

Here is your March 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 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 5, Number 271 March 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 3/1/13

<u>Title</u>	<u>Quantity</u>
Stop & Go Fast Food Nutrition Guide	400
Istanbul/Turkey	110
Type 2 Diabetes Cookbook	2,000

Upcoming Webinars & Events

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

March 14: It's Show Time – How to land and perform on more TV and radio shows

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/93gsve8>

March 28: Everything You Need To Know About Social Media Marketing

Carla King of Self-Publishing Boot Camp will demystify social media marketing for authors with a set of recommended basic practices that maximize author visibility. Do you think marketing your book is worth about an hour a day? After set-up, that's all it takes to attend to the essentials: your blog, your email list, your Facebook Author Page, Amazon Central's Author Page, Twitter (and use of Twitter hash tags), a professional presence on Linked In and, finally, one of the social publishing site like Wattpad, Scribd, All Romance, or Red Room.

Sign up at <https://www1.gotomeeting.com/register/370150985>

News From SPAN

Update from the New Executive Director of SPAN – Brian Jud

Join SPAN now and save 10% on all books that you purchase on the *Writer's Digest* website. When you join SPAN you will receive the discount code and you can start saving immediately.

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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>)

eBooks have reached the tipping point. It is time to recognize them with their own awards. The Global eBook Awards are designed to bring attention to the best eBooks in several different categories. This award program was designed by Dan Poynter and his fabulous team. Entrants are not just awarded a winner "sticker" for their eBook, they are also enrolled in a proven eBook promotion program. "eBooks deserve recognition according to their category or genre not as a single format." See <http://AwardsForEbooks.com>

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 fifth.

Sales and Distribution. Sales should really be considered from the beginning – not just when the book is ready to sell. Usually a professional sales team becomes activity involved about 5-6 months before publication, when they can preview the book with accounts and get valuable feedback. That is also when they begin to sell the book in to major accounts. Smaller publishers often hire a distribution company to handle all aspects of the selling process since they have contacts and reach with all the major sales outlets nationwide.

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)

In a discussion with Edie Varley, she mentioned that when we say, "I want to do something" it's energy giving, however when we say "I have to do something" it's energy draining. Edie is the best at summarizing what we feel and think in such a succinct way! Too many "I have to's" and your tank will be empty before you know it! Think about it, is your day filled with "I want to's" or "I have to's"?

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)

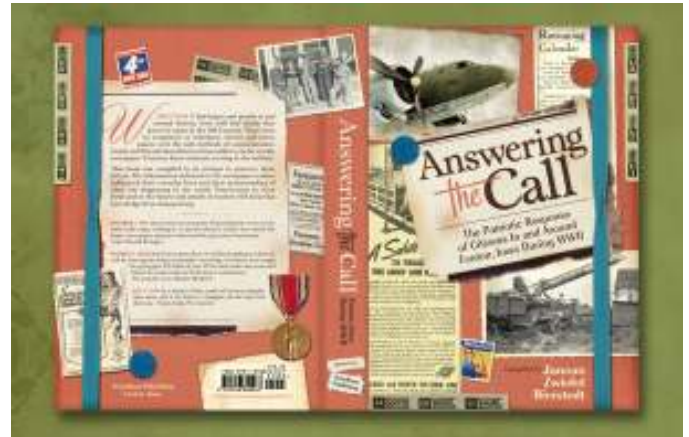
Sales to corporations can be large in terms of unit sales and revenue. The buyers with whom you will be negotiating are skilled professionals, used to dealing with knowledgeable, competent sales people. You cannot simply wander into buyers' offices and ask them how they use books as premiums. Most probably have never done so. But if you have conducted research and can provide them with some examples, you can *collaboratively plan* innovative ways to use your content to help your prospects sell more of *their* products or services.

There are two general areas of interest within a large company for using your content. The first is human resources, with its internal focus on the company's employees. Second, is the marketing department, which is focused externally, on the company's customers and prospects. Smaller companies may not have these formal departments, so you will have to find the appropriate decision maker(s).

The Cover Story – Tamara Dever

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

Historical books are always fun to design. The challenge is usually obtaining usable images from the proper era. In this case, our author had compiled a great deal of it already, as clippings from local newspapers make up a great deal of the text as well. Taking cues from a few of the color images, we chose a somewhat brighter palette than is seen on many covers of this genre. This gives more immediacy to the topic and brings attention to help the book stand out amongst others. The title was appropriately styled to resemble a newspaper clipping and fits right in with the others yet remains the prominent text on the front. Though resembling a scrapbook, this complete design is extremely well thought out and each element has been carefully placed to allow for maximum interest yet efficient presentation of pertinent information. Embossing a few choice details adds the finishing touch to this striking 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.)

