

Here is your May 14 edition of the *Book Marketing Matters* special-sales ezine by Brian Jud. It contains regular columns with tips from Dan Poynter, John Kremer, Marcella Smith, Penny Sansevieri, Rick Frishman, Eric Kampmann, Paulette Ensign, Judith Briles, Tonya Evans and Roger C. Parker. The guest columnist in this issue is Patricia Fry.

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I 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 11, Number 251 May 14, 2012

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.

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Or www.premiumbookcompany.com**

Top inquiries from the reps for the week ending 5/11/12

<u>Title</u>	<u>Quantity</u>
Jazz from Row Six	500
Historic Photos of Las Vegas	500
A to Z Guide to Hockey Terms	3000
What To Expect The Second Year	100
What To Expect The First Year,	100
The Pink Ribbon Diet	
The Breast Cancer Journey Planner	300
Chicken Soup for the Breast Cancer Survivor's Soul	
Golf Psyche	250
From Good To Great	50
Finding Your North	35 (Re-Order)
The New Food Lovers Companion	250
Still Have Faith	250

Upcoming Events and Webinars by Jud

How to Attend and Exhibit at Trade Shows Successfully

May 24 6:00 pm to 7:00 pm Eastern Time

You can reach hundreds --- or thousands – of prospective buyers in a few days at a targeted trade show. The biggest US book-industry event is Book Expo America (BEA) and that will be held next month. Even if you do not plan on attending there are ways in which you can use BEA to further your career and sales. Brian will show you how maximize your opportunities there -- or at any local, state, regional or national show. You don't have to pay a lot of money to exhibit – and in most cases you can profit more by not exhibiting. Attend this webinar to learn how to take advantage of many ways to reap the benefits of having all your top prospects in one room at the same time.

Sign up at <http://tinyurl.com/c6t7l8j>

Reach More Readers with Online Marketing

Thursday, June 21 5:00 pm – 6:00 pm Eastern Time

This webinar will describe creative yet proven and practical ways to use e-commerce for selling books and ebooks online. It will include topics such as affiliate marketing, blogging, online communities, choosing domain names, social media and creating commercial websites. You will learn to craft a profitable ebook strategy with additional tips for marketing ebooks and making money with email. Find how to use Twitter, Facebook, Pinterest and other sites in your marketing. Learn how to choose the best domain names and keywords. Discover the benefits of indexing, ranking and building links to and from your site. We will cover all that plus additional ways to help you become more profitable marketing online to build your sales worldwide.

Sign up at: <http://tinyurl.com/d9a5b9d>

Notes From the Front Lines

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

Next month is Book Expo month which, among other things, provides you with great opportunities to make connections that may improve your business prospects immeasurably. If you are looking to meet the right distributor at the BEA, then here are a few tips that will make your visit more productive. First, try to set up a meeting with a senior person before the show. Second, bring material you can leave with the distributor. Third, be friendly and brief. Realize that everyone is busy and they appreciate someone who values their time. Fourth, be ready to explain how you are going to bring success to them. Everyone has a story, but often it is the cogent story that wins the day. Finally, do your homework. Not all distributors are the same. Visit their website and check references if you can.

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>)

Which retailers will carry your book; where will your books be sold? Most people think first of bookstores, but there are many additional places to sell books. More nonfiction titles are sold through the non-traditional (non-bookstore) outlets (e.g., parachute books in parachute stores; other special-interest books in health food, office supply, computer, auto, garden and toys stores), in catalogs, as premiums, etc. These non-traditional sales are usually easier to make, very large and much more lucrative

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)

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. Stop thinking in terms of selling *books* and start thinking in terms of delivering information in the form in which buyers want it delivered.

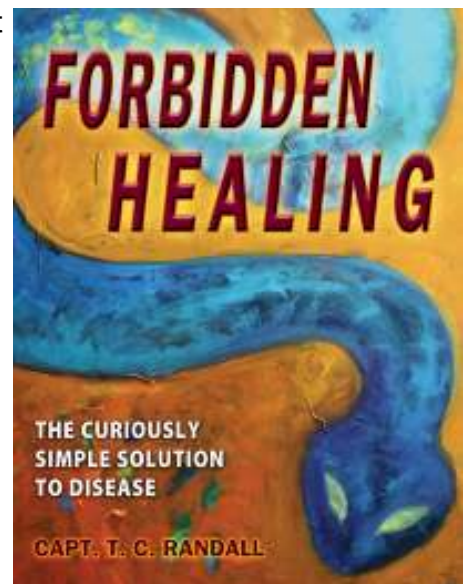
Find out if the people in your target audience want your content, whether fiction or nonfiction, delivered as a book, a booklet, in a 3-ring binder, as a DVD, etc. A book may be the best way to communicate your content, but at least be open to considering new product ideas. An open book and an open mind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

The Cover Story – Dottie Albertine

(Dotti Albertine of Albertine Book Design is an award-winning book designer and has been designing custom book covers and interiors for over 20 years. She can be reached at: www.AlbertineBookDesign.com | 310-450-0018 | dotti@dotdesign.net)

Capt. T.C. Randall, a charming, incredibly informed, self-taught sort of cell biologist and lover of the sea (inner and outer) chose this original painting for the cover of his book. Snakes variously symbolize medicine, wisdom and deceit. They are seen as messengers of transmutation able to crawl out of their old skins. Capt. Randall explains the simple acidic oxidative stress that is the cause of disease and the destruction of Earth's atmosphere, and tells his reader how to crawl out of this skin into a healthy new one.

