

Here is your January 7 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 Jenny Hudson.

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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 12, Issue 1, Number 267 January 7, 2013

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 1/4/13**

<u>Title</u>	<u>Quantity</u>
<i>Bounce Back and Win</i>	1300

Upcoming Webinars & Events

All are 6:00 pm to 7:30 Eastern Time

January 17: How to Create a Great Book Cover and Page Layout

A book cover is the package you show to the world, to convince people to buy your book. A great cover is part art and part science, but mostly business. Brian Jud and Michele DeFilippo join forces to give you the marketing strategy behind a successful cover, and how to produce a great cover design.

A cover that successfully competes with the best sellers is crucial to publishing success. If your cover is well designed, buyers will overlook the fact that they never heard of you. If the design is poor or homemade, they'll buy the book that looks more credible.

This webinar will contrast homemade and self-published covers in several genres with those that have been professionally designed, so that you'll recognize the difference and work with your designer to give the buying public the level of cover design that is proven to work.

Tips include working with a book cover designer and advice about how to prepare the interior of your book to industry standards as well.

- Learn the expert's tricks to making a GREAT cover.
- Find out what book buyers want.
- Hear what NOT to do, if you want a professional cover.

Sign up at: <https://www1.gotomeeting.com/register/274503264>

January 31: How to Distribute and Price Your Book Profitably

Most publishers spend their time trying to make their books fly off the bookstores' shelves. But first you have to get them on the shelves. Selling books through retail outlets requires a distribution network. In this webinar you will discover how to find, contact and work profitably with distribution partners for the trade and special markets.

Determining the optimum price is one of the trickiest endeavors you can face. Set it too high and you will lose business; too low and you will damage your bottom line. Brian will show you how to set a price for your book that will lead to maximum profits.

Sign up at: <https://www1.gotomeeting.com/register/754912864>

News From SPAN

Update from the New Executive Director of SPAN – Brian Jud

Each New Year brings with it a sense of renewal. We start every January with glorious expectations of good things to come. Historically, these hopeful visions gradually yield to our habitual practices and attention to unanticipated "fires". My objective as Executive Director is to resist these temptations and lead SPAN unerringly on a new course.

One source of inspiration on this journey is Jeff Bezos, CEO of Amazon.com. Mr. Bezos is the *Fortune* magazine 2012 Businessperson of the Year. In an article announcing that honor (*Fortune*, Dec 3, 2012, p 102), he made a comment that describes the approach I will take to making SPAN responsive to your needs. He talked about his approach for continuous improvement at Amazon. "We innovate by starting with the

customer and working backwards,” he says.

With that philosophy as my guiding beacon, I ask that you tell me what you want SPAN to be. Describe additional services you would like to have SPAN provide. What member benefits do you want that do not exist? How can I improve the value you receive with your membership?

I have plans to reenergize SPAN as a vibrant organization responsive to members' needs for increased sales, revenue and profit in non-bookstore markets. I will describe these in future correspondence with you and invite you to comment and elaborate on them. Let us open and maintain a dialogue that will help us work together to make SPAN the premier organization for independent book publishers. After integrating your ideas into my vision for SPAN's future we can begin our voyage to mutual success.

Did you reach your sales goal in 2010?

If you didn't sell as many books as you had planned in 2012, I can help you determine why not and perhaps rectify the situation. Contact me at BrianJud@bookmarketing.com and we can set up a time to discuss how I can help you adjust your plans and strategies to reach your goals in 2013. Or find out more at <http://tinyurl.com/6lq86lw>

Notes From the Front Lines

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

The Seven Signposts on the Road to Good Publishing. Publishing books is like taking a journey. You need a map to point the way; or signposts to guide you. For example, when I backpack I look for blazes on trees. Or, if I am above the tree line, I seek out cairns or stone markers that I follow with care so I stay on the trail.

