

Here is your March 5 edition of the *Book Marketing Matters* special-sales ezine by Brian Jud. It contains regular columns with tips from Dan Poynter, John Kremer, Guy Achtezahn, Rick Frishman, Eric Kampmann, Paulette Ensign, Judith Briles, Gail Z. Martin, Tonya Evans and Roger C. Parker. The guest columnist in this issue is Patricia Fry.

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

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Book Marketing Matters™

Brian Jud's free, bi-weekly ezine dedicated to helping you get your fair share of the special-sales markets, and sell more books profitably

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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 3/2/12

<u>Title</u>	<u>Quantity</u>
<i>Hero Finds His Path</i>	200
<i>Lifestyle Makeover</i>	425
<i>Game-Day Goddess: Baseball</i>	350
<i>Little Book of Missing Money</i>	500
<i>Bride and Groom Money Talk</i>	250
<i>Felix The Storyteller</i>	100

Upcoming Webinars & Events by Brian Jud

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>

Florida Publishers' Association (FPA) 2012 Spring Fling Conference: "DIY Book Power!"

Calling Florida writers, authors, and publishers. This one-day workshop will focus on ways to market and promote yourself and your book(s) inexpensively in order to make money! Participants are invited to bring their laptops for the hands-on workshops that will cover virtual book tours, getting e-books on Kindle, school presentations and foreign rights. Saturday, April 14, Orlando, FL. The event details (including downloadable agenda, speaker information and hotel information) can be found at <http://www.floridapublishersassociation.com/fpa-spring-event?servId=1883> . Open to nonmembers.

Cost: \$99 for members/\$124 for nonmembers.

Notes From the Front Lines

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

Is it important to meet a certain deadline for publishing your book? The answer is, yes, sometimes it is important to get a book into the marketplace to coincide with a particular event. For example, a Christmas book must be in bookstores sometime in October at the latest. Or a gift book for graduation should be out there by April. There are many examples where timing is critical for a proper launch of your title. But in reality, most titles do not tie into a specific date or season and therefore another consideration must come into play: It is far more important that you get the book right than getting it out. Trust me, the world is not breathlessly waiting for the next title to be launched. (unless, of course, you are the author of the next Harry Potter). So I would council a "deliberate" approach to bringing your title to market. Get everything lined up that you can line up, and then keep pushing. Remember, you are only half way home when you get to publication date.

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>)

Newsgroups. Take part in newsgroups related to your book's subject. Answer questions and become known as an expert on your subject. For a list of newsgroups, see Groups at <http://www.excite.com> <http://www.YahooGroups.com> and <http://groups.google.com/>

Ideas for Selling to Non-Retail Buyers – Guy Achtezhn

(President of The Promotional Bookstore, offering commission-based sales of books to non-bookstore buyers, guy@msgpromo.com)

There are 3 areas of B2B sales that need to be understood before positioning your book for sales to a company or corporation. Is your book being positioned as ...

- 1) A **premium**? A premium is an item you are given for doing something or buying something; a free gift in conjunction for your action.
- 2) An **incentive**? An incentive is something that you earn. It requires that you do something extra in order to deserve or be given that item. It is usually something of considerable value to the potential recipient – such as a coffeetable book.
- 3) An **ad specialty**? This is an item that carries with it a logo, message or brand name, that when seen provides an advertising impression to those who see it. Examples are pens, coffee mugs or customized books.

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 Can I Get Permission to Use Copyrighted Materials in my Book? To acquire permission from a copyright owner to use his or her copyrighted work in, for instance, your manuscript, you should submit a permissions request, preferably in writing. Hunting down permission to use a quote a couple of months before you go to print is always a bad idea. The ultimate decision about if and when to seek permission often boils down to a matter of business as well as legality.

The Cover Story – Tamara Dever

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

A bold, fresh statement was needed for “Spaghetti on the Wall,” a new book on branding and marketing. Since the book had a whimsical title but serious business-related content, the client needed to have something that complemented the whimsy without looking comical, plus there was the additional hurdle of getting miles away from anything related to food. It couldn’t look like a cookbook or nutrition guide in any way. The “wall” looks more like the “wall” of a website, and the icon cloud gives it a modern, fun edge with visions of branding and technology spewing from the title. The sticker adds color and character, plays with the concept of “sticking,” and brings a bonus in providing a visual element for the interior art as well. The book is sold primarily online, so it has to look fantastic at one-inch tall against the white backdrop of a product page and complement the author’s other book.