To make the title “pop” over a busy background, I used a hot color, embossing, a red outline and a glow filter. I chose a font that was smooth and simple, reflective of the snake. It is italicized to indicate movement and action. It looks very straight-forward, but each book cover requires getting the “feel” of the book and several cover comps to get just the right one that works without being over-worked.



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.)

Consider the Creative Commons: A non-profit copyright reform organization that provides owners to define licensing terms and to encourage wider dissemination and use of copyrighted works for non-commercial purposes, perhaps widening the fair use arena for informational, private and educational uses. Not law but works within existing law.

The Book Shepherd

(Judith Briles, www.TheBookShepherd.com Follow me on Twitter, <http://twitter.com/JudithBriles>)

Blogging isn't going away. It's tweaking, getting more refined and polished. So is Twitter - a mini-mini blog, that forces you to keep whatever messages you write to 140 characters including spacing - I think of a good tweak as a ruthless edit. A blog can be long or short-some are full-blown articles; others tidbits. Let yours vary. Probe blogs that cover your topics-study them. Does the blog owner quote other blogs, articles, authors, experts, link to other blogs, allow for comments or have guest bloggers? For authors, becoming a fan of another's blog, may just open up a new world to you. Making comments creates name recognition (your name is part of your brand-never forget that); and if the blog owner likes what you say, you just may be invited to do a guest blog or two, or three. Your wise words now reach many who you might never have touched. It's the way of the viral world. Get to know it, you just might love 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

You're On The Air

(Deborah Wetzel, morning news anchor and talk-show host on WCBS-FM, New York City)

I ask the author to outline his or her credentials right away so my listeners know you went to Harvard or spent X years researching. It builds the author's credibility.

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>)

There has been a turnabout in book/movie rights. Now, not only do movie producers buy screenplay rights to books, but publishers buy novelization rights to screenplays.

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)

Ideas can be magical; they can be brilliant, revolutionary, and hysterical. They can change the world. However, they can also be impractical, unrealistic, or just plain dumb, especially with the intervention of time. It's hard to be objective about your own ideas, especially those that you feel passionate about. And determining whether your idea is good enough for a book that a publisher and readers will buy can be especially difficult. So test your book ideas.

The Very Idea

(Editorial by Brian Jud)

Some authors immediately try to launch a new title nationally. But given a limited budget, it is unlikely that they will get the reach and frequency of *hits* on prospective buyers to reach the “tipping point,” getting them to buy in sufficient quantities. Frustrated and out of money, they give up. There is an alternative, and it is called a *roll out*. Here, you start locally, expand regionally and then, as finances, experience and demand dictate, nationally. There are many advantages to this strategy, among them are:

- Generate revenue to support future promotion
- Get references and endorsements
- Get local reviews to build credibility
- Test promotion themes and build momentum
- Find the right product form (See *Marketing to Non-Bookstore Buyers* in the next newsletter section)
- See if your pricing is accurate and profitable
- Find opportunities for sales in special markets
- Practice performing on the air
- Establish distribution into each target segment

The link below shows how Wal-Mart implemented this strategy since their inception. In less than a minute you will get the idea of how starting locally can be a profitable strategy:

<http://projects.flowingdata.com/walmart/>

Booklet Ideas – Paulette Ensign

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

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

Have you been writing tips, booklets, lists, articles, and books about your topic for awhile? Yes, it's crucial to establish yourself as a primary "go-to" source in your area of expertise. However, you could be missing opportunities and enthusiasm (yours and your audiences') by approaching things the same way you've always done.

Aside from improvements, developments, discoveries, and changes in best practices in your field, it is highly likely your expertise can serve more than one group of people. And that's even before we talk about people whose native language is something other than English (or whatever your native language is), or people who need the information delivered in some other way because of challenges or preferences.

"52 Ways to Minimize Stress for _____" - fill in the blank. Teachers, doctors, retailers, speakers, moms, road warriors, college students, corporate managers, food truck owners, public relations professionals, locksmiths, power washers - and on and on, endlessly.

ACTION: Tweak your tips to tweak the topic by inserting some relevant references periodically throughout the document. Doing this opens up a whole new world to you, increasing your excitement and your bottom line.

