

Here is your March 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 Patricia Fry.

My newsletter is sent by subscription only. Please pass this information along to people you feel may benefit by it. If there were any problems with this delivery, please let me know. If you prefer to have this **sent to you as a pdf**, please reply with "pdf" in the subject line or body copy. If you no longer wish to receive this -- or if you received it in error -- please reply with "**Remove**" in the subject line.

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 6, Number 272 March 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)  
Or [www.premiumbookcompany.com](http://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 3/15/13**

<b><u>Title</u></b>	<b><u>Quantity</u></b>
Soar Like An Eagle	85
Customized Yearbook	100
DieSmart	250,000

**Upcoming Webinars & Events**  
All are 6:00 pm to 7:30 Eastern Time

## **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>

## **April 11: Bowker's Tips for Selling More Books**

As an author or small publisher, it is sometimes difficult to understand the vocabulary of the book industry. Rebecca Albani of R R Bowker will cover some basics that you need to know to get started such as what is an ISBN, when to use a different one and how to obtain one. She will also discuss why it is valuable to attach one ISBN per title. Eliminate confusion and sell more books.

You can't sell books online if people can't find or don't know what they are purchasing -- metadata gives them the information they need to buy. In the second half of the presentation Rebecca will discuss the different types of metadata you can attach to your titles. Bowker breaks the metadata down into three different sections. She will go into detail about the three different types of metadata, gives examples of good and bad metadata as well as how to make your titles more discoverable to customers by attaching the correct metadata to your titles.

<https://www1.gotomeeting.com/register/286306849>

**Global Book Contest 2013** is open to all self-published or independent publishers, digital and POD in the United States, Canada and UK for work published January 2011 to present.

**Grand prize:** One hour book marketing consultation with Brian Jud, a reading by traditional publishing agent and a listing in Publishers Weekly Direct (their ebook section). Other great prizes up to \$1,000 in books and promotions. Including entry into \$100 Amazon Card Drawing.

**Deadline:** April 30, 2013

**Price:** \$50 (\$35 for SPANpro members)

**Site:** <http://bookcontest2013.luckycinda.com/>

**Ideas for Selling to Non-Retail Buyers – Guy Achtzehn**  
**(President of The Promotional Bookstore, offering commission-based sales of books to non-bookstore buyers, [guy@msgpromo.com](mailto:guy@msgpromo.com))**

Michelle Yozzo Drake, CEO of The Cove Group, Inc., wrote, *From the Kitchen to the Corner Office*, to help women make the transition to the upper levels of management. She sold this to organizations for women and minority executives, corporate libraries, women's business resource centers, through radio shows for women in business and through airline magazines and business magazines for women.

**News From SPAN**  
**Update from the New Executive Director of SPAN – Brian Jud**

**SPAN can help you beat the competition. Here is a sample of the business news you can get with the SPAN newsletter:**

General business theory suggests that a new company is more likely to thrive if it faces less competition. Therefore, entrepreneurs try to launch their businesses in uncontested markets so they can avoid the potential problems usually associated with going head-to-head with an entrenched rival.

However, a recent study has shown that exposure to competition in the introductory stage can actually *increase* the likelihood of long-term survival. Andrew Burke and Stephanie Hussels (*Harvard Business Review*, March, 2013, p 24) found that “companies launched in crowded markets had higher odds than others of failing in the first year – but if a company survived during this early period, it had a much greater chance of making it to the three-year mark.”

Why is this so? Companies in competitive segments have to rely on their business skills to succeed. They remain focused on cost containment while solving customers’ problems. It can be done, as demonstrated by Southwest Airlines. It took off in the crowded airline industry in 1967 with a low-cost culture combined with a no-frills approach to increase profits. And its efficient time utilization maximized the in-flight, revenue-generating use of each plane.

Publishers can mimic this success with an innovative business model seeking revenue-generating sales in non-bookstore segments. There will be competition among non-book purveyors of promotional items, but your creative strategy can give you the lead in sales leading to long-term success. Avoid a head-on collision with a niche leader by establishing a position within a segment that you can dominate.

