

Here is your April 1 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 7, Number 273 April 1, 2013

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

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**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 3/29/13**

<u>Title</u>	<u>Quantity</u>
Start with Why	100
Donatella Cooks	300
Pocket Pharmacopoeia	200
The Forgotten God	100

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

Bowker's Tips for Selling More Books
Webinar with Brian Jud and Rebecca Albani -- April 11, 6:00 – 7:30 pm

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.

Sign up at: <http://tinyurl.com/d4e9d7b>

Global Book Contest 2013

This contest 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)

Register: <http://bookcontest2013.luckycinda.com/>

2013 FAPA President's Book Awards
Call for Submissions

Florida Authors and Publishers Association (FAPA) is pleased to announce that the **2013 FAPA President's Book Awards** is now a national competition. The awards recognize book publishing excellence and creativity in design, content and production for North American authors and publishers. Winners receive a gold or silver medal; a certificate suitable for framing; award stickers to place on book covers; and much more. Winners will be announced at the FAPA Awards Banquet on Saturday, Sept. 21, in Orlando. Fla.

Early bird entry fees are in effect through May 1, 2013 and members of FAPA receive a discounted entry fee. For the guidelines, eligibility requirements, categories, fees, and entry form, go to <http://fpa.memberclicks.net/book-awards> . Deadline to enter is June 1, 2013. For questions or more information, email FAPA President Chris Angermann at c.angermann@verizon.net .

New benefit recently added for SPANpro members:

LSI/Ingram discount on set-up fees

- o 50% discount on standard digital title set-up fee of \$75 (\$37.50) per title
- o 25% discount on scanned title set-up fee of \$75 plus \$.25/page

SPANpro members will also receive increased volume discounts on book printing

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>

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 seventh.

Marketing. Marketing helps you reach the widest possible audience for your book. Through publicity, advertising, targeted mailings, in-store promotions, author appearances on the local, regional, and national level – marketing helps drive attention and interest in your book and your work. It helps creates buzz and advocates who then spread word of mouth – which is invaluable..

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)

A local bank used a personal finance book as a business gift to new clients opening saving accounts. The promotion was geared towards high school and college graduates. The book featured information on loans, investing and saving techniques as well as information on stocks, bonds and other investment vehicles. The bank realized that an educated customer is a long term customer... and focusing on young clients insured years of good relationships. Over 7500 books were sold on short discount.

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

Melting Point 2040: America Faces Divide

This novel explores the human costs of an America growing apart. Since politics are front and center in this work of fiction, the cover image needed to not only visually convey American governing, but also the growing storm and divide it represents. Three images were combined to create the background for this cover. The author specifically wanted red represented in the type for both impact and a sense of urgency. The steel blue tone to the sky and the ice in the foreground along with the red visually create the red, white and blue of the American flag without being obvious. The type was designed in a straightforward manner since it will be applied to later books in the series.



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)

Edie Varley's Growth Curve states that emotional intelligence is the ability to act purposefully, think rationally and deal effectively with your current environment. She gave us this simple tool to deal with times when you let the past guide your thoughts or the worry of the future destroy your present state of mind! Do you live in the regrets of the past, the worries of the future or the beauty of now?

Poynter's Pointers

(Excerpted - with permission - from Dan Poynter's Fifteenth Edition of *The Self-Publishing Manual*: <http://www.parapublishing.com>. To receive Dan's free newsletter, *Publishing Poynters*, go to <http://parapub.com/sites/para/resources/newsletter.cfm>)

Books do not sell themselves; people sell books.

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.)

Give Up the Mail-it-to-yourself Myth! I am sure you have heard of it. Virtually every writer has. And maybe you are among the considerable number of writers and industry professionals who not only believe the Poor Man's Copyright myth but also repeat it as if it were the law. This is the most pervasive and destructive myth in the publishing industry. The Poor Man's Copyright, also known as the Mail Mvth. is the mistaken belief that a copyright is created or somehow protected when you send

a copy of it to yourself in the mail.

If you learn nothing else from this e-Report, you must learn this: the mail-yourself-the-manuscript-and-then-you'll-be-protected belief is a **myth**. It is simply not true, and I do not want anyone who reads these words to perpetuate this myth for one more moment. Rest assured, the only thing you will prove when you mail your work to yourself is that the post office is still in the business of delivering mail. See the FAQs at www.copyright.gov for more information.

