

Here is your February 18 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 Scott Lorenz

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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 4, Number 270 February 18, 2013**

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

**We sell your books. We pay shipping.  
All non-returnable.**

**[BrianJud@premiumbookcompany.com](mailto:BrianJud@premiumbookcompany.com)  
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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 2/15/13**

<b><u>Title</u></b>	<b><u>Quantity</u></b>
<i>10 Ways You Can Save on Gas</i>	10,000
<i>The Universe</i>	620
<i>Die \$mart</i>	150,000
<i>Space Chronicles:</i>	620
<i>Increasing Your Cash Flow</i>	250,000

# Upcoming Webinars & Events

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

## February 28: *How to Be Your Own Publicist*

By Brian Jud and Joanne McCall

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>

## March 14: *How to Get on the Air, and Sell More Books on TV and Radio*

By Brian Jud

Do you want to sell more books on TV and radio shows? This personal media-training course will show you how to get on more shows and appear confident while delivering your message convincingly, with your words and actions. Learn how to use memory techniques if your mind goes blank, discover proven techniques to use when taking calls from listeners and find new ways to improve your telephone interviews for radio shows. You will also learn how to become the perfect television guest by using your body language, gestures and facial expressions strategically and confidently.

Sign up at: <http://tinyurl.com/93qsve8>

### News From SPAN

Update from the New Executive Director of SPAN – Brian Jud

**Do you want part of \$169,000?** That is how much SPANpro members saved in one year taking advantage of the membership benefit with PartnerShip®. They offer SPANpro members discounted shipping services with national carriers. You can save up to 31% on select FedEx® services. And if you ship books in large quantities (over 200 lbs) you can save at least 70% on shipping with UPS Freight®, YRC, Con-way Freight, and others. Visit <http://tinyurl.com/cra5etq> with your SPAN membership number to enroll in SPAN Shipping Program today.

These discounts are only available to SPANpro members, but not all members are taking advantage of this benefit. Those who did saved an average of \$703 in one year. Not a bad return on a \$60 membership fee.

**Not a SPANpro member? Join today!** We can help you sell more books more profitably. Here are some of the services you will receive with your SPANpro membership.

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- Discounts on ebook conversion, awards
- Discounts on shipping, publicity services
- Discount on a subscription to Publishers Weekly
- Cooperative Mailings

Staffed Trade Show Exhibits  
Speakers bureau  
Listing in the Yearbook of Experts  
Book-Marketing Wizards  
Bi-Weekly Book-Marketing Newsletter  
Media Training  
One-On-One Coaching  
Consulting for Selling to Non-Bookstore Buyers  
Help Selling to Non-Bookstore Buyers

Annual SPAN membership is normally \$89, but now you can join for \$60 and save \$29. Just go to <http://www.spanpro.org/Admin/default.aspx> and register as a Pro Member - Partner - \$60.00 then choose the Partner in which you are a member, or choose Premium Book Company

## **SPAN -- The *Successful* Publishers Association of North America**

### **Notes From the Front Lines**

(Excerpted – with permission – from the *Book Publishers' Handbook*, by Eric Kampmann, President, Midpoint Trade Books [ekampmann@aol.com](mailto: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 fourth.

**Pricing.** Pricing a book requires an understanding of what each book costs to make – so you get a return on your investment; and what else is in the marketplace – so the price offers good value and is also competitive. Book-sales professionals understand the market and its fluctuations. They keep in close touch with major retail and wholesale accounts using them as sounding boards and sources of additional information. They use their knowledge to help determine the best price. Everyone wants to make money and have their book reach the right audience. Price is essential in making both happen.

### **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>)

Non-traditional sales are where I started. These special sales are still the most lucrative, easiest to reach and are more fun. This is what I teach. Special sales are the reason for my success and are why publishers approach me for the 'secret.' Do not try to sell to everybody. Write what you know and sell to your friends. It's easy and fun! For me, bookstores are the frosting, parachute stores are the cake.

## Ideas for Selling to Non-Retail Buyers – Guy Achtzeh

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

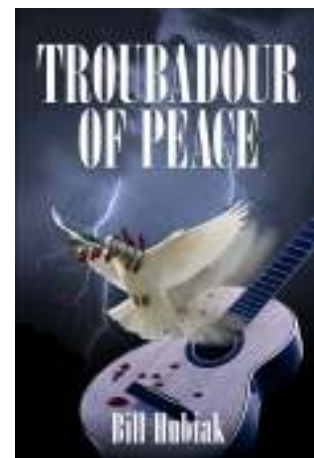
When selling to catalogs, do not expect a large order immediately since most catalog buyers will do a smaller-scale test first. The term *smaller-scale* is relative because a test may require 500 or more copies of your book. The time period in which this occurs varies with the frequency of the catalog's publication (some publish monthly, others quarterly) and the applicability of your product to the buying period and complementary products.