You must register copyright in you work if you want to file an infringement suit in court. In addition, if you register, the Copyright Act gives you the following advantages:

- ✓ If registration is made before or within five years of publication, registration establishes prima facie evidence in court of the validity of the copyright and of the facts stated in the registration certificate.
- ✓ If registration is made within three months after publication of the work or before an infringement of the work, you may receive statutory damages and awards of attorney's fees in court actions. Otherwise, only an award of actual damages and profits is available to the copyright owner. As a practical matter, it is often very difficult to prove actual damages; thus statutory damages and attorney fees are a valuable benefit of registration.
- ✓ The copyright owner can record the registration with the U.S. Customs Service for protection against the importation of infringing copies.

Contrary to popular belief, the Copyright Office ordinarily does not compare copyright registration forms with existing deposit copies or registration records to determine whether works submitted for registration are similar to any material for which a registration of a copyright claim already exists. Therefore, the records of the Copyright Office may contain any number of registrations for works describing or illustrating the same underlying idea, method, or system.

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.

Here's blunder #7: Believing that if you pay a company to publish your book, you are “self” of “independent” published. Understand this: If you pay a publisher to publish your book, and that publisher uses its own ISBN on your book, you have not self-published—you are in what is called a “pay-to-publish” operation; a subsidy publisher; or a vanity press. You really have little control or little say. In most cases, editing is non-existent; cover and interior designs are so-so—usually done via a template of sorts ... you get to choose vanilla or vanilla.

Savvy authors know that vanity presses usually produce an inferior looking book that few reviewers care about and that most bookstores ignore. The stigma that the “self” and “indie” markets carried is evaporating. To make sure that you don't get caught in the fog—create a quality print book using book professionals. For eBooks, professionals are still used for editing, cover design, sometimes layout and marketing strategies. When you pay someone to “publish” your book, you are moving into shark territory—author beware. Expect to be pitched with upsales everywhere.

Business Tips and Taxes for Writers – Carol Topp, CPA

(Carol Topp is an accountant and author of *Information in a Nutshell: Business Tips and Taxes for Writers*. She may be reached at Carol@CarolToppCPA.com)

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

Reason #1: Quick to start. You are in business as soon as you say that you are, or at least when you are paid for your writing. I went from a hobby writer to a “professional” when I received \$50 for a magazine article. A business was born the day I received the check.

You're On The Air

(Lori Dolney Levine, Senior Talent Executive, *Fox After Breakfast*)

I want people who are animated, with a loud voice but not screaming, articulate but not pompous.

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>)

When creating sales literature for librarians, list the publication dates for your new and forthcoming titles so librarians can be sure when your books will be available; then be sure to meet those publication dates. List the month and year of publications for your backlist titles as well; librarians like to know how current the information is in any book they order. Providing the copyright date and ISBNs also helps librarians to avoid ordering books or editions they already have.

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)

Publicity works best when you distinguish yourself and your book and show others why it's so special and a must read. It's the perfect opportunity to be creative; your only limits are those you impose on yourself. Unfortunately, many of us have been sold the bill of goods that publicizing our efforts or ourselves is crass, undignified, and not what respectable people do—which is just plain wrong. According to that thinking, we should sit back and wait for the world to recognize and applaud us; do nothing but let nature take its course. However, doing nada doesn't sell books! You need to take over, to grab the reins and actively work to get publicity for your book. As master showman P. T. Barnum said, "A terrible thing happens without publicity . . . NOTHING."

The Very Idea

(Editorial by Brian Jud)

Sometimes we get so carried away talking about selling to bookstores, corporations, associations or schools that we forget that we are really marketing to people. They are consumers who are not necessarily looking to buy a book, but for some way to solve a problem, learn something or be entertained.

You could sell more of your books if you can answer two questions honestly. First, how often do people think about your book? Second, how often do people think about their own problems? You will probably agree that people think more about how they can solve their problems, learn something, improve themselves or be entertained than they do about your book. However, if you can show them how they can help themselves in some way by reading your book you are likely to increase your sales and revenue.



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)

We all know that business is incredibly competitive today. It's important to be good at your craft and deliver superior service, but these things alone are no longer enough to ensure your continued success. Those who make the most money in any field, industry, or profession are not necessarily those who have the most knowledge, are most experienced in their craft, or sell the highest quality service. No, those who make the most money, charge the top fees, and are constantly in demand are those who are best at selling and marketing themselves!

Booklet Ideas – Paulette Ensign

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

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

Tell the world about your tips booklet. How else will they know it exists or that it can help improve their life? Pretty basic notions, and yet it can be easy to overlook.

Think back when you first learned about tips booklets -- years ago or just this week. Somewhere somehow you became aware of this thing called a tips booklet. Before then you were clueless, much less that it could improve your life in any way, large or small, personally or professionally.

You read an article, received a booklet, attended a teleclass or workshop, or heard a radio interview about tips booklets. A friend emailed you to share their discovery of the tips booklet idea and thought you'd want to know, that you would somehow find it valuable.

While you took that all in stride, looking back on it now it's a model to consider when it comes to letting the world know what you have, that you can help others improve their life whether personally or professionally. How will they know if you don't tell them, some way, somehow?

