

Here is your May 13 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 Carla King.

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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 9, Number 276 May 13, 2013

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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 5/10/13**

<u>Title</u>	<u>Quantity</u>
How To Win Friends And Influence People	660
OZ Clarke's Pocket Wine Book 2013	200
My God Box	100
Don't You Some Need Some Rest	1000
Stronger Than Ever Heavenly Advice	100
Exceeding Your Expectations	100

Upcoming Webinars & Events

How To Convert Your Business Networking Into More Leads, Sales, Speaking Engagements, and Profitable Business Relationships

Guest Speaker Nancy Fox

May 14, 2013 8:00 pm Eastern Time

Millions of people attend live networking events and join networking groups to find leads and referrals for more sales and business opportunities. The vast percentage are disappointed in their networking results. The reason: Hit and miss networking without the correct strategy for where to go, how to meet the right people, and land ideal clients.

In this webinar you will learn:

- Where to go to access your ideal decision makers - for qualified prospects and for speaking opportunities
- How to break the ice and engage ideal connections into conversations that will raise your know, like and trust factor with new contacts.
- How to follow up with flair and effectiveness
- How to have conversations with potential clients and referral sources that improve your conversion ratio into meetings, leads and sales, even if you are not an extrovert.

Sign up at <http://tinyurl.com/d42l4cv>

Notes From the Front Lines

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

Inevitably we must face up to the question of "how many books should I print?" If you ask your printer, they will suggest more rather than less because, they say, "your unit cost will be lower." If you ask the author, they will generally push for more because they are going to go out and push their book everywhere. And if you ask your distributor (if you have one), they will return the favor by asking you "how many do you want to print?" Let's face it, fixing on just the right number is not science. Each book is different and requires its own unique set of calculations. But there are a few general rules to follow. First, be conservative. You can always reprint. Second, if your book is aimed at the bookstore market, never print more than six months anticipated supply. If you are reprinting predictable backlist, you might print up to a year's worth of inventory, but remember you are tying up cash. Third, use the sales history of similar books to judge your needs. Ingram's ipage is a great reference resource for such purposes. Finally, books depreciate faster than new cars. If you are forced to remainder, you will do it at pennies on the dollar.

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>)

It is easier to promote one book twice than to write a new book.

Ideas for Selling to Non-Bookstore Buyers – Guy Achtzehn
(President of The Promotional Bookstore, offering commission-based sales of books to non-bookstore buyers, guy@msgpromo.com)

Books are considered impulse items in museum stores and should be priced accordingly. In addition, to a low price, buyers look for quality of production and content. The information in a new title is expected to be precise, and it may be subjected to a formal review process. Your submission to the buying authority should include a statement that facts and dates have been checked for accuracy.

The Cover Story – Tamara Dever

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

Turtle Town is the first in a series of books for 8- to 12-year-olds. The original cover ideas (from a designer with little book experience) weren't age appropriate, the titles were hard to read, illustrations lacked interest, and weren't conducive to becoming a branded series.

The final cover was inspired by surfing decor and retro posters, giving it a better surfing feel. The title is dynamic and conducive to a series. Because each book will be set in a different location, a faux sticker was included toward the bottom to show where the book takes place. A sign indicating the book's rank within the series is theme-appropriate and useful. The main graphic was compiled using parts of several illustrations as well as stock graphics to make a believable scene and introduce the main characters. Each book will utilize the same style of illustration with the cutout and wood background, but have a somewhat different color scheme.



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>)

Are You A Cash Cow?

One of the most common questions I get asked is, "What will my book cost to publish?" And the answer is always, "It depends ..."

It depends on how you publish it; when you publish it; what your commitment is to the process; how much of your time and energy you are going to put behind it; how much money will you/can you invest in it (yes, this is an investment); what prep work you've done to reach out and connect with your potential buyers; whether you are strictly text or will be including graphics and illustrations; what layout design will be used; what other publishing experts you need in the process ... and so much more. Authors-to-be need to do a pre-assessment list of what their needs are, who is necessary in the process ... in other words, a type of game plan. Otherwise, they become someone's—and in many cases, everyone's cash cow. Unless you have unlimited moneys, this is not the option of choice. Ever.

Growth Concepts – Tom Hill
(Founder and CEO of the Eagle Goal Coach, an organization devoted solely to assisting others find and follow their life's passion. Tom can be reached via e-mail at tom@tomhillwebsite.com)

Commentary from Lois Brayfield, on the social media post from a few weeks back.

"I couldn't agree more that the world has shifted under our feet in the marketing community. It's no longer formulaic ... it's a process that MUST be crafted by customers. Research that digs deep into your customer's psyche is a tool that must be utilized if brands are going to be relevant to what is going on NOW. Consumers seek solutions and they do it with laser-focused tenacity. THEY choose their own marketing path and unless we understand that path; we will be left in the dust.