As with any journey, a good publisher knows he must follow certain signposts to successfully produce, sell, and market his books. Ignore an important signpost and you can get lost, or go in the wrong direction. Each marker represents a decision you must make – sometimes on your own or with the advice and counsel of someone with more experience. Over the next seven issues of *Book Marketing Matters* I will describe one of seven signposts on the road to good publishing. Here is the first.

Editorial Content. You know what you want to write. But no book should be published before it has received good editorial input and direction. A seasoned editor brings objectivity and can lend clarity, coherence, and structure to what you have to say. If your book isn't accessible, it won't get good reviews and come to the attention of your audience.

Business Tips and Taxes for Writers – Carol Topp, CPA

(Carol Topp is an accountant and author of *Information in a Nutshell: Business Tips and Taxes for Writers*. She may be reached at Carol@CarolToppCPA.com)

Have you ever thought of yourself as a government agent? You are if you sell a product to the public and add on sales tax. Small business owners act as an agent of their state government when they collect sales tax. Whenever a writer sells a product, such as a book or CD, sales tax must usually be added to the sales price. The author is doing the state's job in collecting the sales tax and then paying the tax to the state, usually monthly or quarterly

Steve Jobs and the Publishing Industry – Brian Jud

(Much of the discussion about Steve Jobs's biography centers on his management style. But after reading the Walter Isaacson's book, I found much information that is relevant to the publishing industry. I will describe my interpretations of 14 of Steve Jobs's management philosophies and actions as they might apply to book publishing, one in each issue.)

Jobs: Stay happy

Jud: Negativity happens. Problems conspire to erode your enthusiasm and make it more difficult to remain passionate about your publishing venture. Yet the axiom for success in any business is to do what you love and love what you do. When you have reached this state, a sparkling effervescence exudes in everything you do and say. You will remain focused on achievement, excited about your circumstances and confident of your future. Believe in your ability to create more sales and profits, and attack each challenge enthusiastically.

Passion begets persistence. If you believe in what you are doing it is easier to perform all the activities that, in spite of everyday obstacles, will propel you forward. Persistence is tenacity in the face of obstacles, perseverance in conducting marketing activities and perpetual promotion in spite of resistance, rejection and returns. This resolution is supported by the knowledge that although ultimate achievement is not immediate you start your journey anyway and do what is necessary to reach your objectives.

Steve Job's career was as rebellious as it was successful. There are many lessons we can take from his philosophies and apply them to becoming more successful at book marketing. Choose those that fit your needs and personality and make them work for you

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>)

Ask not what the customer can do for you, tell what you can do for the customer.

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)

Developing book-marketing intuition occurs with experience, but there is a way to accelerate the instinctive process. That is to get the information you need, and then manage and manipulate it into profitable marketing strategy. It sounds simple - and it is. But is it not necessarily easy. The seven steps to selling successfully in non-bookstore markets will be summarized in previous and in the next issue of *Book Marketing Matters*.

Step Seven. Qualify your prospects and rank them in prioritized clusters. Not all prospects are equal, and they may be at different points in their buying processes. Rank them in order of those most likely to buy to those least likely to buy so you call first on those you expect to purchase sooner than later.

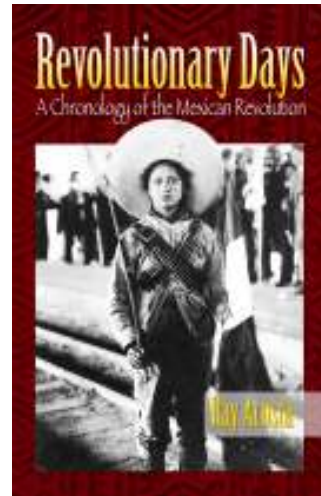
This uncomplicated process makes forecasting and marketing easier. If you know there is some demand for your title, and you know the approximate number of people who desire that information, you will have a better handle on your expected revenue, the number of books to print and where and how to spend your marketing budget.

