

Here is your January 21 edition of the *Book Marketing Matters* special-sales ezine by Brian Jud. It contains regular columns with tips from Dan Poynter, John Kremer, Guy Achtehzn, Rick Frishman, Eric Kampmann, Paulette Ensign, Judith Briles, Gail Z. Martin, Tonya Evans and Roger C. Parker. The guest columnist in this issue is Jackie O'Neal.

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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 2, Number 268 January 21, 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.
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**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 1/18/13

<u>Title</u>	<u>Quantity</u>
A Taste of California Cooking	480
After 50 It's Up To Us	288
Healthy Mediterranean Cookbook	200

Upcoming Free Webinars

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

January 23 (Wednesday): How to Increase Your Sales Through Creative Promotion

By Brian Jud and Rick Frishman

If you use the same promotional techniques, in the same way that everybody else does, you will not stand out and your sales will suffer. But if you can find new ways to reach people with a meaningful and creative message you will get positive attention, media buzz and more revenue. Discover how to break through the media clutter and reach more people with a persuasive message. This is not a webinar about new ways to write a press release, but new ways to build and hold a leadership position in your target markets through innovative, professional and effective promotion.

Sign up at: <http://tinyurl.com/bcdya8s>

January 31: How to Distribute and Price Your Book Profitably

By Brian Jud 6:00 – 7:30 pm

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>

February 14: How to Get More Reviews and Awards

By Brian Jud 6:00 – 7:30 pm

Book reviews and awards can be an excellent source of exposure and sales. In addition, they can enhance your credibility among prospective buyers, increase your chances of getting on the air or in print and may give you more leverage among agents, publishers and distributors that turned you down in the past. However, you must get the right ones and use them effectively in your promotion if you are to get the maximum benefit. This webinar will show you how to do that.

Sign up at: <https://www1.gotomeeting.com/register/809908353>

News From SPAN -- Special Discount for Joining SPAN

As the new Executive Director of SPAN I invite you to join SPAN or renew your membership. Then you can experience the many existing benefits, plus the exciting changes and additions I have in store to help you increase your sales, revenue and profits.

Save \$29 by joining SPAN today. Go to <http://www.spanpro.org/partner-organizations> and register as a Pro-Member Partner (Premium Book Company)

In addition, your reduced renewal fee gives you discounts on information, services, tools and personal assistance that more than compensate for your payment. And we will help you sell more books, to more people, more quickly including discounts on:

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- Shipping
- Distribution through the top distributors and wholesalers to bookstores and libraries
- Website design
- Public relations services
- Trade show display opportunities

In addition you will also receive:

Access to cooperative marketing programs to trade and non-bookstore buyers (mailings, email blasts, newsletters, telemarketing)

Discounted pricing on customized sales-promotional products

Discounts on personal consultations, retail distribution programs and representation at trade shows that reach non-bookstore buyers

A list of current benefits for SPAN members is at <http://www.spanpro.org/member-benefits-public>

Save \$29 by joining SPAN today. Go to <http://www.spanpro.org/partner-organizations> and register as a Pro-Member Partner (Premium Book Company)

If you have any questions about SPAN, feel free to contact me at BrianJud@spannet.org

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>

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 at (636) 625-3337, or via e-mail at tom@tomhillwebsite.com)

Stretch goals were explicitly designed to push people to think differently about the tasks at hand. Suppose your revenue in 2012 was \$1,000,000. You want to grow it 10% to 1,100,000, you tweak your marketing ideas, try to get another big account etc. What if you decided to stretch your goal to \$1,500,000 - a 50% increase? How would you do it? As you begin to think about this, you will start to realize the benefits of "stretch goals". It's not the new revenue number, it's the thought process.

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 five issues of *Book Marketing Matters* I will describe one of seven signposts on the road to good publishing. Here is the second.

Design. Weak, inappropriate or bad design can undermine the best book. A good publisher puts a lot of thought and energy into the overall design of the book, and especially in the book jacket. It's a shelf space business. How your book looks and what it communicates at a glance can make it stand out in the store, or get lost.

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>)

Books are best promoted with review copies, news releases and, if appropriate to your book, a limited amount of highly-targeted direct mail advertising.