Catalog buyers may fear that a small publisher cannot stock to their demand. And they may require you to hold inventory sufficient to meet their expected sales. You may also have to guarantee your price for the period of your contract. Offer them proof that you will do so, or that you can reprint and deliver within a suitable time. If you cannot meet their requirements you may have to reconsider using catalogs as a selling tool.

## The Cover Story –

### ***Troubadour of Peace*, by Bill Hubiak**

As the U.S. teeters on the precipice of nuclear holocaust, a balladeer once known as the Troubadour of Peace is assassinated before he can reactivate his anti-war message. The guitar, dove, blood, and lightning work together to tell the buyer that this story is a danger-packed page-turner.



## 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](mailto:tom@tomhillwebsite.com))

I am sure some of you read Seth Godin's blog and many of you have probably heard of him. The blog comes daily and has some insightful commentary. A few days back he discussed the differences between being a "spectator" and a "player". A spectator can judge, yell, scream, choose. They are the consumer - they get an option to provide an opinion. But they will never get the thrill of being a player, a creator or a leader. We all need spectators but understand they do have the right to make a choice, a decision and even a judgment. But deep down know they will never have the thrill you have in performing or creating. (Seth's blog is at <http://sethgodin.typepad.com/> )

## Legal Matters That Matter to Writers – Professor Tonya M. Evans

(Contact Professor Evans at Legal Write Publications, [info@legalwritepublications.com](mailto:info@legalwritepublications.com) or [www.legalwritepublications.com](http://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.)

**The Benefits of Copyright Registration.** Registration of your copyright with the Copyright Office ([www.copyright.gov](http://www.copyright.gov)) creates a public record of the facts and circumstances pertaining to it. While registration is *not* necessary for copyright protection, it is necessary for other reasons to be described in the next few issues of *Book Marketing Matters*).

## The Book Shepherd – Judith Briles

(Judith Briles is the Chief Visionary Officer of [www.AuthorU.org](http://www.AuthorU.org). She's known as The Book Shepherd ([www.TheBookShepherd.com](http://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 believing that publishing is not really a business.

**Here's blunder #6: Believing that book marketing starts after a book is published.** There is nothing vague about marketing. It starts before the book goes to print—if you didn't, it starts now. Today, it is seeded with lists—who knows ya' baby! Social media is an active ingredient in Facebook, Twitter, LinkedIn Groups (especially for business books), Pinterest (if your book's market is for the female audience, Pinterest is a must), YouTube, and Blogs—yours and others that are your genre oriented. For fiction authors, eBooks are a great tool in kicking off a book—offering free chapters to seduce readers before rolling out the book and building a buzz

Ideally, you want a marketing plan in place long before you go to print. Most authors don't. It's part of the over-all plan. For authors who are post printing, it doesn't mean all is lost. It just means you've got to move faster and smarter. Now.

Savvy authors include in their marketing plans which platforms they will be working with and on; what their budgets are; what and where their personal skills are best used; what pros do they need to assist them; what time are they going to dedicate to marketing; what lists/names they need to build within social media; what blogs they should follow to make both comments on as well as to reach out when time is right to launch/market their books; what complimentary promotions would be a fit; what industry, association or groups might be possible fits to connect with; and so much more. It's part of the plan. The good news is that the Internet has allowed authors to roll-out a variety of different launch strategies to keep books alive.

## 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](mailto:Carol@CarolToppCPA.com))

Corporations are desirable business structures for authors who form a publishing company, hire employees or do very well financially. I consider "doing very well financially" to mean earning at least \$50,000 annually or enough to support yourself or your family. Your accountant may define it differently.

## You're On The Air

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

*Listen to the people who are interviewing you. If they pick up on something neat you say, you can go with the ball that they toss back in your court.*

## 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>)

The library market is not a homogeneous whole. There are more than 150,000 libraries in the U.S., including 9000 public library systems, 3275 college libraries, 100,000 el-hi libraries, 1000 governmental libraries and more than 1000 formal church libraries. Plus almost every organization in the country has its own small collection of books

## Author 101

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

In a book proposal, clarity comes first; you must vividly describe your book so that readers have no question regarding what it's about. It's better to be rejected because agents or editors don't like your concept than because they don't understand it. If you can be clear and also be clever and humorous, that's great, but consider it a bonus, not a mandatory requirement for your lead sentence. Don't risk obscuring or not adequately describing your book in order to show off; editors don't buy books from authors who don't write clearly.

