Here is your March 19 edition of the *Book Marketing Matters* special-sales ezine by Brian Jud. It contains regular columns with tips from Dan Poynter, John Kremer, Guy Achtzehn, Rick Frishman, Eric Kampmann, Paulette Ensign, Judith Briles, Gail Z. Martin, Tonya Evans and Roger C. Parker. The guest columnist in this issue is Jeannette Seibly.

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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 6, Number 246 March 19, 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 3/16/12

<u>Title</u>	uantity
French Language Diabetes Cookbook	150
Journeys of a Lifetime	50
Safety 24/7 Incident Free Culture	100
Booklet-Gone From My Sight	1,000
Misc textbooks	4750

Upcoming Webinars & Events by Brian Jud

How to sell more books to libraries and associations

March 22 6:00 pm Eastern

Register for free webinar: https://www1.gotomeeting.com/register/125253008

Libraries represent a target market of well over 100,000 locations. In addition to public libraries, there are libraries in schools and prisons as well as special libraries including corporate, medical, law and religious libraries. But marketing to them has changed dramatically over the past few years. The number of titles available, the move toward electronic ordering, a more demanding base of patrons and an increasingly value-added distribution system have all created a more sophisticated book-marketing opportunity.

There are similarities to selling books to associations, too. In addition to many of the points above, you could become a spokesperson and make money in fees and more book sales. You can also get free advertising. This webinar will show you how to make those topics work in your favor and build your sales in two potentially lucrative market segments.

Upcoming In-Person Presentations

April 28 at the 2nd Annual New England Publishing Conference at the Holiday Inn, Boxborough, MA (off Rte 495 and near Rte 93). My topic is Selling Non-Returnable Books; For details go to <u>www.ipne.org</u>

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**; <u>http://tinyurl.com/79v7dnz</u>

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** <u>http://tinyurl.com/6unok49</u>

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?servld=1883 . Open to nonmembers. Cost: \$99 for members/\$124 for nonmembers.

Next Week - Saturday, March 24 IPNE Greater-Boston Branch to Launch

Please come to our kick-off meeting at the Arlington, MA Public Library. If you are an author, publisher, vendor, or have an idea for a book and want to learn more about your publishing options, please join us. Learn from one of IPNE's most successful independent author/publishers. Help shape our future local gatherings. You do not have to be an IPNE member to attend. Questions? Call Executive Director, Dan Nigloschy, at 617-281-1678. www.ipne.org

Notes From the Front Lines

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

Why does the book jacket matter? The obvious answer is that it is the best and cheapest advertising vehicle you will have for your book. But the obvious answer is not the right answer. Here I am thinking about the competitive factor. Does a good book jacket help get the book into bookstores initially? The answer is a definitive yes. The reason is clear to those who sell everyday because we get to see the stacks and stacks of book jackets sitting on the buyer's desk ready to be accepted or rejected. The problem is that your book is in the same stack as the Random House title or the Putnam or Harper Collins title, all professionally produced. If your cover design does not measure up to the best, then the likelihood of that title ending up in the rejection heap increases dramatically. So you need to have a good designer and you often have to get them to produce more than one design concept; and you need to talk to your distributor's sales people early in the process so that mistakes are minimized.

Poynter's Pointers

(Excerpted - with permission - from Dan Poynter's Fifteenth Edition of *The Self-Publishing Manual*: <u>http://www.parapublishing.com</u>. To receive Dan's free newsletter, *Publishing Poynters*, go to <u>http://parapub.com/sites/para/resources/newsletter.cfm</u>)

When you write a manuscript, you are creating a Work. The Work may be published in several different formats (editions): hardcover, softcover, audiotape, eBook, magazine condensation, newspaper serialization, movie, translations, etc. These are called "subsidiary rights".

By having your book translated into other languages, more people will benefit from your message, you will gain a new profit center and the sale counts as an "endorsement". In book publishing, success breeds success. The more you sell, the more you sell. Part of your sales package is a list of the subsidiary rights you have sold. Publishers would sell more foreign rights if they just took the time to let international publishers know of their books.