Ideas for Selling to Non-Retail Buyers – Guy Ahtzahn

(President of The Promotional Bookstore, offering commission-based sales of books to non-bookstore buyers, guy@msgpromo.com)

Focus on getting people to buy rather than selling to them. This may seem like a minor difference, and it may just be a matter of degree. But today's business buyers are more astute than those of the past. They are not simply looking for ways to reduce costs, but how to create value for their organizations.

Discover what the customer needs -- which will probably be some combination of products and services -- then describe how you can help improve revenues, margins or brand image. Add value to their way of doing business. For example, you may be trying to sell a barbeque cookbook to buyers at Lowe's or Home Depot. They do not want to sell cookbooks as much as they want to sell high-priced, more profitable barbeque grills. So you could sell your cookbook by demonstrating to them how it could be used as an enticement to get people to buy the grills. They could *use* your book – rather than *sell* it – by giving one away with each grill purchased. This is the concept of cross merchandising.

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)

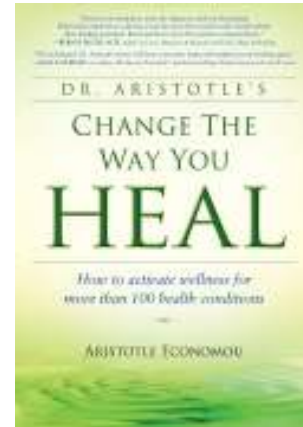
There is no single best form of ownership for a writing business. The decision will depend on the nature of your work, the income it generates and your personal priorities. You may need to re-evaluate your choice of entity as your business grows. A business attorney or CPA can help you decide which business structure is best for you

The Cover Story – Peri Poloni-Gabriel

(Peri Poloni-Gabriel of Knockout Design has been in the business of designing books for over 15 years. She can be contacted at www.knockoutbooks.com)

Change the Way You Heal

This book blends traditional and non-traditional methods of healing over 100 conditions. To appeal to a wide target audience, a type-driven cover concept was appropriate. The word *HEAL* is the focal point and the clean, calming water image, secondary. Green was chosen as a healing color and to also represent a more holistic approach. The serif fonts used are traditional in feel to lend an air of authority. Since two well know authors gave rave reviews of the book, they were prominently featured on the front cover



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.)

A transfer or license of copyright (or any right in the bundle of rights) executed by the author (but unlike a pre-1978 transfer not a transfer made by anyone other than the author) on or after January 1, 1978, is subject to termination under the following conditions:

- A single author who executed a grant may terminate it. If the author is deceased, then whoever is entitled to exercise more than one-half of that author's rights may terminate it.
- If two or more authors executed a grant of a joint work, a majority of the authors who executed it may terminate it. If any of the joint authors is dead, his or her termination interest may be exercised by whoever is entitled to exercise more than one-half of that author's interest.

This single, extremely valuable section of the Copyright Act, allowing for the reclaiming of rights by terminating transfers, empowers authors. Note that the statutory termination provision does not apply to works made for hire or to transfers made by will. The termination right also does not apply to rights arising under foreign laws or derivative works. In the case of derivative works (for example, a movie based on a book), termination of the rights to the underlying work (the book) does not prevent the continued display and distribution of the derivative movie. Once the rights are terminated, however, no new derivative works can be created.

Not surprisingly, the rules to exercise the statutory termination right are specific and must be strictly adhered to or the right will be forever lost. In addition, the Copyright Office does not provide printed forms for the use of persons serving notices of termination.

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)

The planning process gives your annual plan a sense of relevance and flexibility, and gives you the chance to fine-tune your actions while responding to unforeseen opportunities. Just as you are planning to grow your business, your competitors are doing the same thing. There is no standing still – you either move ahead or fall behind.

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 #4 blunder: Believing that you can wing your way to success. Game plans are important. In fact, they are critical. See above. They include the who, what, where, when and why. Plans ID who the target market/reader is; they are clear about what the book is about and what it's purpose is; they know where there market is; when the timing is ideal to launch the book (and yes, launching needs a plan as well); and they are very, very clear as to why they are writing the book and why they, the authors, should be the author.

Savvy authors have fire in their belly—that they need a plan to keep the fire burning.

You're On The Air

(Steve Harrison, President, Bradley Communications Corporation)

Give listeners an incentive to call. For example, you can say, "Call this 800 number to order my book and I will send a free report." You've just given them more of a reason to drop everything and order today.

