

Here is your April 16 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 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**

Volume 11, Issue 8, Number 248 April 16, 2012

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

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All non-returnable.**

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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 4/13/12**

<u>Title</u>	<u>Quantity</u>
Classic Pennsylvania Dutch Cooking	300
Moneyball the Book	1,000

# Upcoming Webinars & Events by Brian Jud

## How to Successfully Sell More Fiction Books Free Webinar -- Sponsored by SPAN

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, April 26 at 6:00 pm Eastern time**  
Sign up at <https://www1.gotomeeting.com/register/769958977>

## 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](http://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>

**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/>

## Notes From the Front Lines

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

The Real Advantage. There is nothing quite as deadly to publishing as the “artificial deadline.” Remember this is the book business. We are not entrapped in the horrific daily deadlines of newspapers or the weekly or monthly deadlines of magazines. Books do have publication dates but frequently these dates are not seasonally driven, nor should they be. The beauty of the book-publishing process is that it is more than acceptable to publish a book when it is ready. Yes, the big retailers want predictability, but still that does not tie you down to a certain month or time of year. Furthermore, the independent publisher has a significant advantage over their bigger brethren because, unlike the folks at the giant publishing firms, you are not tied down to an assembly line approach to getting the book out and marketed. The smaller publisher has the longer runway and if by chance the book is slow to take off, well you have plenty of time and space to still launch without crashing and burning. And yes, there are better and worse times to publish and yes, there are lead times, but if you need a longer gestation period, well, take it. And if you need a year to properly market your book, then take the year. Great journeys can begin with small steps.

## 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>)

Libraries come in several types; all are not alike. There are almost 16,000 public libraries and 8,937 public library systems, some with branches. There are 50,000 libraries in elementary schools, 20,000 in high schools and 15,000 special libraries (including 1,700 law libraries). Other libraries include more than 3,000 in colleges, 1,897 governmental, 363 military and over 1,000 formal libraries exist in larger churches. Before mailing to libraries, consider whether they shelve you type of book.

## 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](mailto:guy@msgpromo.com))

**Stop thinking in terms of books and start thinking in terms of delivering information in the form in which buyers want it delivered.** Some publishers believe the key to increased income and profits is to publish more titles. However, the quest for a revolving front list can actually limit your profitability as it depletes your limited resources of time, energy, creativity, attitude and money.

Instead, find out if the people in your target audience want the information you have, whether fiction or nonfiction, delivered as a book, a booklet, in a 3-ring binder or as a DVD. A book may be the best way to communicate your content, but at least be open to considering new product ideas. An open book and an open mind have a lot in common. They can both stimulate your thinking in unknown areas.

## 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>)

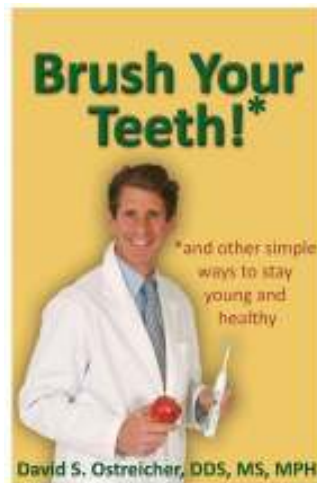
Send out review copies to make subsidiary rights sales. The quicker you send them, the less chance the editor or buyer will have to lose interest in your book. In most cases, these review copies must be in the hands of major rights buyers at least six months before publication date so they have plenty of time to make a decision and schedule their use of the rights they buy.

## The Cover Story – George Foster

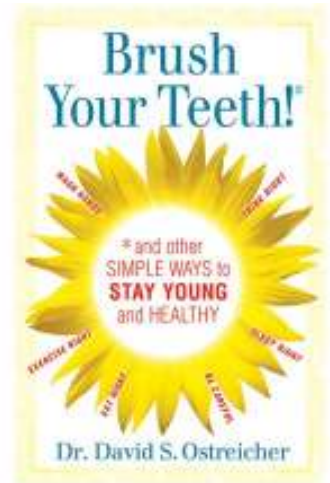
(George Foster has designed the covers for more than a thousand books and is contributing author to "1001 Ways to Market Your Books". Contact him at [www.fostercovers.com](http://www.fostercovers.com)) [george@fostercovers.com](mailto:george@fostercovers.com))

**BEFORE:** The book is a guide to habits that help you maintain health and live longer but this looks like a brochure in your dentist's office. The author looks great, but the white coat and toothbrush are too literal when combined with the title. Did I mention the background color evokes dingy teeth? This impairs the book's meaning -- and appeal.

