

Here is your April 15 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.

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 8, Number 274 April 15, 2013

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.

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
Or www.premiumbookcompany.com**

**Top inquiries from the reps
for the week ending 4/12/13**

<u>Title</u>	<u>Quantity</u>
Power of Acknowledgement	500
Windmill Networking	750
Success Habits School Didn't Teach You	75
How to Develop a Smart Plan	4000
Sharing Mountain Recipes	2500
Nathan Saves Summer	400
Principles for Living	3000
Mega saurus	3500
Green Pieces	1200

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

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/>

Fiction Writers: Here's your chance to win a publishing deal!

You are invited to the international **Next Best Fiction Author Contest** offered by *Hampton Roads Publishing*. If you have a novel in the works, here is a chance to launch your writing career. If you own rights to your work, whether your novel is finished or not, you are eligible to enter.

Running along with the contest is a special Author Training Course, taught by publishing CEO, Randy Davila. You will learn insider secrets and success strategies for a very low cost.

Click here to visit the Contest site and get all the details: <http://www.1shoppingcart.com/app/?Clk=5000944>

SPAN members use discount code for \$20 off the price of Course: SPAN

Dan Poynter's Global Ebook Award competition (Deadline April 30)

More than a contest honoring the best ebooks.

You get six weekly ebook promotion "lessons" and much more.

See <http://GlobalEbookAwards.com>

Ebooks published between 2011 and 2013 may be entered in the competition. For details about the Awards go to <http://globalebookawards.com/> SPAN members save \$25 -- The coupon code is 32%OFF (not case sensitive) and the website address is <http://globalebookawards.com/registration/> Contact Becky@globalebookawards.com with questions.

You will need your SPANpro membership number to reap these benefits. Need that number?

Find it on your profile at www.spannet.org or contact Kaye@spannet.org

21st Annual Writer's Digest Self-Published Book Awards (May 1 deadline)

Whether you're a professional writer, a part-time freelancer, or a writing enthusiast who took the leap and published your own book, this competition is for you! The Writer's Digest 21st Annual Self-Published Book Awards is the premier competition exclusively for self-published books - and we're currently accepting entries! There are 9 categories so there is a place for every type of book. Winners receive prizes that range from cash to a paid trip to the ever-popular Writer's Digest Conference in New York City to a guaranteed review in *Midwest Book Review*, courtesy of Brian Jud & Book Marketing Works (contest sponsor). All entrants receive a brief commentary on their book from the judges. More information and registration is at <http://www.writersdigest.com/competitions/selfpublished>

2013 FAPA President's Book Awards

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

\$100 Discount for SPAN members to IBPA Publishing University

No matter what stage of publishing you're in—an author-publisher, a one-book publisher, a more experienced publisher—IBPA Publishing University, held at the Palmer House Hotel in Chicago on **April 26-27**, brings you hands-on tools and techniques to succeed.

24 breakout sessions including the hottest how-to topics in publishing led by industry experts

- General sessions featuring the movers and shakers of the industry—including keynote speaker Guy Kawasaki, former Apple evangelist, author and tech guru
- The opportunity to “Ask the Experts” in **your own private session** (including Brian Jud)
- Formal and informal networking with colleagues and future mentors

And much more! SPAN members save \$100 off IBPA non-member tuition by using the discount code SPAN13 when registering at www.ibpapublishinguniversity.com

Join SPANpro and save \$29

This discount alone will cover this year's SPAN membership fee. 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)

A lot of confusion exists around the concept of "Pub Date." Some think that "Pub Dates" are unnecessary or have no impact on your publishing strategy, but I would disagree. First, let us remove the confusion of terms. "Pub Date" is not the same as "Bound Book Date" or "Ship Date." "Bound Book Date" refers to the time when the book comes off the printers press. "Ship Date" refers to the time when your warehouse releases backorders and begins to ship your title to book store accounts, including wholesalers. Then finally comes "Pub Date." This is the day when you really begin to market your title to the consumer. This is when you should begin media appearances, advertise or have display promotions in stores.