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)

7 ways to add visual interest to blogs & books There's more to adding visual interest than generic stock photos, clip-art, and pie charts. The next time you want to add visual interest consider using one of the seven following to reinforce your ideas and strengthen your brand by adding a personal touch.

Some of the following have been around for centuries, others reflect recent thinking. One will be described in each of the next five issues of *Book Marketing Matters*.

#2: Mind maps. Just about everything I write, including blog posts, begins as a mind map, like the sample map above, that I created using Mindjet's MindManager App for the iPad. Mind maps save time writing-by the time I start to write, a lot of the hard work has already been done. Plus, they add visual interest with distraction, since they preview and reinforce the article or blog post contents. Note: if you own an iPhone, iPad, or Android device, you can currently download Mindjet's mobile apps for free!

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)

Your plan should be a practical marketing document that provides a daily reminder of the activities on which you should be working. It answers the question you should ask yourself whenever you are in doubt about what to do next: *What is the best use of my time right now?*

Marketing Strategy

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

The flow of energy begins with the author and moves through the publisher to the market. However, this energy can be diluted as the title moves through the system if authors write about what they know best, instead of about what people are interested in buying.

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. She is also the Executive Director of SPAWN (Small Publishers, Artists and Writers Network) www.spawn.org

Create Presentation Topics Based on Your Book. Do you have a repertoire of live presentations you do on behalf of your book? When you schedule a speaking engagement designed to promote your book, can you provide a list of possible speech topics? Most program organizers appreciate having choices-topics of interest to their group that they can choose from. And it would behoove you to create such a list.

Post this list at your website to demonstrate your range of possible programs for those who are seeking speakers or for those you have contacted and who want more information about you. For a book on selling real estate, your list of presentations might look like this:

- How to Establish Curb Appeal for Your Home or Office Building.
 - * Tips for Choosing the Right Real Estate Agent.
 - * Understanding the Real Estate Market.
 - * Just What can you Expect From Your Agent?
 - * Simple Steps to Selling Your Home.
 - * When to Buy and When to Sell Locally.
- For a historical fiction novel, your list of speech topics might look something like this:
 - * From Banker to Novelist in Five Years. (Your story.)
 - * How to Research for a Historical Novel.
 - * Little Known Historical Facts About New England.
 - * One Family's Journey Out of the Darkness. (A description of your story.)
 - * The Real Story About Self-Publishing.
 - * So You Want to be a Novelist.

For nonfiction, your chapter titles and subheadings might be appropriate titles and topics for presentations. For fiction, you might tell the story of one particular character-perhaps offering some back-story that is not included in the book. Get into the psychology of why someone would behave in a certain way, as depicted in your story, for example. Do a program on some disease or dysfunction and what you learned about this during research.

You'll book more speaking engagements if you are well-prepared with potential programs that are of interest to your reading audience. So go to work this week creating your topic list and then start contacting program directors for civic organizations, your local garden club, church groups, business conferences, pet trade shows, etc.

Helpful Website of the Week

Buried in the Slush Pile

<http://cbaybooks.blogspot.com/>

Yet another blog — but a good one. If you've ever wonder what editors and publishers are thinking, and even if you haven't but feel you need to stay informed, this site offers the straight story.



Buy Lines -- Free Information to Help You Sell More Books

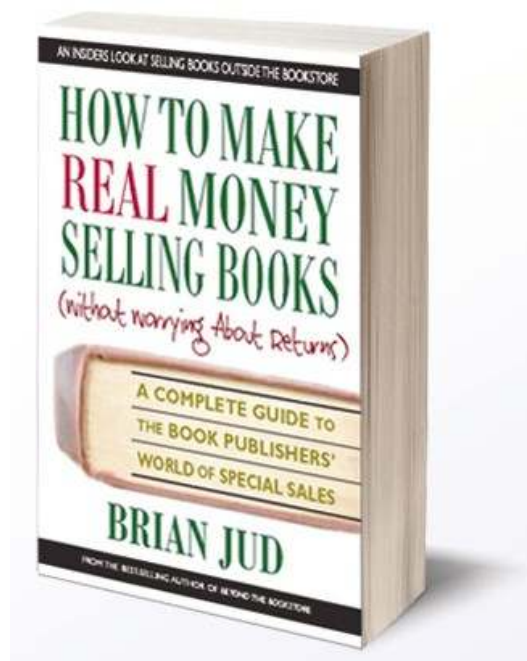
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- Beat your competition
- Become more profitable
- Sell in untapped, lucrative markets
- Minimize -- if not eliminate -- returns

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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/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-only 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. Visit his blog at <http://blog.bookmarketing.com> and contact Brian at P. O. Box 715, Avon, CT 06001; (800) 562-4357; brianjud@bookmarketing.com or go to <http://www.bookmarketing.com>