

Here is your April 2 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 Scott Morgan.

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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 7, Number 247 April 2, 2012

Do you want to sell more books to non-bookstore buyers? Join our commission-based special-sales program.

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**BrianJud@premiumbookcompany.com
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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 3/30/12

<u>Title</u>	<u>Quantity</u>
Moneyball	1,000
Construction Safety Books (various titles)	100
Various college textbooks	4,750

Upcoming Webinars & Events by Brian Jud

95% of Your Book Success will happen after May 3-5 ... will you choose to let it happen? Are you ready to market, really market, your book?

**Attend the Author U Extravaganza
*It Takes a Village to Create and Market a Book***

An amazing line-up is headed to Denver on May 3-5 ... for less than \$400, you get over \$50,000 in talent brought to your book doorstep. All meals included. On May 4 Brian Jud will make a presentation on selling fiction and also about marketing techniques for introverts

See the agenda, list of speakers and register at <http://authoru.org/>

Brian Jud's 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 www.ipne.org

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)

Good editors are worth their weight in gold. Have you ever noticed how a tiny speck of dirt can muddy a whole glass of clear water? So it is with small mistakes in an otherwise worthwhile manuscript. Often our human nature allows us to see the big picture, but small errors escape our closest inspection. Why expend enormous energy in creating a book when small mistakes can bring the whole enterprise into question? You need an experienced partner in the development of your book; another pair of eyes to aid you in making your book as perfect as it possibly can be. Without an experienced and involved editor, it is almost guaranteed that your book will be much less than you hoped for and it might even be hurt in sales, as your credibility will be called into question. You can find many capable freelance editors listed in "Literary Market Place" published by Bowker.

Editor's Note: You can also find a list of copy editors and other suppliers – rated and reviewed by previous clients – at Book Central Station (www.bookcentralstation.com)

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>)

Publishers in the United States are very lucky. English is the business language of the world, it is the aviation language, it is the Web language, and it has replaced French as the diplomatic language and German as the scientific language. The market for our original English-language books is quite large. Worldwide, more people speak English as a second language than any other. But given a choice, many people would prefer to read your book in their first language.

Language rights are sold to publishers in other countries. They translate the book, design it, typeset it, have it printed and then plug it into their existing distribution system. You do not want to take on these functions as you do not have ready access to their markets. It is hard to sell books in a distant land.

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)

Use timing to your advantage. Librarians want to appear up to date to their patrons, so they may seek titles related to current events. In fact, there are situations where timing may be the overriding selection criterion.

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 that unless the collaborators agree otherwise, they will all share joint ownership of the copyright.

The Cover Story – Michele DeFilippo

(1106 Design, LLC, Book and Graphic Design, 610 E. Bell Road #2-139, Phoenix, AZ 85022,
<http://www.1106design.com>)

Two issues were addressed by this cover redesign: A very long title and the publisher's wish to establish this book as the first in a series brand, "Horse Sense and Cents". Buyers recognize a book series by repetitive use of design elements, such as color, fonts, and background textures. Here, we chose a rustic-looking wood background texture that can be re-colored lighter or darker depending on the photo.

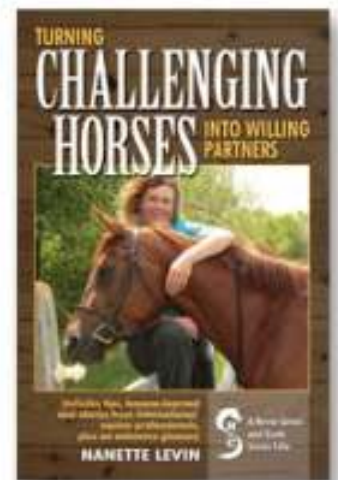
The publisher already had a brand logo, but its use of the symbol in place of the letter "S" in *Sense*, severely restricted where and in what size the logo could be used. Instead, we stacked the words beside the symbol. We moved the logo from the top of the cover, where it competed with the title, to the bottom right, where it can remain for all future titles in the series.