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>)

Retail your books for full list price. Do not compete with your dealers or cheapen your product.

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 book can be customized to the recipient. Place the company's name on the cover of the book or replace the cover with one of leather. Ask the company's president to write the foreword. Some companies may want to include a page of advertising or links to its related products and services. The content may also be tailored to fit a special occasion or season, to recognize service anniversaries or celebrate a company landmark.

The Cover Story – Michele DeFilippo

(Your cover is a critical part of your marketing effort. Contact Michele at 1106 Design today for book cover design with hand holding. (602) 866-3226 or <http://www.1106design.com>)

Your Yoga Experience

by Sandi Greenberg

For this book, a collection of yoga lessons, the author/teacher provided a cover photo from her studio. Using colors from the photo for the text is one way to create harmony in a design, in this case blue and brown. Of necessity, the photo is the focal point, so we used the empty space above the model's head for the title. For the word Yoga, we chose a graceful typeface with alternate characters that look like they are stretching



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)

We all have developed a personal value statement in some form or another. Our companies have mission statements. Have you ever written a Spiritual Mission statement? Adding the word "spiritual" changes the dynamics of the statement. Write a spiritual mission statement. Then go back and reflect on whether or not your "spiritual mission" statement matches your personal or company mission statement.

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.)

What Copyright Does Not Protect

Despite the broad protection of copyright law, it does not protect the following things:

- ✓ Works that have *not* been fixed in a tangible form of expression (for example, choreographic works that have not been notated or recorded, or improvisational speeches or performances that have not been written or recorded).
- ✓ Titles of books and other works, proper names (including Web site domain names), short phrases, and slogans; familiar symbols or designs; mere variations of typographic ornamentation.

lettering, or coloring; mere listings of ingredients or contents.

- ✓ Ideas, procedures, methods, systems, processes, concepts, principles, discoveries, or devices, as distinguished from descriptions, explanations, or illustrations.
- ✓ Works consisting entirely of information that is common property and containing no original authorship (for example, standard calendars, height and weight charts, tape measures and rulers, and lists or tables taken from public documents or other common sources).

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>

Do you have an Author and Book Platform? It's the stage, the very foundation of the book and authoring businesses. Platforms don't happen by themselves ... they take a Village to create and the author is the Mayor. And you should. You will find all the answers you need to create yours in "Author YOU: Creating and Building Your Author and Book Platforms." Woven around 22 Activities, illustrated and four-color throughout, it is the guide and workbook designed for authors at every level. It is comprehensive, clear, candid and easy to read, digest, understand and implement. The downside of purchasing "Author YOU"? You'll have no excuses for NOT pursuing *your* book project!

I'm going to keep this open for Book Marketing subscribers this month. Don't delay, get your copy of "Author YOU: Creating and Building the Author and Book Platforms" and claim over 45 FREE GIFTS that are designed for authors, writing and publishing success my official launching. What's cool about the book? It's four color throughout; it's in a 10 x 7 landscape format so that you can work within each Activity; <http://www.AuthorYOUBooks.com>

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 #4: Easy to understand. Partnerships and corporations can be very complex and difficult to understand. On the other hand, you probably know someone who operates a small business as a sole proprietorship and can understand what they do.

You're On The Air

(Excerpted from Brian Jud's e-booklet, *It's Show Time: 493 Tips for Performing Successfully on Television and Radio*

Shows; www.bookmarketing.com)

Two concepts determine your relative success in answering questions on the air: preparation and flexibility. You may or may not know the questions you will be asked, nor the person asking them. But if you know your topic and know what you want to get across to the audience, you can perform well in any situation.

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>)

How to blog effectively. To create an effective blog, one that will get you noticed and linked to, you have to think like a blogger. Here are a few basic actions that should help your blog get noticed:

- Post every day.
- Interview interesting people.
- Use a layout that makes it easy to read your blog.
- Stir the pot. Poke fun at something.
- Recycle content.
- Post a blog roll – a list of other blogs you find interesting.
- Comment on the content of other blogs.
- Link to your website.
- Be truthful.