As I was fly-fishing for salmon last summer in Alaska, it felt oddly familiar to the marketing dilemma we face. The salmon have one thing on their mind ... swim upstream to lay their eggs. We don't fish for these salmon; we snag them as they go by. We cannot choose or craft the marketing event anymore and expect to "lure" them in. Instead we must learn where the salmon will be and understand the RIGHT message that will snag them! And we cannot sit around and discuss what "it" is for 6 months and then launch a campaign ... it's a "real time" marketing dilemma and must happen NOW. "

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.)

Copyright is a type of intellectual property that relates to and governs a primary means – artistic and literary – by which our cultural and historical identity is developed, cultivated, and preserved. Intellectual property has been defined generally as “creations of the mind” that are afforded the status of property and thus have value that is capable of protection. Intellectual property is governed by various national and international laws, and generally gives its owner the exclusive right to do or authorize certain things regarding the property. Copyright is just one of a number of different types of intellectual property.

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)

The vast majority of authors are sole proprietorships with good reason. It is the simplest business structure – easy to start and easy to close. A sole proprietorship is a business with one owner and is popular with writers for many reasons.

Reason #6: No Lawyer needed to start. Many sole proprietors form their own business without the assistance of a lawyer. I do recommend you hire an attorney to look over any publishing contracts before you sign. I strongly recommend hiring an attorney if you are forming a partnership or corporation because of their complexity.

You're On The Air

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

People respect those who are discrete and style themselves in a good-mannered way. Over-promoting yourself is a negative on a radio talk show.

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>)

Most mass-market paperback rights are sold for a term of five years to seven years. Other rights might be sold for the life of the copyright. Others, such as serial rights, are only for one-time use.

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)

It's essential to remember that the media is fickle. When your story is hot, the media will doggedly court you and lavish attention on you. You will become its best friend, its darling. But when the media feels your story is played out, it will move on to the next hot story so suddenly and fast that you'll feel abandoned and let down. Plus, it rarely looks back. When you deal with the media, you have only a brief window of opportunity, a short period in which to get coverage. So, you better have a plan and be ready to make the most of it.

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)

Creating an Author Profile Page at Amazon.com. One of the most effective free promotional tools for authors is to create a profile page at Amazon. Any author who has ever registered at Amazon.com and purchased a book can create a profile page containing content that will show up on the pages where their books appear.

Author profile pages can be created by all authors who have published a book as well as authors who have signed a publishing contract for their book. The sign-up process involves listing your books and submitting the names and e-mail addresses of several industry sources, i.e., agents and editors. Amazon will contact them to confirm that you are, indeed, the author of the published book, or about-to-be-published book.

You can do more than just describe your background on Amazon's author profile pages. You can list your friends or important people and create a calendar. Amazon also provides built-in software for creating a blog. Best of all, you can run an RSS feed from your existing blog to Amazon, so that every time you update your main blog, the Amazon blog will automatically be updated.

More important, your profile and blog will appear on each page where one of your books is displayed, greatly expanding your visibility at no cost to you.

The Very Idea (Editorial by Brian Jud)

Over 500,000 ISBNs were issued last year and most of those authors want to get on bookstore shelves. The problem is, there is limited shelf space available. You may find it more profitable to find non-bookstore opportunities. Here are some of the benefits that could accrue from special sales:

Increased sales and revenue. Increase your sales in a marketplace larger than the bookstore market.

Recurring revenue. Your customers may place recurring orders.

Lower acquisition costs. Selling to an existing customer is less expensive than it is to acquire another customer.

Lower unit costs. The greater the quantity in which you print, the lower your unit cost will be.

Increased profitability naturally follows, since the lower your unit cost the greater your profitability at the same selling price.

Less competition. When you make a sales call on corporate buyers you have their undivided attention.



Less discounting. Buyers usually do not have immediate access to competitive pricing.

Fewer returns. Most non-retail buyers do not expect to return books.

Negotiable terms. You may increase your flexibility in negotiations since discounts are not fixed.

Improved cash flow. Most corporations pay in 30 to 60 days.

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)

You could logically plan different marketing tactics for different segments for the same title. This would be the case if you promoted one title to bookstores with an exhibit at Book Expo America (BEA, May 30 – June 1, 2013), to libraries via Baker & Taylor or by direct mail, and to corporate buyers through personal sales calls.

Marketing Strategy

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

Positioning strategy (marketing) is not the same as product strategy (publishing), but derives from it. Product strategy creates the physical differences (size, shape, content), and positioning explains the differentiation in a meaningful way to the readers.

Three Browser Bookmarklets to Streamline Your Social Web

No time for social media? Install these three bookmarklets (also called extensions and add-ons) onto your browser's bookmarks bar to share content with a single click as you surf the web.