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 blunder #9: Believing that everyone should pay for a book. Give some away—in fact, it may be a key marketing strategy to give a lot away. For reviews from print; for testimonials (think Amazon); for consideration for a speaking gig; for libraries; for contests; for raffles; for getting your name and title out there; for who knows what ... it's all part of marketing.

Savvy authors routinely give away hundreds of copies.

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 #3: Easy to close. Partnerships and corporations are sometimes more work to shut down than to start up, but a sole proprietorship closes down when the owner makes this decision

You're On The Air

(Suzi Reynolds, professional media trainer)

Let it sink into the audience. Don't try to say too much. Mentally edit so you work with the audience, giving them time to understand what you are saying.

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>)

Book rights can also be sold as the basis for one episode in a dramatic or informative series. Reruns pay about 20% of the fee for the original show. With the proliferation of cable channels, there are many opportunities to sell TV rights to books on all subjects, from history to gardening, from cookbooks to music.

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)

Web sites are more than extensions of individuals' or businesses' identities; they are major parts of their identities. When parties are interested in an individual, a product, a service, or a business, they frequently go to its Web site. At the least, the Web site tells them about their target's accomplishments and how they present themselves. New York City literary agent Richard Curtis told us that when he first speaks via telephone to editors about an author and the author's book, he frequently hears their keyboards. The editors, according to Curtis, go straight to the author's Web site and then frequently discuss information it provides with Curtis.

The Very Idea (Editorial by Brian Jud)

People buy for their reasons, not yours. If you want them to do something, tell them why it is in their best interests to take your recommendation. This dry cleaner might get more people to sign up for its email blast by telling them they would receive discount coupons via email. Similarly, tell people how they will benefit by purchasing your books.



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)

Planning is a process, a description of how to proceed under various conditions, a set of policies that establish the parameters within which you may operate your business. It keeps your attention focused on important matters that prevent unanticipated, significant opportunities from escaping unnoticed.

Marketing Strategy

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

The Marketing Concept takes an outside-in perspective. It starts with a well-defined market, a focus on customer needs, and then integrates all the activities that will affect customers and produces profits by satisfying customers.

Booklet Ideas – Paulette Ensign

(Paulette is President of Tips Products International, Paulette@tipsbooklets.com
Follow me on Twitter: <http://twitter.com/pauletteensign>)

How does your tips booklet taste? That may seem like a crazy question, especially if you view food as a means to an end rather than the yummy experience many people consider it.

Tips booklets have often been characterized as the appetizer, the "starter" to whet the appetite of the reader so they want more. Ideally the tips are small tastes that are easily digestible, allowing information to be learned without difficulty in small segments.

It can also be a way to determine the interest level of a particular topic. The reader may take a few tastes and find they simply don't enjoy that flavor, and that's that. Or, because the information is basic and easy to learn, it can become a welcomed surprise that allows deeper exploration to a brand new area of information, one that may have felt overwhelming or off-putting in the past.

Many tips booklet authors worry about giving enough valuable information in a tips booklet, forgetting that this is the appetizer not the main course. They put as much as possible into every sentence, making it so heavy to slog through, leaving a not-great aftertaste from the experience.

The reader makes a lasting decision from a single experience, never again to darken your door electronically or in person. Your stuff didn't taste good to them. Of course it is impossible to please everyone who comes to you. After all, some people prefer things that are sweet or spicy or savory when it comes to food. Yes, that carries over to taste in other parts of life. You cannot please everyone.

Some people really do want short tips and they are on their way. Others find those tips to be a good door opener and come back to you for more in-depth information. Some people want to listen or watch a video rather than read. Once you do your tips booklet, you can survey people who have expressed interest in your topic to see what formats to do next, what sub-topics to address in greater depth, what style appeals most to them.

Back to that first taste, though, and how delicious it is. By letting people know the tips booklet is intended as a quick and easy sampler of your knowledge, as a taste to see if they like it, you are letting them know there is more for when they are ready. Your intention is to give them something they enjoy in portions and tastes they like. It is not intended to give them indigestion in any way!

ACTION - View your tips booklet as one small yet important and appealing item on a buffet table of many choices. The tips booklet's taste appeals to some people who come to eat at your table and gives the opportunity to decide what else they would like to satisfy their hunger from your expertise. While some eat lighter or heavier than others, you will ultimately develop more choices for them as you build your business and know more of what people want. It may be sweet, spicy, savory, or something else.