The Cover Story – Michele DeFilippo

(Your cover is a critical part of your marketing effort. Contact Michele at 1106 Design today for book cover design with hand holding. (602) 866-3226 or <http://www.1106design.com>)

Revolutionary Days: A Chronology of the Mexican Revolution by Ray Acosta

Working with only historical images can be a challenge in cover design because they are usually in black and white and often of poor quality. For this title we created a focal point by removing part of the background image so the soldier's sombrero "breaks the frame." To introduce some color, we overlaid a subtle Mexican pattern on a maroon background and chose a warm gold gradient for the title.



Join Michele and me for a free webinar on Jan 17 about "How to Create a Great Book Cover and Page Layout" at 6:00 pm ET. Sign up at:

<http://tinyurl.com/9wa8gea>

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.)

One New Way to Register a Copyright & New Rules.

Registration with Electronic Copyright Office (eCO): the Copyright Office online system. Advantages include:

- Lower filing fee (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

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>)

One way to draw attention to your books is to sponsor an award competition that is in some way connected with your books. For example, if you were publishing a book on cooking with woks, you might sponsor a wok recipe contest. Using their books as prizes, a law book publisher established scholastic awards at various law schools. In another case, Addison-Wesley sponsored a national Best Teacher Award competition in connection with their book by Marty and Barbara Nemko, *How to Get Your child a Private School Education in a Public School*. The award emphasized the value of committed teachers

You're On The Air

(Larry Kahn, Director of Talk Programming at Westwood One Entertainment, the company that produces and distributes talk programming for top shows)

Look for the clues that the interviewers are giving you. They may gesture to let you know they're getting ready for another question or for another guest to join in the conversation.

The Book Shepherd – Judith Briles

(Judith Briles is the Chief Visionary Officer of www.AuthorU.org. She's known as The Book Shepherd (www.TheBookShepherd.com), and is the author of 30 books including *Show Me About Book Publishing* and *Author YOU: Creating and Building the Author and Book Platforms*. Download podcasts from Judith's radio show, *Your Guide to Book Publishing* at: <http://rsrn.us/youpublish>

Common blunder boo-boos surface in creating and publishing your book. Last issue I touched on who's the audience.

Here's #3 blunder: **Believing that your book will be a roaring success and sell mega-thousands of books.** And for that matter, too, too many authors-to-be are not really able to determine what success means in bookland. The latest and greatest story about an author who has sold a million copies via the 99 cent e-Book route is surely going to happen ... maybe ...most like, not. Be realistic—the average author in the self-published arena sells a few hundred copies. That's it. If with a New York publisher, it's not a lot more.

Savvy authors know that if their book is going to be a roaring success, it's they, and only they that will make it happen. In other words, they've got to work their butts off. And they need a plan to do it. Success doesn't have to mega-thousands in book sales—it can mean consulting, recognition, media appearances, speaking engagements, another book, even just a few letters from buys who have written saying what a difference the book made in their lives.

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)

When your book idea is in its embryonic stages, before it's even taken full form, conduct preliminary research. First, search the Internet to get a sense of how much information on the subject is online, which usually indicates the level of interest in it. Use your initial inquiry for two purposes:

1. To note the perspectives of the coverage
2. To gather additional knowledge on the subject

Research to find out:

- * What materials exist
- * How others have approached the subject
- * What others have stressed
- * What others have omitted
- * How thoroughly the subject has been covered

Make printouts or detailed notes of the information you find that you can keep in your files and use for later reference.

Thrifty Author – Gail Z. Martin

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

How do you find the media? This is where you have a choice between elbow grease and cash. You can buy media lists from organizations, such as ParaPublishing, that are compiled especially for book promotion. These lists can save you a lot of time, but they may not be tailored to your genre or your special niche. You can also compile a list yourself—an approach which is time consuming but thorough. You can hire someone to compile the list for you (not necessarily expensive if you find an assistant through Elance.com or Craigslist.com). Or, you can hire a PR agency to promote you to the media list it has compiled.