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)

Enlisting the support of well-known and/or well-respected individuals can help book sales. Such individuals can help in many ways, by writing your book's foreword, preface, or introduction. Or they can provide an endorsement for your book that can be placed on the book's cover, back cover, first few pages, and/or promotional materials.

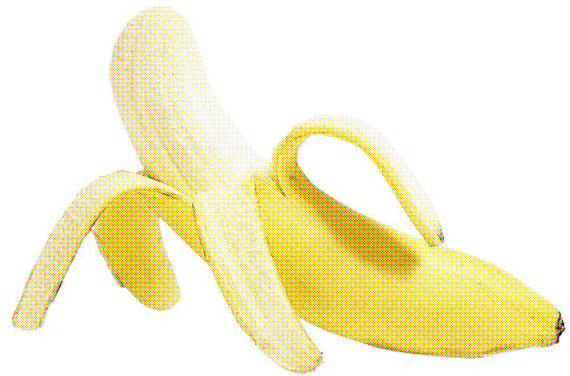
Endorsements usually help when they're from individuals that most people recognize or who have a large following. However, the head of your local Chamber of Commerce, a city Supervisor, or another local bigwig may love your book and have lots of clout close to home, but if your writing doesn't target your local area, their endorsements may not carry much weight with agents and editors.

The Very Idea

(Editorial by Brian Jud)

Most buyers in special markets care less about your cover design than they do about the content of your book. They want to know how your information can help them increase sales, motivate their employees or help them become more profitable. Also, bookstore buyers want to know how you can help them increase store traffic; librarians want to know how your content can help their patrons.

Peel away that which is not important and focus on the meat of the issue – what you can do for them. Appeal to them with reasons why your content is different from and better than competitive titles. Demonstrate your competitive advantage so they know your book is the best of the bunch. Do that and you can quickly become the top banana in your target markets.



Booklet authors are often among the most discerning people around. And yet you, as a booklet author, even with your very best efforts, are subject to error just as any other member of the human race.

Sometimes it's a small error or "bloopers." In fact, it's so small yet crucial that you and multiple sets of eyeballs and good minds also missed it. You know, that company phone number that had two digits reversed. A booklet author did just that many years ago. A larger print order was placed than the usual recommendation, each and every one with an error in the phone number. While the per-copy price was less than ordering a smaller print run, the labor to correct every copy was costly.

Other times it's glaring, rendering you oh so grateful you spotted it before doing a print run. Think about how leaving the "L" out of "How to Be an Effective Public Speaker" in the title on the front cover of your booklet will be received. It's a high probability someone might send it to one of the late night television talk show hosts in the United States who features such things on their show. Not really the kind of publicity you probably want, is it?

Then there are times you are making something supremely important in your mind, and it is completely meaningless to anyone but you. You received a particular shade of a particular color on your printed booklet cover that is so close to your intent, yet not exact. Will that really matter to the success of the booklet in sharing your knowledge and/or in prompting sales for you or for the company who bought it to promote their products or services? Uh, in a word, no, it won't.

By the way, in the first sentence of this article you saw the word "discerning." That's there as a reminder to share something with you. It references one of the biggest bloopers in my booklet journey more than two decades ago. Tip #26 in my booklet reads "Be discerning about who needs to be on each routing list of memos."

The first 50,000 copies of my tips booklet had that word missing the "c." It was, indeed, overlooked by quite a few people before any copies were printed, and probably a whole lot more after the fact. Once it was brought to my attention, it got left there for awhile longer to make the point. After all, 50,000 copies had been sold with a now-identified imperfection. Yes, 50,000 copies. That's a substantial amount. It was left there with the intention of being proof that life and business go on even with a typo.

That typo got instantly fixed as soon as someone suggested I was probably losing sales because of that typo. After all, no reason to purposely lose sales when something is certainly and easily fix-able, is there? The point had been well made that many copies could be sold with the typo. No need to further belabor it!

ACTION - While being as thorough and careful as you can, decide what it is that truly matters in your booklet. Yes, details matter. However, there are some to let go and others to do everything you can to correct.

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)

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.