To make the title more visible, we enlarged the two most important words, so the prospective buyer immediately understands the content. We chose a different photo that better depicts the emotion the reader will feel if he/she follows the advice in this book...the joy of owning a now-controllable horse.

The cool blue of the woman's shirt clashes with the natural colors in the photo. Instead, we used the warm



Before



After

gold highlights from her sunlit hair and the horse's face for some cover type, which better harmonizes with the wood background. The previous cover contained too many messages. Less is more on a front cover, so we moved much of the small text to the back cover and placed just one descriptive message under the photo (instead of on top of it) for better legibility.

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>)

A number of U.S. library jobbers and wholesalers also offer export services. Among these is Baker & Taylor. You might want to check with them to see if they would like to participate in any joint promotions of your titles.

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)

Web sites are more than extensions of individuals' or businesses' identities; they are major parts of their identities. When parties are interested in an individual, a product, a service, or a business, they frequently go to its Web site. At the least, the Web site tells them about their target's accomplishments and how they present themselves. New York City literary agent Richard Curtis told us that when he first speaks via telephone to editors about an author and the author's book, he frequently hears their keyboards. The editors, according to Curtis, go straight to the author's Web site and then frequently discuss information it provides with Curtis.

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 6. Escape to the familiar or unfamiliar ... just escape. I don't have the gift of the novelist. Oh, I've worked with authors who wear the fiction hat—tweaking their words and getting the storylines to flow. I've even had to step in and doing massive re-writes, ghosting a great deal of the book—but the initial idea was generated from the author.

I dearly love a great story; yet I don't have the gift of the creative gene that seeds the fiction writer's journey—that sometimes wild ass idea that delivers magic to the eyes of the reader. What I do know is that when I'm stuck and I pick up something else, leaving my "get this finished" work alone for a day or two, it's amazing how my own creative juices can salivate with ideas that get kick-started with something totally unrelated. Kind of like take a shower and all of a sudden the "aha" drops in as the hot water pounds on your shoulders.

The something else can be fiction ... it can be non-fiction ... it can be related to your specific genre. The trick is to let another voice come in ... think of it as a muse swirling around you ... waiting to be invited into your mind and expressed through your finger tips.

Authors often get stuck because they don't settle into the place that works best for their writing...and them. One way to avoid Author Fatigue Syndrome is to find yours and stick to it!

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

Brian Jud is the guest on Thursday, April 5

You're On The Air

(Suzi Reynolds, professional media trainer)

Smile. It brings your face up, your eyes up and even brings your posture up.

The Very Idea

(Editorial by Brian Jud;

Cartoon is from the *Harvard Business Review*, October 2011, p 40)

At some point it is time to stop planning and start doing. Apply your efforts to the actions that accomplish results, keeping your business moving forward toward your goal. Here are some ideas:

Take the initiative
Act productively
Act intelligently
Act creatively
Act boldly

Act passionately
Act persistently
Act efficiently
Act effectively
Act ethically



Booklet Ideas – Paulette Ensign

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

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

An evergreen product is exactly that. It's not seasonal. It's always **IN** season. *110 Ideas for Organizing Your Business Life* (the only tips booklet I ever wrote for my business!) is an evergreen. Everything in it still applies today, more than twenty years after it was written. And yes, it still sells.

The reason it still applies is because there was nothing written in there that was based in the constantly changing land of technology. While the organizing industry has certainly come up with additional approaches on managing time, paper, space, and interpersonal communication, there is nothing in the booklet that dispels or disputes any of that.

So it still sells, even though I have not been a professional organizer for almost two decades. The content crosses over many industries and professions, continuing to bring value to those who read it.

That is one approach if your expertise allows for it. Another is to plan for revisions. There is a booklet author who is also a trusted resource as an editor who does new versions of a booklet that could be an evergreen. Barbara McNichol wrote an excellent booklet of sometimes-confusing word combinations called *Word Trippers* a number of years ago. Her earliest versions still apply. However her business decision is to do revisions so she can market the new versions.

Your information may change quickly enough to warrant updates or you have learned enough new information that it's time to present that as a revision. This is commonplace in software and all other technology environments. That gives you additional opportunities to go back to your previous buyers with the latest edition.