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)

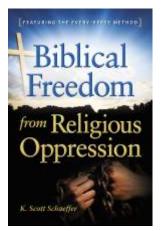
Make your proposal to catalog buyers stand out from the others. Demonstrate how your book will actually look in their catalogs by pasting a copy of its cover on one of the pages in the catalog -- the page on which you think your book is best suited. Send this page with your proposal.

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)

Biblical Freedom from Religious Oppression:

This cover needed to be uplifting yet convey the oppression imposed by some religions. Due to the Christian subject matter of the book, the symbol of the cross was a used in opposition to the hands bound in chains. By using a dark bottom to the cover, it made the light areas on top feel brighter in comparison. Adding a bevel and stroke to the title type gave it the needed depth so that the cover did not appear flat and one-dimensional.



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.)

What Laws Should I Be Aware of if I write about real people and events? Three of the more important legal considerations that nonfiction writers should be familiar with are libel, and the rights of privacy and publicity.

Libel: Libel is the written form of defamation. Defamation has been defined as any written or oral statement that injures a third party's reputation. The oral form of defamation is known as slander.

Right of Privacy: The American Heritage Dictionary defines the right of privacy as "the quality or condition of being secluded from the presence or view of others." More simply put, it is the right to be left alone. The three generally recognized invasions of privacy are intrusion, unreasonable publicity, and false light So, you might ask, when is it OK to discuss intimate facts? Writers are usually permitted to discuss facts that are generally known to the public (even a small circle of people) or facts that are considered newsworthy. But here's a general list of materials that are considered off limits without permission: private letters and e-mail (both of which are also covered by copyright, with ownership held by the writer), information about sexual proclivities or sexual history, financial or medical information, and probably information about other private matters.

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

The Book Shepherd

(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:

Number 5. Plan a reward for yourself. I'm the first to admit—I've been known to start here. Okay ... if I finish this chapter, I get an entire bag of M & Ms—a big one ... and I've done that (you've heard of "baby fat"? This is "book fat"! If I finish this book ... I get an entire month off of reading any business books and I get to read trashy novels—murder mysteries for 30 days in a row.

- When I finish this, I'm booking a cruise to a warm place ...
- When the first draft is done, I'm going skiing ...
- When this section is sent to the editor, I'm watching all the Oscar ® winners.
- When I complete this article, I'm ... you get the picture.

Rewards and incentives work. Everyone has different ones that they march to. Find yours. Write them down. And honor them. Just having something you want—even a trivial Snickers (only one!) or a night of watching reruns of *Grey's Anatomy* qualifies—it may just be the perk you need to get you back on track or celebrate a job well-done.

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. <u>www.RockStarRadioNetwork.com/Shows/YourGuideToBookPublishing</u>

You're On The Air

(Jim Bohannon, Host of the nationally broadcast Jim Bohannon Show)

A good guest is someone who can speak passionately, a person who communicates with the audience.

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)

Book rights can also be sold as the basis for one episode in a dramatic or informative series. Reruns pay about 20% of the fee for the original show. With the proliferation of cable channels, there are many opportunities to sell TV rights to books on all subjects, from history to gardening, from cookbooks to music.

Author 101

(Excerpted - with permission - from *Author 101: Bestselling Book Publicity*, by Rick Frishman and Robyn Spizman; contact Rick at <u>FRISHMANR@PlannedTVArts.com</u> or <u>www.author101.com</u>)

A title should be memorable, elicit a strong reaction or response and create immediate interest. A wonderful title doesn't have to clearly communicate what the book is about, although that helps. It does, however, have to attract interest. Without a good title, the brilliance of your concept, writing or format may be lost because no one will be interested or take that extra step to find out what your book is about.

The Very Idea (Editorial by Brian Jud)

From *PW Daily*, March 6, 2012: "In a letter sent to publishers on Friday, nationwide retailer The Home Depot announced it will no longer be selling books."

