

Here is your February 4 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 3, Number 269 February 4, 2013

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

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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 2/1/13

<u>Title</u>	<u>Quantity</u>
Quipnotes for Moms	2000
Eight Days of Being a Mom	100
The Homeowners Journal	1000
The Homeowners Record Keeper	500
The Ultimate Home Jrnl & Organizer	500
Home Owners Record Keeper	500
Home Keeper/Organizer [Ring-bound]	500
The Home Owner's Diary	500
Football Tailgating Recipe Book	500

Upcoming Webinars & Events

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

February 7: Increase Sales With Creative Promotion

By Brian Jud 6:00 – 7:30 pm, ET

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: <https://www1.gotomeeting.com/register/539794105>

February 14: How to Get More Reviews and Awards

By Brian Jud 6:00 – 7:30 pm, ET

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>

February 28: How to Be Your Own Publicist

By Brian Jud and Joanne McCall 6:00 – 7:30 pm, ET

Joanne will talk about generating media for your platform; how to deliver fantastic interviews, how to do compelling video and using social media to sell books

Sign up at: <https://www1.gotomeeting.com/register/786512233>

News From SPAN

Update from the New Executive Director of SPAN – Brian Jud

Are you looking for a publisher or agent? SPAN can help you find one – or have them find you. We have collaborated with PubMatch.com for you to do just that! It is free for SPAN members to set up an account.

Once you set up your account, PubMatch.com has a Basic program with limited access for \$30 and a Premium Program for \$200 with maximum access. Only SPANpro members can get the Premium Program for one year for \$30! **You save \$170.** Here is what that means for you:

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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>)

The greatest challenge to a self-publisher is managing the day-to-day excitement.

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)

The sales process for a large order to a corporation may take several years. Buyers may initially test your title and then wait months or a year before placing an order. Rarely are people in as much of a hurry to buy your book as you are to sell it; so be patient.

- There is more at stake for buyers purchasing in large quantities, and corporate buyers in particular want to buy from people they know. It takes time to build the relationships that lead to large orders.

As you prioritize your prospects and opportunities, sell smaller, but more frequent quantities to retailers while you are working on the larger orders. This may help to generate some interim cash flow. But the axiom still holds true that people buy on their timelines, not yours.

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 third.

Printing. How do you pick a printer you trust? And how many copies should you print? These are two big financial decisions that can support or undermine the entire venture. A good publisher understands how to evaluate and choose what to invest in terms of paper weight, opacity, and binding. Even more important is the question of how many copies the first printing should be. You must be able accurately predict the quantity you can sell within the first four months. That is what you need to print to cover immediate demand without being stuck with excess inventory —and lost revenue. Just in time printing saves you money and worry. Having a professional sales team takes the guesswork out arriving at that number.

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)

Arcania: Trial by Fire, book 1

This cover was created strictly for e-book usage, so no spine or back cover. It is a young adult, dystopian novel with twin teens as the two main characters. Time/space travel, magical powers and the contrast in personalities between the twins were important concepts to convey. Using a dark background with stars created not only the mystical feel, but also allowed the elements to visually tie together. I was able to find stock images that looked like the same model, but was in actuality two different young women. Being the first in a series, the type was created to have a branded feel with use of the filigree and metallic gold.



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)

"Journaling" - something powerful takes place when a thought, a goal, an ambition, a plan, an idea is literally written down. This week, just 7 days starting Sunday, grab a notebook, iPad, Evernote, anything. At the end of each day just write down the highlights of the day - what you did well and what you could even improve. Just 10 minutes each day for 7 days. At the end of those 7 days, review the past week. What you find will be astonishing.

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

Registration with Paper Forms: Paper versions of Forms are still available. The fee for a basic registration using one of these forms is \$65 payable by check or money order.

The Book Shepherd – 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 #5 blunder: Believing that publishing is not really a business. Not grasping the simple fact that publishing is a business; that there is a P&L you need to understand and answer to; that understanding and negotiating contracts will come into play; and that you need to view that you have an investment in play.

Savvy authors view publishing as a business and learn to evaluate what the costs are, as where their break-even comes into play.

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)

Accounting software is a wonderful tool, *if* you use it correctly. Please spend them time and money to get your software set up properly and be trained in how to use it. I have met authors that have paid a lot of money to have their QuickBooks records fixed because they set up the software incorrectly. The software is only as good as the information you enter into it. If you enter your data in the incorrect place, QuickBooks cannot fix it for you. As the saying goes, "Garbage in, garbage out."

You're On The Air

(Benita Zahn, Noon News anchor and talk-show host on WNYT-TV, Albany, NY)

If you speak monotonously, it's nothing you're going to change in the 30 seconds before you go on the air. If you think you've got a terrible voice, go see a coach.

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>)

Selling sponsorships. For a book on wealth preservation, one self-publisher charged contributors to write the book for him. He brought in fifty-four contributors at a price of \$2,000 each. In return for his \$2,000 and answering questions for the book, each contributor received copies of the book with his name on the front cover as one of the co-authors. In addition, his photograph and biography were featured on the back cover. The contributors were willing to pay so much because they wanted the exposure before so many potential customers for their service.