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)

A basic tenet of marketing is to give your customers what they want, not only what you have to sell. Creative marketing discovers and produces solutions that customers did not ask for but to which they enthusiastically respond.

Marketing Strategy

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

A successful book must satisfy some market need, have a unique point of differentiation and be produced in high quality.

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](https://twitter.com/aBookPublicist))

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

Here are some important items to consider when making decisions on book cover design:

Use a subhead to create more description. If you have a 10-word title, you have not properly named the book in the first place.

Check with Google on the words that are most searched on your topic. To do this, type in the word that best describes your book in the search box and then see what the next most important or popular words are in that list. That ranking is very relevant marketing-wise so try to use those words in your title or subtitle. Consider using the genre in the subtitle too because that's what people are searching on.

Visit book stores and look at the covers of all types of books. What catches your eye? Look at the book face and look at the spines. Which ones are readable and why?

Will it play on Amazon? Go to Amazon.com, BN.com, Good Reads, Smashwords and search for competitive books in your space. Notice the book covers that catch your eye and the ones that do not. If your cover does not show up well in an Amazon thumbnail then you are going to lose sales.

Contrast. Don't let your graphic designer get started without keeping contrast in mind. The reason black ink works so well on white paper is because it produces the best contrast possible. Yellow ink on green paper in a small font simply does not work.

How does your book look in black and white? Not every publication will be printing it in color.

Font size. Many designers are young with great eyesight. But your buyer may not be able to read the tiny font some designers insist upon using. Be practical.

The spine. Can you read it from five feet away? If not, neither can browsers in a book store.

Blurbs. Keep them relevant and short. Consider including a mention on the cover of a foreword written by a famous person or author. "Foreword by J.K. Rowling" or "Foreword by Oprah Winfrey" or "Foreword by Best Selling Author Tom Clancy."

Do not overlook creating content on the back inside flaps because consumers pick up a book after looking at the spine, front cover and back and then open the book to find the price or more information.

Print your cover out on a laser printer. Don't just review your cover on a computer screen which will make it look considerably better. Print it out actual size and make a determination using that printed version.

Pictures are worth 1000 words. Use photos and illustrations to describe what would take too long to explain.

When choosing a book design ask yourself how the cover will look on your website home page. Branding is important so you'll want to use the same design elements on your website that you do on your book cover

Show your cover designs to as many people in your target group of potential readers. Get their reactions and opinions. It costs you nothing and you'll likely find out something you did not realize before.

Mary Heim, Direct Sales Manager at Sheridan Books says that before you start to design your cover contact your printer for a cover layout and cover stock and coating samples. When you have your cover complete have the printer do a test on the files to make sure they work for the printer. Ask for samples of the printer's work. <http://www.sheridanbooks.com>

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>)

WritersNet

www.writers.net/agents

This site helps writers showcase their work and be found by agents, editors and publishers.



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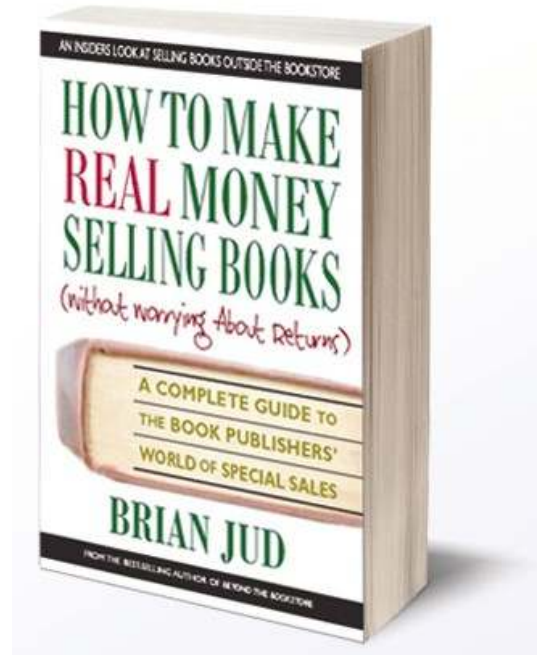
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Beat your competition

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

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<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

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>