Most publishers will lament this decision by Home Depot. But creative publishers will see it as an opportunity. Why? First, it eliminates competition because others will stop calling on Home Depot buyers. Second, retail stores (such as Home Depot) create a unique opportunity for cross merchandising (also called the *related-item approach*), or promoting your book by pairing it with a related book or product.

For example, Home Depot makes more money off the sale of a barbeque grill than off the sale of a book. What if you show them how your barbeque cookbook could help increase the sale of their grills by giving it free with each grill sold? Your cookbook might also be the perfect match for a promotional program with Omaha Steaks or George Foreman Grills. Your children's book might pair with games or plush toys. Show buyers how they can *use* your book rather than sell it. The related-item approach can also work well online. Search the Internet for companies with products that might accompany your book, then exchange links.



Booklet Ideas – Paulette Ensign

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

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)

Tips for soliciting pre-publication quotes from readers and experts. Avoid information overload when soliciting pre-publication quotes from readers and experts.

Instead of sending your entire book manuscript as sample materials, consider a brief statement of purpose, your book's table of contents, and your two best chapters. In your covering e-mail, however, offer to send the entire manuscript -- or as much as is available -- if the recipient wants to see more. Some individuals will take you up on your offer, but many more will be pleased to receive fewer sample chapters.

Marketing Planning

(Excerpted from Brian Jud's e-booklet, *Plan Your Work and Work Your Plan: 461 Tips for Profitable Marketing Planning;* <u>www.bookmarketing.com</u>)

Planning occurs at three levels: the company, the product and the title. Planning starts at the company level and all subsequent plans and actions reflect the direction set there. Strategy at the company level addresses topics such as your long-term vision, mission, purpose, and whether optimum growth will be supported internally or through acquisitions. The titles you publish, the markets in which you choose to play and the strategies you deploy all resonate from your initial decisions.

Marketing Strategy

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

Move from a book-centric to promise-centric business model to attract and keep customers, improve relations with channel members, and better focus your resources. You can build your business more quickly by selling solutions than by selling books.

Thrifty Author – Gail Z. Martin

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

Your book faces a lot of competition, so marketing is essential. Even the best-designed, best-written book shares bookstore space with tens of thousands of other titles, most of which are just as attractive. As a reader browses down the aisle and sees your book, you want him to think, "I've heard of him/her." Recognizing the name of your book, or the name of the author, makes it more likely that a reader will pick up your book and read the back cover. Marketing is all about creating *name recognition*.

Guest Columnist – Jeannette Seibly

(Straight talk with million-dollar results! Jeannette Seibly is an internationally recognized business advisor for the past 19 years. She has created three millionaires and million-dollar results for 25 companies. http://TimeToBrag.com or jlseibly@gmail.com)

We've earned the right to brag! We are accomplished women (and men) who have achieved amazing results. So what's missing when we lose a deal (or job or promotion) to a less competent competitor? Investor interest? Belief in our expertise?

Too often we downplay our accomplishments to our own detriment. Or, we use "scripted" material from others that only makes us sound like them instead of helping us stand out from the competition! We've been taught bragging is wrong since we were very young. This misperception carries right over into our business lives. We falsely believe it is unwise to brag about ourselves, products or services.

The issue isn't that you need more confidence when speaking. It's not that you need to "feel it." It's that you need to learn how to quantify your results and share those achievements in a biz savvy manner. It's time to brag!

Get over your apprehensions! Take the million-dollar coaching! Learn how to brag! You've earned the right!

Helpful Website of the Week – Adele M. Annesi

(Adele is a freelance editor and writer. Contact <u>a.annesi@sbcglobal.net</u>, or visit <u>http://www.adeleannesi.com/Word-for-Words--LLC.html</u>)

Writing (Children's) — SmartWriters.com http://www.smartwriters.com

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Check out the <u>Writers and Publishers Bookstore</u> and give your favorite books a "Thumbs Up Rating." Discover and rate the best books on writing, publishing and marketing

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

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. <u>www.premiumbookcompany.com</u>

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