The Very Idea

(Editorial by Brian Jud)

You know where you are now in terms of your sales goals, but where do you want to be at the end of the year? Goals are the foundation of a solid marketing plan. They provide a target at which to aim, the standard against which you can gauge your company's progress. They divide your vision statement into manageable steps and provide a path to its realization. And written goals provide a means for looking back to see how far you have come. Goal-setting is a tool, and like any other tool it is useless if used incorrectly. **Yet, goals are worthless unless they are...**



- ... clear, specific, measurable, time-sensitive and written.
- ... realistic.
- ... arranged hierarchically.
- ... part of a plan.
- ... followed up and make them work.
- ... focused on the solution and not the problem.
- ... set when you are in a positive frame of mind..
- ... derived from a sense of purpose.
- ... flexible.

Use goal setting as the tool it was meant to be, part of the process that transforms your vision statement into reality.

Marketing Strategy

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

To establish a sustainable competitive advantage, you must perform different activities than rivals or perform similar activities in different ways. With uncoordinated activity you will end up performing most activities the same way everyone else does, making it hard to gain a unique advantage.

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)

Strategic planning recognizes that under certain conditions, sales of Title A may be more responsive to a heavy schedule of media performances while direct marketing might be more effective for stimulating sales of Title B. Tactical planning delineates the steps that should be taken to arrange the media appearances and the outline for implementing the direct mail campaigns.

Booklet Ideas – Paulette Ensign

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

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

Depending on the calendar you follow and how you view life, any day can be the start of a new year when you think about it that way. Tomorrow is the start of 2013 on the Julian calendar, and is often a target date to re-set intentions. You already knew all of that, yes. Are you wondering where tips booklets play a role in this? Read on.

Tips - small, specific, individual to-do's - *that* is how things get done. You see them many places you look. Tips for travel, tips to raise healthy kids, tips for just about everything and anything.

It's the information you share with people who come to you for your expertise. You give those folks small bite-size pieces of what you know so they can absorb it and accomplish something with it. Ideally they come back to you for more. You know that giving them too much at one time is a recipe for disaster. Well, maybe "disaster" is a little strong. At the very least, it's a recipe for a mismatch, for lack of progress. Give them small do-able pieces of information first.

As you consciously or even informally identify what you want 2013 to look like for you, it's completely possible you stated things broadly. In fact, that may have played a role in why some of those things you said a year ago remain undone.

Maybe you heard that mapping out a year at a time is a good idea, and it turns out that is just too overwhelming for you. That could be like someone getting an in-depth 200-page book from you about your expertise as their first exposure to what you offer. Overload, overload, overload.

Your best plan for your purposes and your style might be a week or a month at a time, rather than a calendar quarter much less a whole year. The shorter time span is something you can see with enough details to make it happen.

Those to-do tips you write in your tips booklets are also small enough slices of specific information to increase the likelihood of your readers' success. And when you take that same information and put it into different formats for people to learn in various ways, you increase the success rate even more, for you and for them.

Starting your new year tomorrow by planning a week or a month with specific tasks brings you and the people you serve greater satisfaction all around. You may choose to expand the time frame when you are comfortable with the results, or the shorter planning period could turn out to be ideal for you. A year is somewhat of an arbitrary measure of time anyway, and one that may be a complete mismatch for you.

Think about the content you want to provide, the delivery methods you want to develop, the frequency of your product and service offers, the range of prices so you have something for lots of people. Capture all of that so you see the many choices you have. Then choose.

There is nothing that says you must address and create all of that now, or ever! The more you see the big picture, the more you realize the choices you have and can develop the specifics.

ACTION: Choose now in units of one - one topic, one tip, one delivery method, one ideal recipient, one date to deliver the completed product. Being as specific as that means you can actually get something done rather than just think about getting something done. It gives you room to identify, refine, assess, and to re-choose. You can make any day be the start of a New Year and plan from there.

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)

Marketing Funnel or Profit Wheel--which is more important? Many authors are already familiar with the concept of the marketing funnel, a "narrowing hallway" containing offers that an author's prospects can try out. These offers typically range from "free" through low-priced e-books and reports, to progressively more expensive teleseminars, webinars, and coaching opportunities.

Although helpful, the traditional marketing funnel idea may encourage authors to not just write a book, but prepare a "suite" of product and service offers, it doesn't emphasize the idea of a continuing process.