**Join SPANpro and save \$29**

Annual membership is normally \$89. But since you are on my newsletter list your cost is only \$60 (\$29 savings). Go to <http://www.spanpro.org/join-application> and follow the prompts. Register as a member of Premium Book Company. For a list of additional benefits of SPANpro membership visit <http://www.spannet.org/page/member-benefits>

**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>)

What do you want to be doing in two years? What do you want to be writing about? What do you want to be speaking about? What do you want to be thinking about? What do you want to be dreaming about? What gets you so excited that you wake up before dawn – your eyes are wide open and your head is spinning with ideas. Realizing you can’t sleep, you head to the keyboard. Plan your future and your book now. It is best not to write on something that you are no longer interested in and do not want to pursue. Write what interests you.

## 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 sixth.

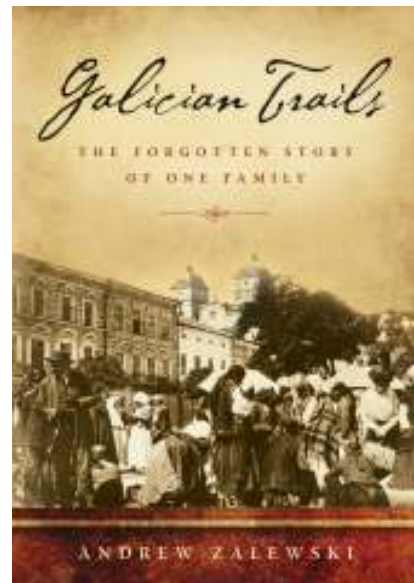
**Alternative Sales Channels.** Almost every book has a market outside traditional book channels. In some cases, sales to these outlets exceed what the book achieves in the general trade market. Examples include dotcoms such as Amazon, the gift market, premium sales, foreign rights, and proprietary publishing.

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

### *Galician Trails: The Forgotten Story of One Family*

This book is a historic memoir taking place in Europe starting around 1800. A period feel was essential in conveying the multicultural religious and ethnic groups intertwined for generations. The cover image was provided by the author and authentic to the historic content. Being a black and white original, a parchment background and sepia tones were applied for an old, rustic feel. An image of the binding of a leather book added additional color at the bottom of the cover and an anchor to display the author's byline. The font for the title was selected for its hand drawn, calligraphic nature. Since the book contains over 200 historic images and is a work of non-fiction, the cover needed to be as authentic as the contents..



## 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))

The old adage of "leaving this place better off than when you found it", we can only do this by sharing our knowledge, our stories, our history. We grow from learning from past experiences and we grow from sharing ideas and concepts. All of us have something worth sharing, giving and passing on...Leave this place better than when YOU found it by sharing what you have learned, you are an expert in and what you are passionate about!

**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.)

**When You Should Register Your Copyright.** The question of when in the creative process a person should register the copyright is a good one, and one that does not necessarily have a precise answer. The “lawyerly answer” is based on the benefits of timely registration defined in the Copyright Act: you should register *before* your work is infringed and within three months of publication. This advice, of course, is not exactly helpful because you certainly cannot predict when your work might be infringed, and some work is never “published.” Accordingly, I recommend the following guidelines:

- ✓ Register your manuscript once it is completed (even if unedited)
- ✓ Register writings (even if only a few chapters) that you are submitting regularly to agents and publishers, posting on the Internet, or performing
- ✓ Update your registration after a substantive change to your work
- ✓ Register the final product  
Register within three months of publication

### **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. **Here’s blunder #8: Believing that you can do it all yourself.** Can you do it all? Sure ... and it would look like it. Errors are guaranteed—from the cover, to the copy on it, to the interior and the editing. In other words, it’s everywhere.

Savvy authors know that authoring and publishing is a team thing—it isn’t a solo act. Get help—ask around. Look at covers that you think rock—who designed it? Always read the Acknowledgements and copyright page—you will usually see these pros that were major assists in the creation of the book ID’d. Google them.

### **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) )

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 #2: Minimal filings.** Usually a writer can use his or her own name as the business name, so no DBA (Doing Business As) name filing is needed. A publishing company might use a fictitious name and should register its name with their state and county. Do an Internet search on your state name and “business registration” or “secretary of state.” It should lead to the regulations and proper forms for your state. When in doubt, call your secretary of state; the phone number is on their website.

### **You're On The Air**

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

*People are most comfortable when talking about something they love, when they are talking about something they really believe in and are passionate about.*

### **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>)

Through a network of sales representatives who sell to camera shops across the country, Amherst Media has sold over 45,000 copies of *Basic 35 mm Photo Guide for Beginning Photographers*. To encourage sales in non-bookstore outlets, they provide free counter-top displays with the purchase of twelve or more copies.