There are now more ways to let the world know what you have than ever before. It's crucial to determine as much as you can to reach your people. To get you started, think about:

- Who wants what you offer? - age, gender, education, industry/profession
- Where do they "hang out?" - online, offline, interest groups, communities
- How do they like to learn? - read, listen, interact, in-depth, short amounts
- What is their buying style? - own, borrow, hard copy, downloads, prices
- Why do they want it? - personal improvement, promotional business tool

Just because you believe you have the greatest thing since sliced bread doesn't mean the whole world wants what you've got. In fact, that small part of the world that wants what you've got can keep you busy and abundant for a long time once you determine who that is.

It's very likely you have more than one group of people who want what you offer, for different reasons. You have a tips booklet about how to choose an assisted living facility for your loved ones. The two groups that immediately come to mind are the people who will live in the assisted living facility, and the people who own the assisted living facility. They have different reasons for being interested in your booklet and in any format you offer your information.

You'll let those two groups know what you have in different ways. Unless you let them know what you have and how they can get it, they simply won't know. Yes, they simply won't know.

ACTION - Determine who you want to reach and how you want to reach them. What ways, what frequency, and for what purposes? While some call that marketing, it is little more than letting people who want what you have know what you've got and how they can get it. Go be helpful to them and to your business.

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 purpose establishes your foundation. Your plan translates this vision into the physical impetus that fuels your sustaining passion. Your mission may be to make obscene amounts of money or to become the world's largest publisher. But such missions will rarely sustain your passion along the arduous path towards their accomplishment.

Marketing Strategy

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

If you are publishing a book to make a quick profit, you may be making a mistake because successful book marketing requires a long-term perspective and persistence.

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)

Consider reaching out to book clubs as another way to increase your visibility. There are book clubs and literature discussion groups in every city and many small towns. You can find them by asking book store managers and librarians, by doing an Internet search, and by checking out sites like MeetUp.com. Write up a study guide for your book that includes questions for discussion and make the study guide downloadable for free on your web site.

Guest Columnist – Scott Lorenz

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

“How to Find Good Books to Read?”

What Should I Read? I was recently asked this question by a reporter and it really made me think about the process a book lover goes through when determining what book to buy. It's a great question because as a book publicist I want you to read my clients' books of course! But how do we connect 'you,' the reader, to my client?

I could not do this work if I did not have a love of books as they are being published at a rate of a few hundred a day; it's really impossible to keep up. But, that said, here are some tips for book lovers about determining what to read.

1. Get a Kindle. Then sign up for Amazon Prime. Create a wish list of the books you would like to read. Write a review about books you've read. Rate them 1-5 stars. Then Lo and Behold, Amazon will use an algorithm to suggest books that you might like. If you sign up for their daily email, you'll get one from Amazon with books that are FREE that day on Kindle and others that are priced under \$10. Before long you'll have more books than you'll have time to read and, most likely they'll be books you'll be interested in.
2. Then go to C-Span's Book TV. <http://www.booktv.org/schedule.aspx> Each weekend, Book TV features 48 hours of nonfiction books from Saturday 8am (ET) to Monday 8am (ET). They have interviews, presentations and readings by the top authors. This is a terrific way to keep abreast of the important books of the day, and what better way to learn about a book than to hear about it directly from an author.
3. Register at GoodReads. <http://www.goodreads.com> They ask new visitors to tell them what titles or genres they've enjoyed in the past, and they'll provide what they call 'surprisingly insightful recommendations.' They have 40+ genres of books listed on their home page alone and offer everything from Romance and Religion to Cookbooks and Science Fiction.
4. There are the old standards too, like the New York Times Bestseller list. You can find all kinds of books that are selling well. <http://www.nytimes.com/best-sellers-books/overview.html> Does that mean you should read them? Maybe. There are so many books out there that are well written and deserve to be on that list but they lack the marketing muscle to get noticed. Remember, the NY Times list does not always reflect the best books, just the bestselling books.

Helpful Website of the Week – Adele M. Annesi

(Adele is a freelance editor and writer. Contact a.annesi@sbcglobal.net, or visit <http://www.adeleannesi.com/Word-for-Words--LLC.html>)

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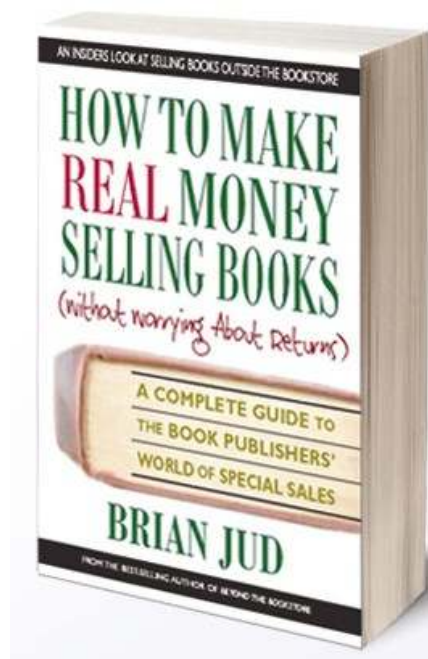
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Contact Information for Brian Jud

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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>