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>)

Direct mail can be an effective way to reach the person responsible for buying new titles at bookstores. Surveys show that chain store buyers rely on brochures and flyers as a major means for finding out about new titles.

Author 101

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

Every publisher has submission policies that may differ from those at other houses. So carefully check each company's Web site and tailor your submissions to each publisher's requirements. Individualize all submissions; one size does not fit all! While you're visiting a publisher's Web site, browse around. Familiarize yourself with the company. Examine its online catalog; learn which books and writers it published, the topics in which it specializes, and any sales figures they disclose. Check out the company's press releases and other reports about its news and developments.

Each publisher has a vision of the types of books it wants to publish and the direction in which it hopes to go. Companies' visions are usually apparent from the books they have published and some state their vision on their Web site and in the guidebooks. Publishers primarily want books that fit with what they did in the past and what they want to do in the future.

Investigating each publisher will give you a feel for the house's vision and how you should shape your proposal. Consider your investigation a fact-finding mission and remember that even the most trivial information could prove invaluable in your voyage through the publishing process.

The Very Idea

(Editorial by Brian Jud)

If you are a new author introducing a book in a market dominated by a large competitor, do not try to compete head-to-head unless you have a strong and demonstrable point of difference or a large promotional budget. For example, if you were to publish a new book about how to get a job, you would face the perennial market leader, *What Color Is Your Parachute*. Instead, carve up your opportunity into smaller niches where you can establish yourself as a leader. Become the top dog in each. In the job-search example, you could sell your book to state governments, corporations, counselors, trade schools, the military and even to prison libraries.



Marketing Strategy

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

There are four competing concepts under which publishing companies can conduct their marketing activities. These are the Publishing Concept, the Product Concept, the Selling Concept and the Marketing Concept. In all except the Marketing Concept, publishers center on making the sale by selling what they publish rather than publishing what the market wants.

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)

Whether you speak at book clubs, genre events such as romance or science fiction conventions or at scholarly or industry conferences, realize that your speaking engagements will not really be about your book. You will be asked to speak on topics related to the subject of your book, but don't mistake that as an invitation to do an infomercial. If you make the speech a sales pitch, you will lose the chance to demonstrate your credibility and to forge a bond with the audience. Instead, whether your book is fiction or non-fiction, focus on being entertaining, accessible, down-to-earth and provide your listeners with useful nuggets of information.

Booklet Ideas – Paulette Ensign

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

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

Simply say it. You're starting the year with your creativity reaching an all-time high. You crafted a clever, cute, seemingly captivating title for that tips booklet you're ready to write or just finished writing. And you're sitting there beaming over your accomplishment. Kudos for the creativity. You are likely to get a much lower grade, though, for the lack of clarity hidden by your creative cuteness if the cuteness overshadowed the clarity. Very simply, that grade will be in the form of missed sales.

Why? Well, it can be tempting to generate a title you think will prompt people's curiosity. In some forms of writing, that may work well. With tips booklets it's actually a big risk. Your booklet might be overlooked or misunderstood by those who can really benefit, those people you want to help, those folks who need and want what you've got. They missed knowing what the booklet is really about because your title collapsed under the weight of the cleverness you assigned to the title.

So what IS your tips booklet about? It's different ways to do something if it's tips, right? So "how to..." or "X number of ways to..." or "X number of tips for..." or "Proven tips to ..." are great starting points for your title. While you may think it's unexciting, doing otherwise goes against your best intentions.

Say it simply. Tell the potential buyer or reader (who may not be the same person) what it is that's in your booklet so they know what they are getting and they know if it's a match for them.

And in case you think a really clear (if not way too long) subtitle cures the confusion, quite simply, it won't. In fact it probably compounds the problem in several ways. Even if you make it the same font size as the title (when it's usually smaller than the title), the eye goes to the title first and may never get beyond it to see what the subtitle says at all. Or it may see it and not really absorb it. Then there is the matter of space and time. How likely are you to write the whole thing out each time you refer to your booklet, and how likely will there be enough space to include the entire title and subtitle each place it is ever printed? Subtitles rarely help with tips booklets, especially if the subtitle is long.