### **Marketing Strategy**

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

Strategic positioning means performing different activities from rivals or performing similar activities in different ways. Tell the customers why they should do business with you instead of competitor.

### **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))

Parties and events can be the ideal way to introduce your book. Launch parties are wonderful rewards for all your hard work and marvelous celebrations to share with family and friends. They can also be exceptional promotion opportunities. Think beyond the usual book-launch party. Do more than invite all your friends and contacts to a bookstore where you sit, sign away, and have little chance to talk. Be inventive; create an event or a series of events that will not only attract the media, but that will wow it. Make it memorable by thinking bigger, bolder, and brassier.

- If you wrote a book on baking, hold your party at a bakery. Overwhelm your guests with food. Serve each of the pastries featured in your book. Put on cooking demonstrations, give out recipes, and teach.
- Celebrate your vintage car book at the classic car showroom. Hire a Dixieland band. Give away miniature or model cars. Take photos of people posed behind the wheel of their favorite oldies.
- Promote your gardening book by holding a series of events in underprivileged neighborhoods. Put on demonstrations and give away seedlings, plants, containers, and potting soil. Serve some of the food featured in your book. Invite the mayor, local officials, and notables.

## The Very Idea (Editorial by Brian Jud)

**The invisible book.** Your book can be on the shelf of a retail store (bookstore, supermarket, even online) but still not stand out from all the other available books. It blends in with them and becomes invisible. There are at least three things you can do to bring it to the attention of prospective buyers.

- 1) Promote
- 2) Have a distinctive cover
- 3) Sell to non-bookstore buyers

Do you see the person in this photo? Look on the ground in front of the forward wheel to see the shoes.

Your book on a shelf could appear to others similarly. It is obvious to you, but not to them. Do not wait for people to search for your book. Take it to them.



### 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))

Seven tips to help your creative-planning sessions become more productive.

1. Ask questions properly. Do not say, "Where else can we sell this title?" The first response answers the question but it may not be the best answer. Instead, ask, "In how many ways can we..." thereby generating additional possibilities.
2. Stimulate as many responses as possible. Think quantity, not quality early in the process.
3. Do not judge any idea at the time it is offered, so people feel free to contribute.
4. Encourage far-fetched responses, many of which will not be practical. However, an implausible idea may lead to a more realistic one.
5. Have fun. Be creative and outlandish.
6. Create a graphic marketing plan. Use a flip chart, chalkboard or some other means of recording all the responses that is visible to everyone.
7. Once the idea-generating portion of the meeting is finished, go back and decide which of the responses is not applicable at this time

Do you do radio, television, or website interviews based on your tips booklet content? Whether the interviews are live, recorded, spoken, visual, or questions answered by email, many tips booklet authors miss the opportunity to go beyond the single-copy sale. That goes for your tips booklets and any other information products you've have created or will create.

**ONE- TO-ONE** - One copy of a product sold to one person professional speakers and many information product developers focus on selling a single copy of their product directly to one person who will use that product, referring to that person as the end user. It is a well-established business model that is very successful in many situations. It introduces individuals to what you have, giving them an excellent entry point. Their purpose is to improve their life in some way by learning what you teach. They may also be buying it to give to someone for them to benefit from it, whether that is a friend, a colleague, a family member, or someone else. It is basically a sale of one copy to one person.

**ONE -TO-MANY** - Many copies sold to a single buyer You may define a 10-copy sale as one- to-many or a large quantity sale. Technically you are correct. However, what about selling thousands and thousands or even millions of copies to one buyer? Yes, it is done. Companies and associations use information products as giveaways to help sell more of their products or services, as a promotional item.

The question is how do you make the leap from selling single copies to selling very large quantities? How can you do that in the interviews and publicity you do?

Start by mentioning it. Yes, tell the readers, listeners, or viewers that your tips booklet makes an ideal promotional tool that helps companies and associations sell more of their products and services. Casually and conversationally elaborate on a few typical ways that's done, ways people will recognize. Giving your booklet as a value-added gift with purchasing a particular product is a well-established model. Handing out how-to booklets at an association trade show or when people register to attend a conference or when members join or renew their membership are also popular applications.

Focusing on one-to-many lets you continue selling one to one. You can do both. The two approaches often bring different results. In fact, sometimes selling a single copy of your tips booklet to someone can turn into a one-to-many sale, depending on who bought that single copy. Imagine that a marketing director heard you speak publicly or heard or read an interview.