## The Very Idea

(Editorial by Brian Jud)

### Give people a reason to buy your book – not just a description of it.

There is a fairly common, yet misunderstood, marketing concept that can help you write a better press release, perform more successfully on the air and sell more books in large, non-returnable quantities to corporate buyers. It is called a Customer Value Proposition (CVP) and it is a concise way to clearly and quickly portray to prospective buyers how your book can benefit them.

This concept of communicating benefits to get people to buy your books is certainly not new. But publishers still send press releases with the headline, "We are proud to announce the publication of ..." the reaction to which is, "so what" as the readers pass over it in search of something of more value to them.

If you want to sell more books, communicate not just why your book is better than the next best alternative, but why it is best for this particular prospect. Unless you demonstrate your claims in terms of their relevance to potential buyers, your prospects will likely dismiss them as hype and the sale is lost.



## Thrifty Author – Gail Z. Martin

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

Whenever you speak, ask ahead of time if you may have a table in the back of the room to sell your books and other materials. If you're self-published, you probably have enough books to stock the table. If you are traditionally published and distribute through bookstores, you may not have books to sell. That's ok. You can autograph bookmarks or give away excerpts from your book on CD or print.

## Booklet Ideas – Paulette Ensign

(Paulette is President of Tips Products International, [Paulette@tipsbooklets.com](mailto:Paulette@tipsbooklets.com))

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

Even when you immediately grasp a new concept it takes time to learn the nuances. A very bright tips booklet author who has taken advantage of every available learning opportunity offered over the years recently said he finally understood a particular concept for the first time.

Are you concerned about repeating your expertise in different formats, worried that your students/buyers/customers/clients/patients will feel short-changed by the repetition?

Fear not. Yes, really. It's more likely that they don't know what they don't know, or they are shy about revealing their lack of clarity, or they think they understand and really don't.

Presenting your information in different formats serves your students and your business better than you may think, especially when you vary what you say and how you say it. Putting a new title on the exact same content risks alienate your audience. Maybe you attended a live event by some guru who presented another event several months later only to discover it was the same thing with only a new title. That probably will not have people coming back for more of anything that expert offers. That leans more toward deceit and misrepresentation than teaching new concepts unless testing a new title to a new audience to see if the new title pulls better results.

When you present a concept first as a tips booklet then create a special report with expanded narrative explaining the ideas you introduced in the booklet, that's different than repeating exactly what you said in the booklet. And then, when you create an audio recording and a video presentation based on the same ideas, the odds are high you'll use different words to discuss the concepts from the tips booklet and special report and the student's learning style may take it in more easily. You're building on a basic foundation.

Keep in mind your people are coming to you, in many cases, with very little knowledge on a topic that you know like the back of your hand. They need to be taught one building brick at a time, starting at the most basic level. In addition to starting with the basics, consider another easy example about the source of the information.

Think about how open you are to input from some people in your life and resistant to others. As a child, maybe your parent told you something that just never went in until a teacher or your friend's parent told you the very same thing. Or your significant other tells you something, and no matter how bright they are and how much you adore them and respect their abilities you have a different openness to the same information when a friend or someone you paid for their knowledge says the very same thing.

**ACTION** - Create a tips booklet, even if and especially if you only have more advanced in-depth products and services available from your company at this time. It's an ideal starting point if you have no products yet, too. Then determine what products and/or services to add or offer, one at a time, to reinforce the basics of the tips booklet. You will better serve the people who want what you've got, while expanding your reach and your bottom line.

## 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](http://www.bookmarketing.com))

Categorize (segment) your customers and prospects by their purchasing needs, growth potential, relative bargaining power, steadiness of order flow, shipping costs, selling costs, and need for customization.

## Guest Columnist – Scott Lorenz

(Book publicist Scott Lorenz is President of Westwind Communications,  
<http://www.book-marketing-expert.com>, [scottlorenz@westwindcos.com](mailto:scottlorenz@westwindcos.com), 734-667-2090. Twitter @aBookPublicist)

### I Got Your Number! Using Numbers In a Book Title

Book titles are extremely important. As an author, creating a memorable title should be a high priority. Numbers in book titles work with items that already quantify. For example a book titled 'Get 6-Pack Abs in 6 Minutes a Day' makes sense. I like using numbers in a book title when it's relevant and useful in describing what the book is about. A recent example that really works is 'The 4 Hour Work Week' by Tim Ferriss and his '4 Hour Body'. That number stops you in your tracks because it is shocking. How can you work just 4 hours a week? How can you have a good body in just 4 hours? Ferriss has capitalized on his branding of '4-Hour' and just published 'The 4 Hour Chef.' He owns that number now. He's branded his name with '4-Hour' and will be able to incorporate it in his future work.