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)

One way to make your e-books and sample chapters easy to read is to add a slight amount of extra space between lines. Extra space between lines helps readers recognize words and also creates “rails of white space” which guide readers as their eyes skim from left to right across the page. Automatic, or default, line spacing is often too narrow. Try out different line spacing alternatives in the Format Paragraph dialog box, but avoid choosing “double” or 2-line spacing. The correct measure is somewhere between single and double.

Guest Columnist – Scott Lorenz

(Book publicist Scott Lorenz is President of Westwind Communications, a public relations and marketing firm. Contact Lorenz at scottlorenz@westwindcos.com or by phone at 734-667-2090. Follow Lorenz on Twitter @aBookPublicist)

Your Book Cover is Like a Highway Billboard (Part One)

Your book cover is like a highway billboard. How's that? It's simple. Just as people are driving past a billboard at 70 MPH, shoppers in a bookstore are walking by your book sitting on shelf at the same relevant speed. Like a billboard, if you first don't catch their attention you'll never deliver the message. <http://www.book-marketing-expert.com>

Billboards use images to get the attention and then the words to make the sale. What are common images? Attractive women, followed by muscular and attractive men. They don't call romance books 'bodice rippers' for nothing and the photos or illustrations on books in that genre leave no doubt in your mind about what's inside. But that can't be said about most other books. That's why the image is important real estate which must be used to convey to the potential buyer just what's in the book.

What is the correct image? One that does not need any explanation. If your image needs an introduction... then it's not the right choice. How can you find out? Just show it to people. Ask them what they think the book is about by looking at the cover image. Ideally the image does the talking by itself.

While we often hear “You can't judge a book by its cover,” everybody – book buyers, reviewers, media and consumers alike – most certainly do just that.

Choose your title carefully. The best highway billboards are 5-7 words in total because motorists are flying by and cannot comprehend words at a glance, so why fight it? Putting too many words in the title is the equivalent of trying to take a drink out of a fire hose! If you want to have a fighting chance give them a short sweet title and subtitle. Be brief.

Blurbs. Blurbs are those short two to three sentences of compliment that books have on their back covers. The best blurbs are from well-known experts in the field, famous people, authors who have read the book and have provided positive comments. There's only room for a few so you have to edit out repetitive blurbs and keep the best ones for the cover. If you are in love with all your blurbs, than print them in full on the last inside pages of the book.

One reason the task becomes so daunting and painful is that authors too often wait until the end of the process, instead of nearer the beginning, to think through book cover design.

As a book publicist and book marketer I cannot caution authors enough – do not underestimate the importance of a book cover's design. Not only do potential book buyers judge a book by its cover but so do members of the media. Many reporters receive dozens of books every day! Do you really think they read the book flap and your pitch? Ha!

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>)

Movable Type Management

http://mtmgmt.net/MTM_Home.html

MTM provides management services to authors in various genres to develop distribution across platforms, devices and territories. MTM leverages its relationships with digital startups and veteran producers to add value to authors' works.



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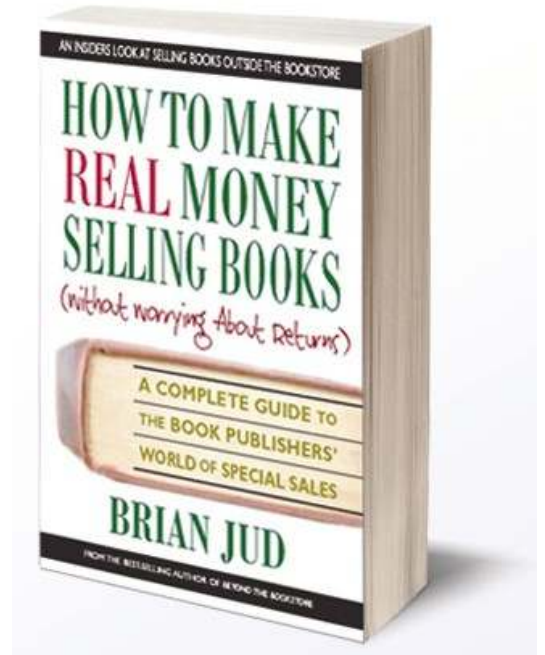
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Check out the Writers and Publishers Bookstore and give your favorite books a “Thumbs Up Rating.” Discover and rate the best books on writing, publishing and marketing
(<http://www.bookmarketingworks.com/index.php?pg=bookstore/bookstore.htm>)

Contact Information for Brian Jud

For copies of all the previous issues of *Book Marketing Matters* visit www.bookmarketingworks.com/mktgmattersnews

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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>