She liked the idea of a tips booklet for an upcoming product launch campaign, and comes to you to order 250,000 copies to test how well it can increase sales of the new product by offering the booklet as a gift with purchase. Yes, those things are real.

**ACTION** - Gently weave casual mentions of ways that companies and associations can use your booklets and other information products to further their goals. By referencing how companies and associations can use your booklets you plant seeds for their decision makers to reach out to you to see if what you have is a good match for their purposes.



## 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))

**To sell more books, move beyond the obvious.** Information, alone, is not enough to create a book that publishers will want to publish, or readers will want to buy. To become profitably published, your book must move beyond communicating mere information and, instead, must appeal to your reader's emotions.

To succeed, your book must *inspire* your readers. Every aspect of your book -- its cover, title, organization, and contents -- must communicate that the problems your readers face are solvable and the goals they want to achieve are achievable. To justify buying your book, readers have to be inspired to believe that your book's promise is attainable, possible, and realistic.

Inspiration requires simplicity. In order to appear credible, the information in your book has to be simplified, or organized, into a few key points. Contents have to be organized into chapters, and chapters have to be organized into affirmations, commitments, habits, parts, principles, questions, sections, or steps. To be remembered, shared, and acted upon, each organizing principle has to be stated in simple, everyday language.

The smaller the number, the more likely your book will survive. A few habits, pillars, principles, questions, or steps are easier to remember than a large number. As you analyze the information you want to share with your readers, ask yourself how you can organize and simplify the contents so that you can inspire your reader's by emphasizing the likelihood of success.

## Guest Columnist – Patricia Fry

Patricia Fry is the executive Director of SPAWN (Small Publishers, Artists and Writers Network). <http://www.spawn.org>. Follow her informative daily blog: [www.matilijapress.com/publishingblog](http://www.matilijapress.com/publishingblog)

Excerpted from Patricia Fry's FREE ebook, **50 Reasons Why You Should Write That Book**.  
<http://www.patriciafry.com>.

**Reason Number 1: You have studied the publishing industry.** I recommend this as a first step for anyone who plans to enter into the fiercely competitive business of publishing. Think about it, you wouldn't start any other type of business without some understanding of the industry, your competition, the suppliers and distributors, your clients' needs, how to promote the business and so forth. Well, publishing is a business and, in order to succeed as a published author, you really must know something about the way it works, who is involved, what their roles are, the various procedures common within the industry, the pitfalls and so on.

## 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>)

### Freelance Writing Gigs

<http://www.freelancewritinggigs.com>

Now part of Splashpress Media, Freelance Writing Gigs offers job listings and information on freelancing for experienced writers and beginners.



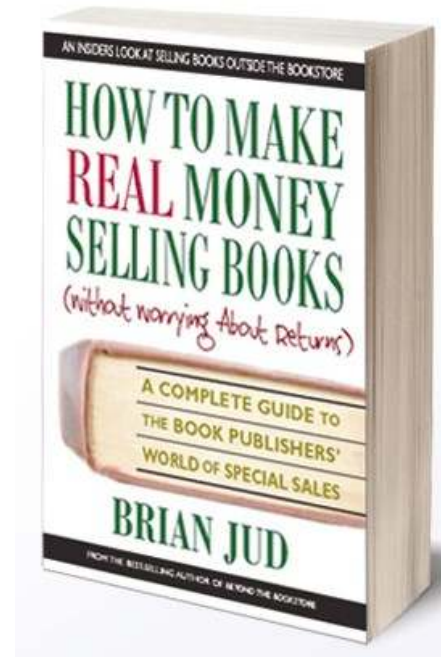
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- Beat your competition
- Become more profitable
- Sell in untapped, lucrative markets
- Minimize -- if not eliminate -- returns

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**Check out the Writers and Publishers Bookstore and give your favorite books a “Thumbs Up Rating.” Discover and rate the best books on writing, publishing and marketing**  
( <http://www.bookmarketingworks.com/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)

To subscribe to *Book Marketing Matters* click here: <mailto:[brianjud@comcast.net?subject=subscribe](mailto:brianjud@comcast.net?subject=subscribe)>  
I won't share or sell your email address.

Discover even more information about non-bookstore marketing by visiting the *Special-Sales Tip of the Week* at [www.bookmarketing.com](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>

