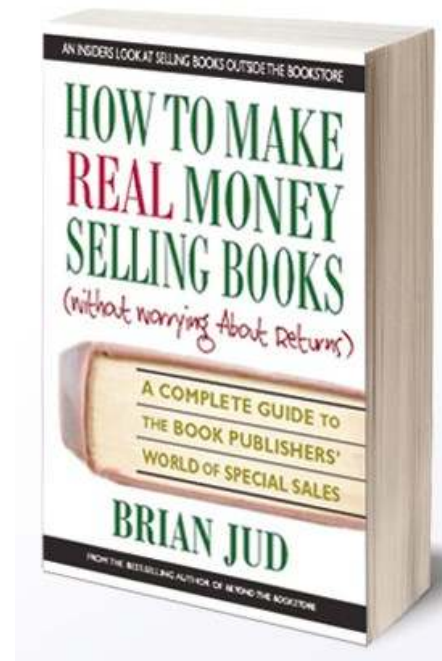
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Check out the Writers and Publishers Bookstore and give your favorite books a “Thumbs Up Rating.” Discover and rate the best books on writing, publishing and marketing
(<http://www.bookmarketingworks.com/index.php?pg=bookstore/bookstore.htm>)

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>