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)

In publicity, your message is delivered through the media and through channels such as your networks and your contacts' networks. In contrast to advertising, you don't pay the media to deliver your message, but convince it to deliver it in its articles, reviews, and programs. The media may deliver the exact message you provide, or write or present information about your book in its own words, style, or format.

Publicity is effective because the public tends to think of information it gets from the media as news. So, it gives publicity more credence than advertising does, which the public knows is bought and paid for by advertisers. Advertising is perceived as being big on hype and short on truth, while information provided by the media is generally accepted as true.

The Very Idea

(Editorial by Brian Jud)

Many publishers bury their backlist titles in favor of the latest ones. However, in special-sales marketing your backlist is just as fresh as your frontlist.

Stop thinking in terms of frontlist and backlist. Most non-bookstore buyers are less concerned with the publication date than they are with how the content of your book can help them or their customers, employees, students or association members. Assuming your information is relevant, corporations may use it as a premium to increase sales of their products, magazines as a way to increase subscriptions or by museum gift shops as a way to enhance the experiences of their guests.

Given the fact that you probably already have a frontlist and backlist, evaluate your complete inventory of titles, and then devote your attention to marketing those with the greatest potential. Then sell them in nontraditional places such as schools, colleges, hospitals, pharmacies and/or



military bases. These groups might purchase them for resale, as premiums or as gifts.

Dig out those old titles. Balance your efforts on marketing your frontlist of potential stars as well as your backlist of solid titles. Stop thinking of titles as individual publications but as bricks in the foundation of your future business.

Booklet Ideas – Paulette Ensign

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

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

The smarter you are, the more likely you are to be worried (yes, worried) that you are giving your tips booklet reader enough information. The fact is, the more basic the information you provide to the reader, the better you serve them.

While that may seem to fly in the face of logic, and you're hearing your mind going "but, but, but..." consider this: whether your booklet reader is coming to your expertise for the first time or is revisiting what you offer to re-install your information into their current knowledge requirements, they will benefit best at a basic level to build on from there.

The fact that you view basic information as potentially uninteresting is because you know so much more about it. You have been immersed in it for however long you have. You know the nuances, the deeper meanings of basic concepts, the more complex theories and applications. Your tips booklet reader does not. It's as simple as that.

This is true whether you are a life coach, a financial planner, a fitness trainer, a motivational speaker, or come under the heading of just about any other professional description. You know what you know. The people who you serve know what they know. You help them best by starting with the basics.

Imagine that you are a financial planner. Your clients and potential clients are nothing short of exceptional at what they do. They are, however, close to clueless about how to manage and invest their income. If you start with an in-depth explanation of a wide range of investment tools and how the stock market works, the advantages of domestic over foreign or foreign over domestic holdings, or, or, or, well, you get the idea, you are NOT serving them well.

Or think about your work as a motivational speaker. You crafted your motivational message based on an experience you had that, no doubt, involved a process that got you to where you are now. You started at some basic point and went on from there. The basics are the important starting point for your readers and your audiences. They need to know where you began so they can, too. Where you are today is impressive. How you got there is what they need from you today.

In your effort to dazzle people with your brilliance from the get-go, the odds are high that the response will be a glazed look coming back at you, or some form of shutting down from being on instant overload. Okay, maybe you'll get a barrage of questions to clarify or re-direct you back to a more basic place.

Keep in mind the suggested starting point here is a tips booklet. You may lose them and not even know it. They picked up the booklet, decided you were beyond what they need now (or ever), and that's that. They're gone.

Your booklet didn't serve the best purpose it could. However, it's not a total waste. It was just too much too soon. This booklet can be the second or third in a sequential series, with each volume built on the one before.

ACTION - Think back to your earliest moments in your journey that brought you to where you are today. Create a tips booklet with that information, with your starting point. Those tips are the most useful to people first coming to your expertise. It really is interesting and inviting to them, so what else matters?

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)

Test several blog post title variations for SEO effectiveness. Search Engine Optimization is one of the most important marketing tools available for authors. Many authors pay a great deal of attention to choosing page titles and keywords that clearly speak to their prospect's needs and the contents on each page.

Yet, the same authors who painstakingly target their market by choosing and testing the right keywords and page titles often neglect SEO when writing their everyday blog posts. Often, because of time constraints, there's a tendency to dash off a blog title, without thoroughly examining it for keyword relevance and consistency with the blog post that follows. Instead of using the first blog title you come up with, consider copying your original title to your word processor, and making a list of 4 or 5 variations on the title.

The limitations, or strengths, of your first-draft title will become far more obvious when you see the original title in the context of your better thought-out variations. Evaluate each of your blog post titles in terms of their keyword relevance as well as how often the terms used in the title are repeated in the first paragraph of your blog post.

