

Here is your February 20 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 Stephanie Barko.

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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 4, Number 244 February 20, 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 2/17/12

<u>Title</u>	<u>Quantity</u>
Managing Brand Equity	300
The 22 Immutable Laws of Marketing	300
A New Brand World	300
A Master Class in Brand Planning	300
A Flower with Love	100
How to Be Mildly Brilliant	100
Easy Spanish Phrase Book	700
See It and Say It in Spanish	700

Upcoming Webinars & Events by Brian Jud

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>

IBPA's 24th Annual Publishing University March 9-10, Sheraton Fisherman's Wharf, San Francisco

No matter what stage of publishing you are in—an author-publisher, a beginning publisher, a more experienced publisher—IBPA Publishing University, in a new location on the west coast for 2012, brings you hands-on tools and techniques to succeed.

- 24 breakout sessions including the hottest how-to topics in publishing led by industry experts
- General sessions featuring the movers and shakers of the industry
- The opportunity to “Ask the Experts” in **your own private consulting session** with me and others
- Formal and informal networking with colleagues and future mentors
- A dedicated track of sessions designed to guide self-published authors and brand new publishers in choosing their best options.

I have arranged a special IBPA member pricing at a \$100 discount on full tuition! Visit www.ibpapublishinguniversity.com. Choose “Member Registration” and when asked for a user id and password, enter JUD2012 for both to register for member pricing at a \$100 discount. Be sure to include JUD2012 in the referral box as well. Call or email the IBPA office at [310-546-1818](tel:310-546-1818) or info@ibpa-online.org with questions.

Upcoming In-Person Presentations

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)

Do Distributors Charge Too Much For Their Services? Given the explosive growth of independent publishing within the trade publishing community over the past ten years, the role of “distributors” has become ever more crucial. Still, the fairest answer to the question “Do these services cost too much?” is, “it depends.” I personally believe that the charges for distribution services should be transparent and predictable.

By transparent, I mean that “hidden” charges should be minimized. Publishers should carefully scrutinize the contract, looking for extra charges for a variety of activities that might escalate their real costs. There are other issues such as return reserves, storage of books, returns processing fees, catalog charges and other miscellaneous items that need to be looked at and properly negotiated before you might sign a contract. It is better to get these issues cleared up and laid aside early rather than experience regret later on.

By predictable, I mean that the contract should have a single percentage somewhere between 20-30% of net sales, depending on the annual sales volume of the publisher. If you are paying much above 30%, then you should look into the reasons why. If you are a publisher with substantial annual sales of \$2,000,000 or more, then you will probably find that you have a certain level of negotiating power with your distributor.

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>)

Focus your promoting on your market. Pitch people interested in your message. Don't annoy the rest.

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)

Reviews can impact the buyers' decisions in special markets, either positively or negatively. Although they read publishing industry reviews, such as those in Publishers Weekly, they are more likely to give credence to reviews and articles in specialty retail magazines such as Gourmet News or Home Center News. An article about “slow cooking” in Gourmet News might catch a buyer's eye. One buyer says, “then I know it's an important category and I will look for books on that subject.”

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)

Become a Guest Blogger! Expand your social media visibility by submitting occasional posts to blogs created by other experts serving your market.

Your guest postings will introduce you to the attention of new prospects interested in your topic, many of whom may have never been to your site. At the same time, your host benefits by the new ideas and perspectives you bring to their blog, plus they'll like the day off from blogging. It's a win-win situation for both guest and host.