The Profit Wheel offers an alternative to the "funnel" concept. The profit wheel identifies the 6 stages of a prospect or reader's relationship with the author. These stages are Awareness, Comparison, Transaction, Reinforcement, Advocacy, and -- most important -- "Repetition."

An author's true success comes when their web presence helps them leverage every stage of the Profit Wheel. It's never too early to review your Profit Wheel, and authors can't do it often enough. A monthly review of Profit Wheel marketing is not too excessive, but is encouraged.

Guest Columnist – Jenny Hudson

(Jenny Hudson, CEO, Merrimack Media, <http://merrimackmedia.com>)

A Self-Published Author Who Sells an Impressive Number of Books and How He Does It

As owner of Merrimack Media, a self-publishing and promotion company, I get to see a wide range of authors, the various ways that they market their books, and their subsequent success. One of our top-selling authors, Steve Pinkham, planned his marketing program before we even published his book.

When Steve approached Merrimack Media about publishing his upcoming collection of out-of-copyright stories about hunting and fishing in Maine, he couldn't have been more determined. He showed me an impressive spreadsheet on his laptop where he'd listed campsites, stores, contacts, and lots of other venues who might buy his upcoming book, *Old Tales of the Maine Woods*. Steve had already published his first book, *The Mountains of Maine* through Down East, and knew first-hand what it takes to sell books.

Like an entrepreneur opening a business, he'd outlined a budget and was prepared to put some money into his new venture. Steve bought Merrimack Media's premium package and I designed him a WordPress site with a blog (<http://oldtalesofthemainewoods.com>), bookmarks, business cards, and a Facebook page as well as producing a handsome paperback and eReader editions. He bought a car that would carry him and his books to campsites and historical societies in Maine.

The book came out last spring and over the summer I would get occasional calls saying "I sold 100 books yesterday!" Last time I asked him exactly how many books he'd sold, he replied, "Let's just say, I've paid for the book package and the car and I'm in the black." That was two months before the craft fairs started, and I now get fairly regular calls saying "I sold \$700 of books last weekend!"

Steve's secret? He believed in himself. He knows his market and goes to them to sell his book. He is organized and thorough, he has a great product, *and* he is already planning a sequel

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>)

Help a Reporter Out
(HARO <http://www.helpareporter.com>)

Looking for free PR? Nearly 30,000 media members have quoted HARO sources in stories. Everyone is an expert at something, and sharing your expertise may provide that opportunity you're hoping for. Founded in 2008, HARO is one of North America's fastest-growing social media services. The resource is free to sources and reporters.



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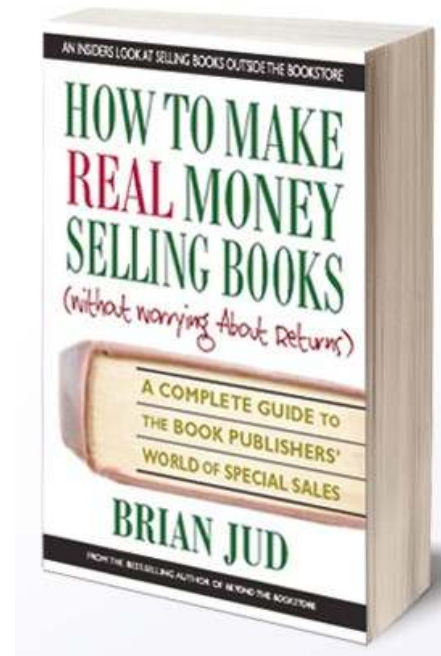
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- Beat your competition
- Become more profitable
- Sell in untapped, lucrative markets
- Minimize -- if not eliminate -- returns

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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

For copies of all the previous issues of *Book Marketing Matters* visit www.bookmarketingworks.com/mktgmattersnews

To subscribe to *Book Marketing Matters* click here: <mailto:brianjud@comcast.net?subject=subscribe>
I won't share or sell your email address.

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>