A number is a quickly comprehended visual because it's a symbol and is represented by a minimal amount of characters. For example 'One Thousand' spelled out is represented by 12 characters, but only four characters if used as a number; 1000. This can save space on your cover and in this digital world sometimes a savings of a few characters can make a difference whether your complete book title is displayed by Google or even on Amazon. Furthermore, there's a magic number of 65 characters for some search engines before it gets truncated or cut off. Another often overlooked benefit is that a number rises to the top of a list when alphabetized right along with symbols like '@' or '\$' for example.

Here's a list of a few well-known books that have used a number in the title:

1. Catch-22
2. The 4-Hour Work Week
3. Europe on \$5 a Day
4. The 7 Habits of Highly Effective People
5. Fahrenheit 451
6. 1984
7. 1, 2, Buckle My Shoe
8. Around the World in 80 Days
9. 1001 Arabian Nights
10. 13 Reasons Why
11. Size 12 is Not Fat
12. The 6<sup>th</sup> Target
13. The 5 Love Languages: The Secret to Love That Lasts
14. 10,001 Ways to Live on a Small Budget
15. The \$100 Startup
16. The 48 Laws of Power
17. Steal Like an Artist: 10 Things Nobody Told You About Being Creative
18. The 4 Disciplines of Execution: Achieving Your Wildly Important Goals
19. Brain Rules: 12 Principles for Surviving and Thriving at Work, Home, and School
20. 30 Things Every Woman Should Have and Should Know by the Time She's 30
21. 17 Cents and a Dream (a new book from one of my clients)

**The Bottom Line:** Coming up with the right name for your book is beyond important -- it's *critical*. Creating a memorable title is really the point. Using numbers in your title might help make it even more memorable.



## 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](http://www.publishedandprofitable.com))

**Remind Yourself Why You're Writing a Book.** Take a little time every day to visualize the success that you are going to enjoy because of your book. Think how good it will feel when you're speaking or presenting in front of a paying audience, or accepting calls from prospective clients wanting to know if you have the time to help them. Think of the joys of waking up and checking your email, finding dozens of payment confirmations from ebook and information product sales that took place while you were sleeping.

In a time of economic uncertainty, few skills are as valuable as the proven ability to simplify a complex topic and concisely communicate it to your prospects and readers. A published book can be your exit from a difficult situation, broadening your skills and attracting new, pre-sold, clients, customers, or -even - - employers.

Today, it's easier than ever to get published, but it's easy to get distracted from your goal. To keep on track, take a few minutes each day to remind yourself why you're writing a book and how you're going to benefit from it.

## Helpful Website of the Week – Adele M. Annesi

(Adele is a freelance editor and writer. Contact [a.annesi@sbcglobal.net](mailto: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](http://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.



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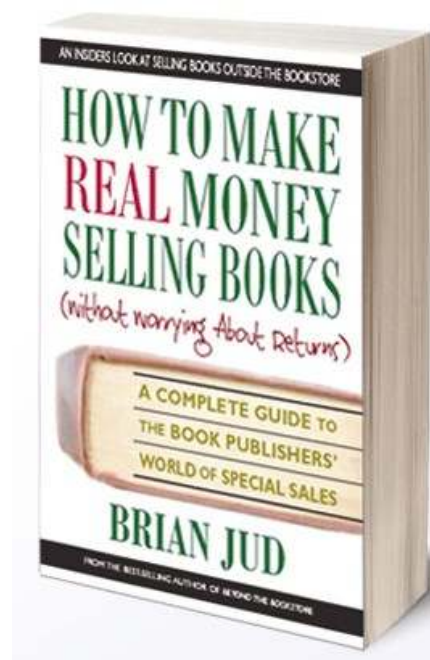
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- Sell in untapped, lucrative markets
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( <http://www.bookmarketingworks.com/index.php?pg=bookstore/bookstore.htm> )

## Contact Information for Brian Jud

For copies of all the previous issues of *Book Marketing Matters* visit [www.bookmarketingworks.com/mktgmattersnews](http://www.bookmarketingworks.com/mktgmattersnews)

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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](http://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](http://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](http://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](mailto:brianjud@bookmarketing.com) or go to <http://www.bookmarketing.com>