**AFTER:** The overall color scheme is fresh and clean. The book's promise ("Stay Young") is now emphasized in bold red type, centered and framed by a bright sunflower. Notice the flower, toward the center, starts to glow like the sun. This increases its energy. Viewers respond more positively without knowing exactly why. This is the power of metaphor. Further, the flower's petals exceed the border, increasing the feeling of depth and moving the image closer to you. This kinetic quality is appropriate here.



Original cover



George Foster cover

## Legal Matters That Matter to Writers – Professor Tonya M. Evans

(Contact Professor Evans at Legal Write Publications, [info@legalwritepublications.com](mailto:info@legalwritepublications.com) or [www.legalwritepublications.com](http://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.)

**New Ways to Register a Copyright & New Rules.** Registration with Electronic Copyright Office (eCO): the Copyright Office online system. Advantages include:

- Lower filing fee for a basic claim (for online filings only)
- Fastest processing time
- Online status tracking
- Secure payment by credit or debit card, electronic check, or Copyright Office deposit account
- The ability to upload certain categories of deposits directly into eCO as electronic files

**Registration with Fill-In Form CO:** The next best option for registering basic claims is the new fill-in Form CO, which replaces Forms TX, VA, PA, SE, and SR. Using 2-D barcode scanning technology, the Office can process Form CO submissions (when properly completed by the submitter) more efficiently than paper forms. Simply complete Form CO on your personal computer, print it out, and mail it along with a check or money order and your deposit. The fee for a basic registration on Form CO is \$50.  
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**Registration with Paper Forms:** Paper versions of Forms are still available. The fee for a basic registration using one of these forms is \$65 payable by check or money order.

## 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](mailto:Judith@Briles.com), [www.TheBookShepherd.com](http://www.TheBookShepherd.com) or [www.AuthorU.org](http://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 7. Know what your writing environment is.** I'm always amused when I listen to an interview with an author who proclaims that getting up at four every morning and writing for four straight hours is the way to be a successful author. Really? It sure isn't mine. Not that I'm not averse to getting up if that's what the body is saying to do ... what I rebel against is someone else telling me how I should write—the time frames, the place, the anything. Coffee bars aren't my thing either—although I have many clients who thrive in that atmosphere—and I encourage them to go there ... often.

I'm a binge writer—have always been; most likely, will always be. I spend days, weeks, even months discussing it in my head; gathering tidbits of info that I've dropped into a "just in case" file or an expandable file that is actually split up in chapters that will be in the "book." When I move into my writing mode—it's fast, furious and usually on target. I can bang out a first draft of a book in a short period of time. Recently, I taped the entire audio program ... from scratch ... in one day for the new audio and workbook series for *Creating Your Book and Author Platform*. Granted, my butt was a tad sore because I was on the rug in my office, with papers spread around, mic in hand, voice ready. The next day, the tapes were FedExed to the editor. I headed for a cruise four days later as a blizzard was heading for my home base of CO! That's the reward.

**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](http://www.RockStarRadioNetwork.com/Shows/YourGuideToBookPublishing)

## You're On The Air

(Rita Thompson, Producer for CNBC, CBS News and Chronicle)

The pitch should be clear and concise. Tell me what the book is about and what it will do for my viewers, how will it help them in some way.

## Author 101

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

Expose yourself to the new and different. Break your routines and open yourself up. Let new stimuli, ideas, and approaches into your life. Read magazines you normally don't buy, turn to different radio stations, and visit new Web sites. Examine them closely. What items do they promote? List what grabbed your attention, identify the strong points of the best presentations and which of their features you could copy or adapt. How could you make them better, funnier, or more interesting?

## 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](http://www.bookmarketing.com))

The responsive marketer performs research and then builds a marketing plan. You can discover market needs by researching in three major areas. First, discover what product opportunities exist. Second, learn the geographics, demographics and psychographics of your prospective customers. Finally, determine your potential market's size, growth and competitive status.

## The Very Idea

(Editorial by Brian Jud)

There are hundreds of thousands of titles published every year. How can you make yours stand out from the crowd? Be a little different. Look in a different direction. If everyone is competing for shelf space in bookstores, look to non-bookstore markets for opportunities. Find out how at <http://tinyurl.com/7v7bs9t>



## Booklet Ideas – Paulette Ensign

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

Tell your world what you're doing with your booklet and with your business. Getting your enthusiasm all over everyone else is not only contagious in prompting their enthusiasm about your work; it's motivating to whoever is around you.

- You never know who needs exactly what you've got right now or in the near future to solve a problem they are having. You also don't know who knows who - a friend, colleague, neighbor, family member, community member, former friend, former family member, former colleague - well you get the idea.
- The person you're showering with your excitement may also give you ideas to make your booklet better, in other formats or other markets or things you just never considered.

While it's important to factor social media and traditional publicity methods into your marketing plans, start where you already know people.