PINTEREST When you see an image you want to share on one of your Pinterest boards, just click the Pinterest button on your browser, choose the board on which you want to share, insert comments, and you're done. (By the way, do you have "pinnable" images on all your web pages and blog posts?) Get it here.

BIT.LY Still using tinyurl? Drop it and start using bit.ly, which does a lot more: 1) It shortens URLs, 2) it let's you quickly share with your Twitter and Facebook networks, and 3) it has analytics. That is, it tracks how many people clicked on the links you shared. If you're using Facebook or Twitter bookmarklets, replace them and get faster sharing plus a view of what attracts your audience, and what doesn't. Get it here.

PRESS THIS If you have a Wordpress blog, log in to your blog and get the Press This bookmarklet. It's over in the left column under Tools > Available Tools. Drag it to your browser's bookmarks bar and now you'll be able to highlight text on any web page and quickly blog about it. More here.

There are a gazillion other bookmarklets, add-ons, and extensions available for all kinds of useful and frivolous tasks, but these three are a great introduction.

What one suggestion do you find yourself typically offering over and over again to just about anyone and everyone you know? It's that one tip that seems to be as close to "one size fits all" that you'll ever reach. You know the one.

There is probably one thing you say that could even qualify as a tagline for your business. You may have noticed "Turn your tips into products and your tips products into moneymakers" in these newsletters. It's often said that you (and I) will get tired of thy specific content of our promotional and marketing efforts sooner than our audiences/markets/prospects. That seems very likely. After all, you and I live it, eat it, sleep it, and breathe it. Those other folks only get it in very small doses. Let's take this generic tip that relates to so many people:

Throw it out when in doubt. You can usually get it again.

And let's say you're a Professional Organizer , a Personal Computer Consultant, a Life or Business Coach, a Management Consultant, or someone in a different field. Can you imagine all the places and ways you can put that single tip out into the world, with your website URL attached to it? Here's a list (in no particular order) to get you started thinking:

1. Twitter
2. Printed Notepads
3. Pinterest
4. Pens
5. Facebook
6. Coffee Mugs
7. Trash cans
8. Trash bags
9. Conference tote bags
10. Business cards
11. Calendar - online or printed
12. Blog
13. Newsletter
14. iPad cover/case
15. Dry cleaner plastic bags
16. Bumper sticker
17. Back window of your car
18. A clock
19. Wall hanging/print for office or other room
20. Receipt from office supply store
21. Magnet for refrigerator door, filing cabinet, closet
22. Event printed program
23. LinkedIn discussion group
24. Tissue box
25. Tea bag tag

That's 25 ideas, some of which make more sense to you than others, some of which you never considered, many of which got you thinking about ways to reach people who can use what you've got.

All of that is from one tip, one of the many tips that represent your expertise. Think about what would happen from expanding the places your tip can go. The possibilities really are endless. And what happens when you rinse and repeat, using the same or a similar approach with other tips you have? It could truly take a lifetime to exhaust those possibilities, both in printed and electronic format. Your awareness is now increased by merely reading this article. You'll probably now see many more places.

ACTION - Choose one tip you know you typically share with people in your circle. List the places you can put that tip with your website address, online and offline. Some places will be purely to promote your company and others can be part of a revenue producing licensing deal you do. Can you imagine licensing that tip to a big box office supply store for them to use in their morning drive time radio advertising? You won't be able to include your website there, though you can probably send out a press release touting the fact you made a deal with them

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>)

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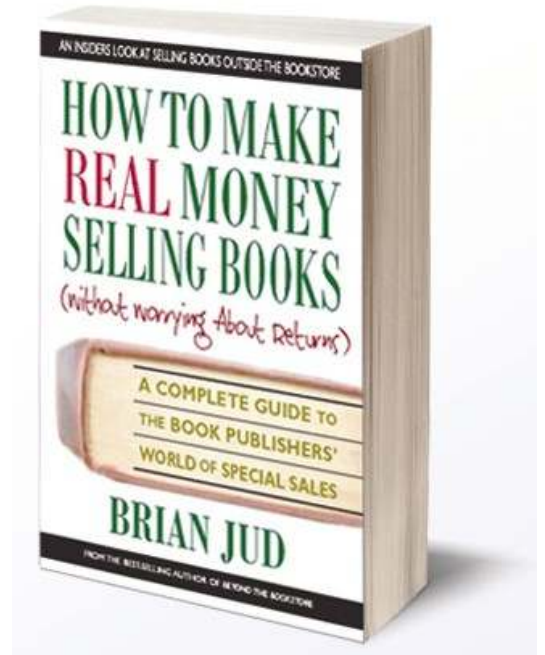
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Contact Information for Brian Jud

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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>