ACTION: Decide which way serves you best. Some of your products may do well as one or the other, or you may change your mind somewhere along the way.

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)

No response doesn't necessarily mean "no quote!" It's important to remember that a lack of response to a request for a quote from a client or subject area expert in your field isn't the same as a "No" response. A lack of response can mean many things, such as:

Your e-mail arrived while the recipient was traveling, on vacation, ill, or immersed in the middle of a project. The recipient may need additional time to study what you sent so they can respond appropriately. The recipient may need a little more information about what you were looking forward to receiving. Your e-mail may have been caught in the recipient's spam filter, especially if you don't frequently contact the individual.

Often, a simple follow-up e-mail is enough to rescue a client or pre-publication quote or testimonial. If you fail to receive a response after a few days, a short, simple follow-up e-mail message is appropriate. Your goal is to find out whether or not the recipient received your original e-mail and attachment. You can also ask them if they need any more information or have any questions.

Obviously, no one likes to be pestered or made to feel guilty for not immediately responding to a request for a favor. But, in this age of information overload--an occasional, discrete, follow-up can spell the difference between a great quote or a lost opportunity.

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)

A marketing plan is a document that outlines the ways in which your marketing activities will be implemented to reach your company's goals. The plan is typically divided into two sections. The first is descriptive. It sets your mission and objectives and describes the current market situation and lists important issues and opportunities. The second part describes the actions you will take to reach your goals and is comprised of a Strategic Plan (a statement of what you are going to do) and a Tactical Plan (which describes how you will do it).

Marketing Strategy

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

The promise of value is essentially a "pull" marketing concept in which demand is driven more by the customer's desire to buy than the seller's desire to sell.

Guest Columnist – Scott Morgan

(Scott Morgan is an Speaker, Author, Editor, Ghostwriter, Consultant/President, 4West Communications: Expert Copywriting and Copyediting; www.4-west.com)

No matter what kind of story you write or what kind of audience reads it, all readers want the same thing – they want to lose themselves in the story. They want to believe they are the characters. They want to feel as if they are part of the show.

Here's the secret: If you want to engage readers, you need to create realistic people. The success or failure of any piece of fiction rides on the reader's ability to imagine a real person going through the situations being presented. The moment that illusion is broken, the reader is gone.

Here's the secret behind the secret: Creating believable characters is all about creating believable reactions. Whether a character is compelling the action (character-driven fiction) or being compelled by events (plot-driven fiction), it is a character's reactions to the world and events around him that drive the overall story.

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://famouspoetsandpoems.com/>

This site is dedicated to poetry, poets and those who read this wonderful genre. The site is free and has some 20,000 poems from more than 500 poets. Poets listed on the site include some of the most well known and loved. It's a great place to get information and ideas.

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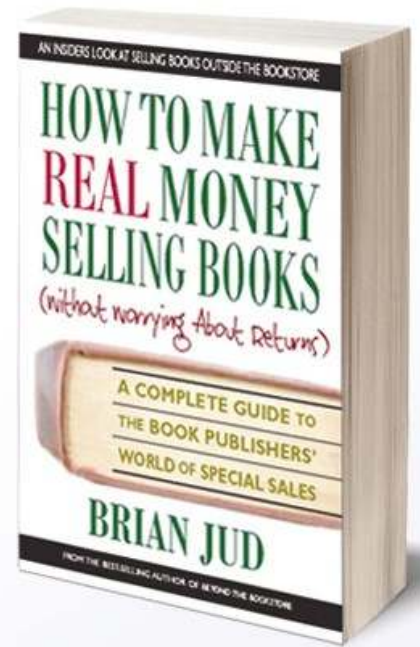
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Check out the Writers and Publishers Bookstore and give your favorite books a “Thumbs Up Rating.” Discover and rate the best books on writing, publishing and marketing
(<http://www.bookmarketingworks.com/index.php?pg=bookstore/bookstore.htm>)

Contact Information for Brian Jud

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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>