Look back at the title or titles you considered. If they still seem ideal, put the list away for a few days and come back to it. Still no change a few days later? Pass the possibilities around to some trusted people in your life, the ones who will be completely candid with you because they intend no malice and only have your best interests at heart. Ask them what they think your titles are about, or ask them to suggest simple yet meaningful titles for your booklet manuscript, depending on where you are in your process.

ACTION - Get great title ideas from the formula used on magazine covers at the grocery store check-out stand. You'll see some of the clearest, simplest, straightforward article titles. Those will guide you toward writing a clear, simple, straightforward title for your booklet. Then send those newly developed titles to the trusted people in your life and see what a different tune they sing with their feedback.

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)

Organize your book's table of contents in a simple and elegant way. You've probably heard about Jeff Howe's book *Crowdsourcing: Why the Power of the Crowd Is Driving the Future of Business* which describes the growth of social media marketing. One of Wired! Magazine's most influential articles, and a very talked about book, *Crowdsourcing* has a deceptively simple content plan:

- Part 1: Where We've Been
- Part 2: Where We Are
- Part 3: Where We're Going

Each part contains 2 to 5 chapters. Although an 11 chapter book might appear long, the 3-part division of the chapters creates a series of "landmarks" that provides a context for each chapter as well as organizes the reader's journey through the books--just like it probably aided the author when writing the book.

Question: Are you using sections to organize your book's content?

Guest Columnist – Jackie O'Neal

(Jackie Audrey O'Neal, O'Neal Media Group, a literary publicist who raises a book's visibility and the author's individual profile in a crowded marketplace; <http://onealmediagroup.presskit247.com>, (609) 334-8621, onealmedia@live.com)

Three Life Lessons Learned from Book Marketing. I've often been asked what I love most about the work I do, as it appears tedious on the surface; however, during the course of my daily tasks of media relations, creative writing, and strategic planning, I'm open to receiving impressions that translate into valuable life lessons.

Taking Action: Someone wise said, "The way to be nothing is to do nothing." In like manner, the way to be great is to do great things. I find that by maintaining a positive attitude, I'm able to take action on behalf of my clients each day to help them achieve greater visibility. In life, taking action removes obstacles and opens many golden doors. I'm confronted with this truth as I press forward.

Planting Seeds of Opportunity: Part of my job is to open the way for fresh, new opportunities. In the course of my work in book marketing, I recognize that each day represents a building block to future success for my clients. Each connection made, each press release sent, each follow-up is a chance to learn and grow for the future.

Effort is Rewarding: Everyone knows book marketing is a full-time job, and requires a great deal of effort. Norman Cousins once said, "Hope, purpose, and determination are not merely mental states. They have electro-magnetic connections that affect the immune system." With this thought in mind, it's easy to see the health benefits that come from hard work.

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>)

Scriptologist

www.scriptologist.com/Directory/Agent/Literary/Literary3/literary3.html:

This site combines the three most powerful elements of online marketing — content, commerce and community — for those in screenwriting.



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

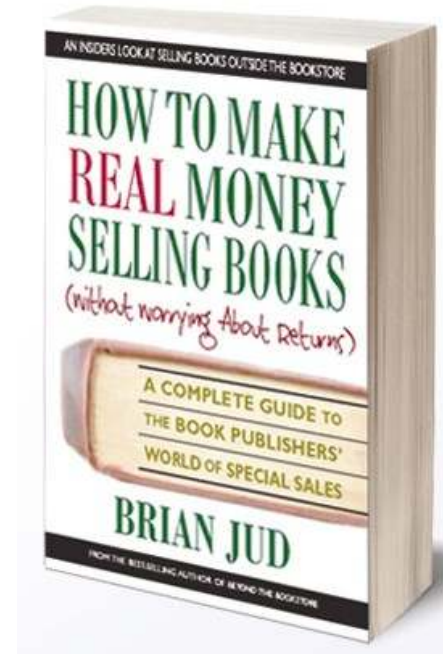
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Do you need a jump-start to get your sales moving?

Do you have a quick question or two about how to get started in special sales?

If so, consider a one-hour consultation with Brian Jud. Get answers that will ignite your sales efforts. Brian can help you create a quality product, distribute it to markets you may not even know exist, price it profitably and promote it more effectively so you can...

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Beat your competition

Become more profitable

Sell in untapped, lucrative markets

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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

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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

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>