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 executive summary of your business plan should concisely explain your company's current status, its products and services, promotional programs, the benefits to the customers, personnel strengths, the financial forecasts, your objectives in three to seven years, the amount of financing needed and how the investors will benefit.

Marketing Strategy

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

Years ago, Charles Revson, then CEO of Revlon Company, was asked to describe what his company sold. He responded, "In the factory we make cosmetics, but in the stores we sell hope." He knew that people do not buy a *product*; they buy what the product *does for them*. Stop selling your books and start selling what your content *does* for the reader.

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)

Take a realistic look at your finances. How much money can you afford to spend on marketing? Remember that *marketing* includes printing business cards or bookmarks, making posters, maybe even hiring an intern or an assistant to help you with research. Don't be tempted to print your own business cards or bookmarks to save money. You will not look professional, and any savings will be at the expense of credibility. These need to be done right. Realize that many people decide whether or not you're "for real" by your website. You need a good one.

Guest Columnist – Jenny Hudson

(Contact Jenny at Merrimack Media , info@merrimackmedia.com. If you'd like receive self-publishing news visit [www. http://merrimackmedia.com](http://merrimackmedia.com) and join the email list and you will receive a free eBook on How to Self-Publish.)

How Do You Know When Your Work Is Ready To Publish?

As owner of a self-publishing company, a lot of authors approach me about publishing their work and I observe an interesting phenomenon. The author's bright enthusiasm fades into insecurities about their writing just before they are ready to say, "Ready". I have experienced this myself, having self-published four novels, and the first time I published one, it was reminiscent of being eight years old, standing on the high dive for what seemed like an hour with my stomach in knots, terrified of jumping into the pool that looked very far away.

But, jump off the edge I did, loving both the free fall and lovely splash...literally and in self-publishing. Once my book was sent off for a proof and there seemed to be no turning back, I checked the mail each day, eager to see the results. When the proof came a week later, holding my paperback with its shiny new cover left me speechless, but I'm getting ahead of myself. The problem I want to discuss is that many writers are still standing on the diving board.

How do you know when you're ready to jump? Here's five tips that might help you and when you are satisfied that your work had addressed all of these issues, you may very well be ready to go.

1. **Make sure that you are satisfied with the ending of your book.** This applies to non-fiction as well as fiction. Does the content answer the questions you have raised? Does the plot resolve? Are the characters effected by the resolution? Put your book away for a couple of weeks and then see if you are happy with it. If not, you may want to seek out the help of an editor who can help you with chunks of your book, beginnings and/or endings, or heck, even ghost write it for you if you're really in trouble.
2. **Is your writing tight?** Weed out meaningless dialogue, cliches, too many metaphors, overuse of adverbs, passive verbs, flowery or bodice-ripper descriptions, and redundancies. Move your plot along with every word you write.
3. **Can people identify with my characters?** Your characters don't have to be likable, but at least make them understandable. Make the reader want to care what happens to them. If your story is plot-driven, rather than character-driven, you will add depth to your story by making the characters memorable.
4. **Proofreading is essential.** Personally, I think I might have a typo on my tombstone and I am plagued by them. I am embarrassed that my first novels reportedly had them, although I went over them at least five times myself and then had other people check them as well, but the little typos popped up like mold spots. I wound up pulling those books out of distribution until I can get back to them, and do not want that to happen to you. Self-published books have to be especially professionally presented. Most books I've read by major publishers have a few typos. It's really hard to catch everything, but do your best to try.
5. **Believe in yourself.** True, if you don't publish, you can never fail, but then, you can never succeed either. *You have to try.* Be the best that you can be and keep getting better. You will be thrilled when you get your book. I know; it left me speechless! Believe that you have something to say and that people are going to want to read it and they will.

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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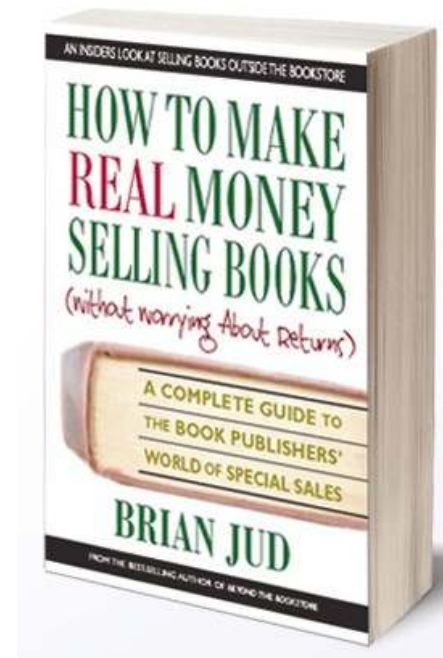
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Check out the Writers and Publishers Bookstore and give your favorite books a “Thumbs Up Rating.” Discover and rate the best books on writing, publishing and marketing
(<http://www.bookmarketingworks.com/index.php?pg=bookstore/bookstore.htm>)

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>
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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>