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:

4. Review your goals and game plan. Did you ever have any? That’s part of the gaze in the belly button time. Good idea to start here. Goal setting can get you back in the frame of mind that you initially had when you started your authoring venture. If you didn’t do it, stop and do it now. I can get blue in the face, reminding you that you’ve got have the Vision for what you are doing coupled with the Passion for the project and the Commitment to see it through. When you do run into a hiccup, you’ve set up the game plan that got you started in the first place. Then it’s much easier to cross over the hurdles that pop up.

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

(Brad Hurtado, former producer of the television shows, Donahue, Maury Povich and The Charlie Rose Show)

If you are part of a panel discussion, you have three tools to use. Tool number one, jump into the conversation. Tool number two, always get back to the main point, your point, of the conversation. And tool number three is don’t lose any chances to add your wealth of knowledge.

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)

What you think of your book is not nearly as important as what your prospects think of your book – if they think of it at all.

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>)

Offer free excerpts of parts of your book to any magazine or newsletter that expresses an interest (or to those that reach your target audience). Stipulate that they may reprint the excerpt free as long as they provide a statement at the end of the article describing how the book may be ordered. That statement should include the title and author of the book, the name and address of your company, and the price of the book, plus any other appropriate ordering instructions.

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)

The purpose of books is to communicate, and the purpose of nonfiction books is to convey knowledge, insights, and understandings to others. It's an exchange that involves two parties: writers and readers. Without interested readers, writing a book can be less satisfying and may even be an empty exercise with few rewards.

The Very Idea

(Editorial by Brian Jud)

Author Cathy Gibson believes in using out-of-the-box marketing in her effort to promote herself the way she wants others to see her. She is now on multiple billboards and featured on posters and in magazines and newspapers in Connecticut. The billboard is featured with Cathy and children doing the hand sign for I Love You.

Cathy began her writing career inadvertently when she decided to teach dance to deaf children through body movement and sign language. Now she wants to spread the word that deaf children love to dance and she uses billboard advertising to help communicate that message in her book. It was the children at the School for the Deaf that inspired Cathy to write, "Through Sophie's Eyes," which won the IPPY's Award, Mom's Choice and Women of the Year, from NAPW. Try something different to get your book noticed.



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)

Reporters are always looking for something that is similar enough to be familiar but different enough to warrant interest. As far as they're concerned, if the similarities are to a blockbuster book, TV show or movie, all the better, so long as the new work is different enough to avoid charges of plagiarism or being derivative. When you help reporters to spot the angle, you increase the likelihood that they will do a story on your book.

Booklet Ideas – Paulette Ensign

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

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

In the beginning ... Before social media and the endless number of websites there were magazines and newspapers to read, and in-person classes to attend. There were big fat directories in the reference section of the building that is the library. In some ways it was easier to identify where your buyers were and how to reach them, and in other ways tremendously harder.

Today, your people are on Twitter or Facebook or LinkedIn or other social media sites - usually only certain ones based on who they are and what they do. And your approach needs to be different for each of those. While it can seem complicated and confusing, you can usually determine where they are by watching the posts on Twitter and Facebook, and by signing up for some of the discussion groups on LinkedIn.

One more way to identify companies who are your large quantity buyers is to do a Google search using some key words that relate to your booklet topic. Notice who the companies are that show up on the first page of that search. They paid money to optimize their site to get there. Then get to know more about them by visiting their company page on Facebook and searching for them on LinkedIn. Having a lot of background information gives you an advantage when you do contact them. They understand what it means to spend money, some of which can be spent on buying booklets from you.

ACTION: Choose some key words to see what results you get. Experiment with other related words and phrases to see more opportunities to reach more companies and individuals with your booklets and other information product formats.

Clueless about how to navigate your way through a large-quantity sale once you do find those companies? You'll feel so relieved to have [our roadmap \(http://www.tipsbooklets.com/bas.html\)](http://www.tipsbooklets.com/bas.html) to show you every step of the way, especially when you see your reach and your bottom line increase. That will make you even happier!

Book-Marketing Tips – Roger C. Parker

(Roger C. Parker is the \$32 Million Dollar Author. Test your Book Publishing IQ at his

www.publishedandprofitable.com)

Create a way to track and display your writing progress. One of the best ways you can maintain your enthusiasm for writing your book is to create a way to track and display your writing progress.

Each time you complete a chapter, or a section of a chapter, and you cross it off your list, you'll enjoy a great feeling of satisfaction. Your feeling of satisfaction will motivate you to repeat the progress the next day.

Options for tracking and displaying your progress include creating a weekly task list for the topics you want to complete, printing out the list, and hanging it on the wall behind your computer where you can frequently glance at it. If you're using a mind mapping software program like Mindjet, you can add a Task Icon indicating completion to the topic or you can change the background color of the topic to indicate completion.