**ACTION:** Create a list of people you know. Include family, friends, neighbors, current clients, former clients, prospective clients, people you know in the community, people you've known in various contexts. Get your enthusiasm all over them about your great new booklet. Then see what happens next with their expressions of interest. Be prepared for all of it!

## Marketing Strategy

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

Strategic positioning means performing different activities from rivals' or performing similar activities in different ways.

## 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](http://www.publishedandprofitable.com))

**Making the most of Tinyurl.com.** One of the most useful free utilities on the web is [www.tinyurl.com](http://www.tinyurl.com). Tinyurl.com shortens long URLs, like those created by blog posts and shopping carts, and reduces them their length. Using Tinyurl.com, you can easily add the longest URL to your e-mail and blog posts. And, if you follow the advice shared below, you can also easily say the shortened URLs during conversations and interviews. For example, note the before-and-after example, below, showing a blog link compared to a computer-shortened version:

- Before. <http://blog.publishedandprofitable.com/choosing-the-right-title-for-your-book/>
- After. <http://tinyurl.com/yehxxkj>

An even better alternative:

Tinyurl.com also allows you to create custom URLs that make sense, making them easier to say and more relevant to your readers or listeners. In the example above, however, you could enter:

<http://tinyurl.com/booktitles>.

Note: if the alternative you enter is not available, you can quickly and easily try out different alternatives until you come to one that's both easy to say and easy to remember.

## Helpful Website of the Week – Adele M. Annesi

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

### Writing (Children's)

<http://www.smartwriters.com>

SmartWriters.com is designed by writers for writers and by educators for educators. The site provides professional children's writers with information about the business of writing and offers tools for writers in this genre, including a directory of children's book publishers and paying magazine markets. The site also gives librarians and teachers a directory of children's authors and illustrators who are available for visits, signings and Page 9 of 10 public appearances. See the site for more information on how you can promote your work.



## 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](http://www.matilijapress.com). She is also the Executive Director of SPAWN (Small Publishers, Artists and Writers Network) [www.spawn.org](http://www.spawn.org).

**Let Your Readers Help Write Your Book.** You read a lot about the importance of writing what your readers want—writing for your audience. And what better way to find out what they want than to ask them. Rather than relying totally on statistics, book sales of similar books, etc., go straight to your potential readers with your book idea to learn what they actually want/need in a book on your topic. How?

Most authors of nonfiction books present workshops after their book comes out. We typically speak to groups on our topic and present seminars at appropriate conferences, for example. Why not launch out on a speaking circuit BEFORE you write the book and use the feedback you get from your potential readers to write the right book for your audience?

I conducted article-writing workshops before I ever wrote a book for writers or authors. I eventually compiled student feedback, my lesson plans and the handouts into a most useful book for this audience. I wrote my book on how to write a book proposal after teaching an online class on this topic for a few years.

Most authors can relate to this scenario—you publish your book and start conducting seminars and booking speaking gigs. Inevitably, you'll meet people with some great ideas for chapters in your book or who come to you with new information you wish you'd included. This is bound to happen anyway—it seems that, no matter how long and diligently you work on a book, there's always something new you could add.

That's where a newsletter or blog comes in handy. I get a lot of my blog post ideas from my readers. Of course, you can always write Book Two on your subject or develop pamphlets on related topics. And you'll most likely do that, anyway.

But if you haven't completed your nonfiction book, take time now to test market it. Conduct workshops on your own or through appropriate conferences and other events. Check with members of your audience to see if the book you propose is what they want/need. Notice how they receive what you want to offer—do they get it? Can they use it? Is this what they want? And listen carefully to their suggestions. They may well lead you down the path to greater publishing success.

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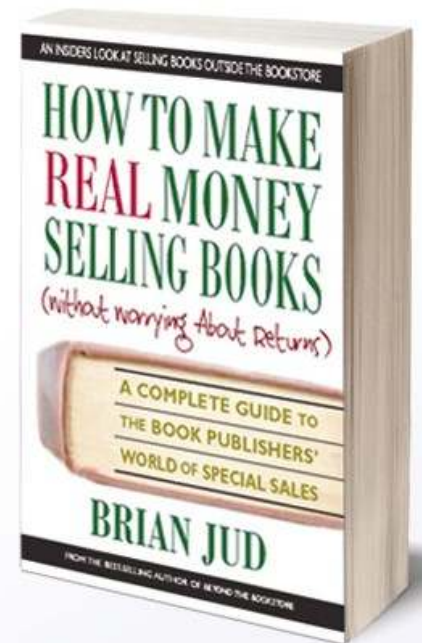
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best books on writing, publishing and marketing  
( <http://www.bookmarketingworks.com/index.php?pg=bookstore/bookstore.htm> )**

## 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](http://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](http://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](http://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](mailto:brianjud@bookmarketing.com) or go to <http://www.bookmarketing.com>