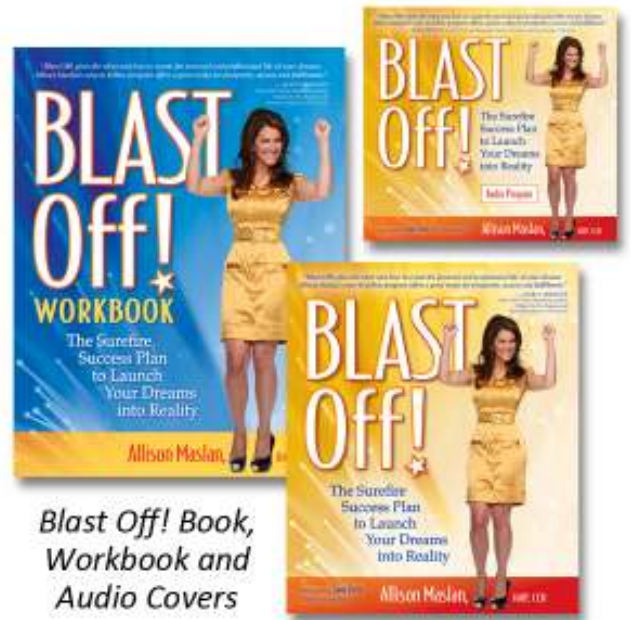
Start by identifying, studying, and- -then- - contacting other blogs in your area and describing the types of topics you would like to blog about. Ask about their preferences, i.e., suggested length and find out whether or not the posts have to be originally written or can be based on posts that have previously appeared elsewhere.

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)

Blast Off! Series

Visually this cover had to excite and ignite. Since the author is also a speaker about her Blast Off! Program, it was important to have her featured on the cover. Sparks and shooting stars add the movement and "blast" to each. The companion workbook was created in the same look but with a different color scheme so that it would be identified with the book but also easily differentiated. The subtitle purposely stair steps up the cover adding movement and leading the eye to the title.



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.)

How much can I quote without permission? There is no set number of words you can use under the fair use doctrine. This doctrine permits use of copyrighted materials for certain purposes listed in the Copyright Act, such as criticism, comment, news reporting, teaching, scholarship, or research. While technically infringing on the copyright owner's rights, these uses are considered permissible; and such fair use can be used as a defense against a claim of copyright infringement. Note that it is not sufficient simply to acknowledge the source of the copyrighted material.

The Copyright Act provides four factors to determine, on a case-by-case basis, whether fair use or infringement exists.

1. Character or purpose of use
2. Nature of the copyrighted work
3. Amount and substantiality of the copied work
4. Effect on the potential market

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>)

The Chicago International Remainder and Overstock Book Exposition is a good show to sell remainders at since it's all business. The show is held in October or November in Chicago. For more information, contact CIROBE, 1501 East 57th Street, Chicago, IL, 60637; 773-404-8357; Fax: 773-955-2967. Email info@cirobe.com. Web: <http://www.cirobe.com>

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)

Dealing with Author Fatigue Syndrome. What author hasn't been stuck ... or just worn out? Here's another tip to get recharged:

3. It's gaze-in-the-belly-button time. What's up? Any thoughts on why you've been stuck or chosen not to go forward with your article, book, work ... what? Acknowledge issues preventing you from moving forward. Maybe you don't love the topic or subject any longer. Maybe there's been breaking news or a morphing in the field that has altered your views. Maybe the hero of your story is really a dud. No matter what, look in the mirror and have a chat with yourself. One of my favorite Keepers is—Don't do well what you have no business doing. If your work involves pulling teeth ... your own ... stop it. It's not fun any longer.

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

You're On The Air

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

Sit down until told to get up and never take the microphone with you. You're not allowed to take souvenirs.

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)

Traditional publishing entails a number of steps that aspiring writers must understand and be prepared to complete. They must realize that publishing is a business, so the books they pitch must have commercial potential, or traditional publishers will probably pass on them. To increase the odds that their books will be successful, publishers now want writers who have national platforms and followings.

Booklet Ideas – Paulette Ensign

(Paulette is President of Tips Products International, Paulette@tipsbooklets.com
Follow me on Twitter: <http://twitter.com/pauletteensign>)

Ever notice how exhausted you are after certain tasks that are not particularly physically taxing? It's often because the tasks don't suit your learning style. Maybe you just read several chapters in a book. You have no clue what you read, you're wiped out from it, and want to take a nap. Or you listened to someone who had a lovely voice, you are clueless about what they said, and you notice you're in some level of overwhelm though the topic was not beyond your realm. The same thing you experienced can also be true for people who want your information, no matter how good your stuff is. Maybe they learn best from listening, yet you only offer your information to read, online or offline. Or they like to read, and their life is so full they cram in learning when they commute or are at the gym. Maybe they like to read and you gave them the basics in the tips booklet. Now they want more, and you are up for writing a book.