Another popular way of tracking and displaying your writing progress on your book involves printing your daily output on 3-hole paper, and storing them in a 3-ring binder. The thicker the binder gets, the more satisfaction you'll get as you review your work. What's your favorite way to track and display your writing progress?

Marketing Strategy

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

The quest to reach your objectives can be accomplished through strategic thinking, the process of creating new approaches to implementing your marketing plan and matching them to your skills, resources and changing market opportunities.

Guest Columnist – Patricia Fry

Patricia Fry is the author of 35 books, including her latest two: *Publish Your Book* and *Promote Your Book* (Allworth Press) Available at Amazon.com and www.matilijapress.com. She is also the Executive Director of SPAWN (Small Publishers, Artists and Writers Network) www.spawn.org.

Promote Your Book by Strutting Your Stuff. Do you write articles to promote your nonfiction book? If you don't you're really missing out on an opportunity to strut your stuff. Your informative, educational articles help to position you as an expert in your field. Each article can also serve as a vehicle to promote you, your book and your services.

What if your book is a memoir or a novel? You can still write articles and stories designed to promote it. Here are some suggestions:

1: **Offer book excerpts** to appropriate magazines, newsletters and websites. Be sure to represent your material as an excerpt when you submit it. You may need to do a minor rewrite so that the piece has a beginning, middle and end.

2: **Write new stories related to your topic/genre.** For example, if your memoir or novel takes place in Nashville, come up with an article about a recent occurrence in that city or one featuring a little-known aspect of Nashville history. Maybe your memoir or novel features struggles with MS. Write new stories or articles with this theme.

3: **Multiply your ideas.** You will be amazed at how one idea, theme or topic can grow into hundreds once you get the hang of this concept. Let's say that your story involves an eccentric woman with lots of cats, publicize your book through articles and stories on many aspects of cats: caring for a cat, unusual cat stories, how a cat colony works, profiles of cat people. Now take each of those topics and watch your list of article/story ideas grow: Under caring for a cat, there's how to prepare when bringing a new cat home, cat-proofing a home, introducing the new cat to the resident pets, traveling with your cat, grooming the cat, the aging cat and so forth. You should be able to come up with at least a dozen article/story ideas related to your theme or sub-themes in just one attempt.

4: **Look for ideas everywhere.** Here's where your observational skills will come in handy. Did you notice a cat wandering through the aisles at your local independent bookstore? Interview the bookseller about his shop cat. Maybe you saw someone walking a cat on a leash. Hey, there's an idea to research and write about. I met a woman at a cat show once who had her cat dressed up in a little coat, hat, glasses and the cat was even carrying a cat-size purse. Wouldn't cat lovers be interested in an article or even a fictionalized story about playing dress-up with your cat?

Remember, the reason that you are writing these articles is to position yourself as an expert in your field, gain credibility in your topic and generate a following (readers) for your book. Make it your goal to write highly informative and/or entertaining articles or stories. And then include information about your book and yourself in the bio at the bottom of the article.

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>)

Poetry

<http://www.loc.gov/poetry/>

Did you know that the Library of Congress, the country's oldest federal cultural institution and the research arm of Congress, also has a wonderful poetry site? Aside from being the largest library in the world, with millions of books, recordings, photographs, maps and manuscripts, the Library of Congress has a wonderful poetry site with mostly free information on prizes, fellowships, news and events.



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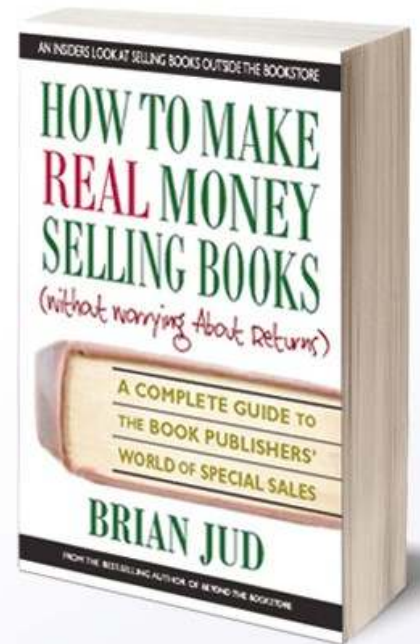
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Check out the [Writers and Publishers Bookstore](#) and give your favorite books a “Thumbs Up Rating.” Discover and rate the best books on writing, publishing and marketing
(<http://www.bookmarketingworks.com/index.php?pg=bookstore/bookstore.htm>)

Contact Information for Brian Jud

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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>