ACTION: Start with your tips booklet, no matter what. This provides you (and them) the skeleton for other product formats. If you have to record it first because you don't want to write, then do that and have it transcribed and edited. Then create a whole product line so you can vary the dose you give your clients and prospective clients. This is a simple yet powerful way to do what you love to do while creating a match for your people. They'll thank you with their wallet.

The Very Idea

(Editorial by Brian Jud)

Have a long-term perspective about book marketing. Set goals for one, two, five and ten years into the future, and then update them annually. When you do this, problems lose their intensity. “Dry spells” in short-term sales lose their impact. Bad reviews evaporate. Returns even out.

Would you spend \$20 for a product you know nothing about, created by someone you never heard of? Neither will other people. Spend the time and money to establish yourself as a committed, professional writer.

Some promotion is designed for **short-term exposure** (social networking) and some for **long-term exposure** (advertising, publicity, media appearances, reviews, awards). Other promotion tools are better at **selling** in the short term (direct mail, personal presentations) or in the future (selling to corporations, schools and associations).

Give your marketing actions time to work. Enjoy the ride. There will be many negative events as you travel the path toward your goal, but use them as learning experiences. Take your work seriously, but not yourself. Have some fun along the way.



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)

If you chose a strategy that would expand your product mix, plan the actions you will take to do so. For instance, which current titles are candidates for books-on-tape? Do you need to acquire new titles? If you want to sell books online, how must your web site be changed? Or on what other web sites could you sell your titles? Which current titles could be extended with DVDs or CD programs?

Marketing Strategy

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

When buyers face a variety of alternatives, they want to deal with a brand (author) they trust. Create and project an image to each of your target markets so they understand that you know what they need and have created a product line that will meet their needs. Then use branding to convey facts, beliefs about product attributes; create brand identity and leverage that with new titles and in new markets.

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)

Instead of making reporters hunt for what they want, why not build a specific page for them? That's the idea behind a “News” page on your website. Your News page should have its own clearly visible tab in your main navigation so that reporters (who are usually on deadline and short on time and patience) don't have to poke around looking for information.

Guest Columnist – Stephanie Barko

(Stephanie Barko is a Literary Publicist and may be found at <http://stephaniebarko.com/> or steffercat@austin.rr.com)

Tips for Nonfiction Authors & Publishers. First quarter is the perfect time to refresh your keywords. Are you on page one of Google for your best keyword? When was the last time you tested your keywords on Google Adwords? LinkedIn now allows 50 skills per profile. How many skills are in your profile right now? Encourage your connections to add tags for you, and get found by refreshing your keywords this month.

February special for Nonfiction & Historical Fiction authors: Buy a custom virtual tour, get a virtual video conference for author and following free. Details at <http://bit.ly/xLywZ0>.

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>)

Tom Chandler's Copywriter Underground

<http://copywriterunderground.com>

This site is about more than just copywriting — it truly goes beyond the words and offers inspiration and writing tips — a true boon for the writing life.



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

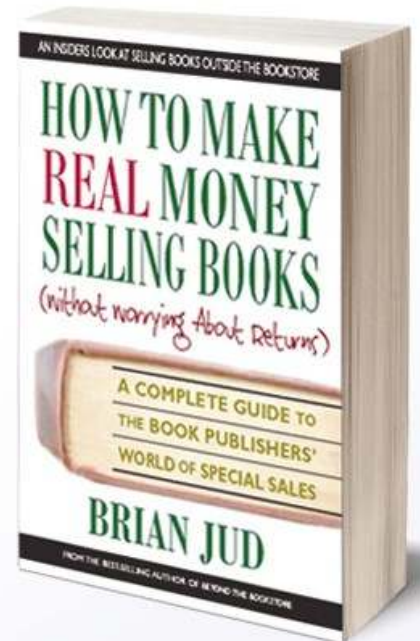
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Contact Information for Brian Jud

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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>