

Here is your April 29 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 Tom Searcy.

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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 8, Number 275 April 29, 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](mailto:BrianJud@premiumbookcompany.com)  
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We get about 3,000 hits per month on the ESP search engine. Most of the titles in our program receive some action on a regular basis. We cannot show them all, but below is a list of the direct inquires for which we send sample books. We usually customize them with the customer's logos or with a tip-in insert page.

**Top inquiries from the reps  
for the week ending 4/26/13**

<b><u>Title</u></b>	<b><u>Quantity</u></b>
The Gift of Rest	180
The Best of the Best Utah Cookbook	800
The Golden Gate	200
San Francisco Then and Now	200
San Francisco: City Sights and Secrets	200
Chicken soup for the Volunteer's Soul	500

## Upcoming Webinars & Events April 30 Deadlines!

### 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/?Cik=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](mailto: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](http://www.spannet.org) or contact [Kaye@spannet.org](mailto:Kaye@spannet.org)

### 21<sup>st</sup> 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>

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

From PartnerShip:

Take advantage of the SPAN Shipping Program. To help you get started, we're giving you a temporary PartnerShip.com username and password to log in, take a look around, and even start shipping: Temporary Username: kaye@about-books.com Temporary Password: 252568a

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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](mailto:ekampmann@aol.com).)

**Should You Attend Book Expo America?** Many independent publishers feel they do not belong at Book Expo. They opine that the Show belongs to the big boys, that it is way too expensive and that there is little tangible to be gained from it. Well, all of this is true in a way, but my own experience with the Show tends to override the negatives in some very important ways. Let me explain. The "BEA" used to be a Show run by booksellers for booksellers. Publishers were invited guests who would take booth space to introduce their fall titles to the community of booksellers in attendance. All of this worked beautifully for years and the Show grew in size and importance and it was almost mandatory to attend.

But in the late 1980's or early 1990's huge changes became evident both on the bookselling and the publishing side of the market equation. On the bookselling side, the superstores began cutting into the independent bookstore's market share and on the publishing side, more independent publishers began entering the fray. For BEA it took many years to adjust to the new realities and during that period the importance of BEA was diminished. But to me all that has passed and the BEA Show has become, once again, one of the most important events in the publishing calendar. What about you? Should you go? By all means, because this is a networking business and BEA has become a wonderful networking Show. It is a great time and place to discover new markets and new sales opportunities and make new friends. I suggest you seriously consider attending in New York City from May 30 – June 1, 2013.

## 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>)

*Your second book is the best. The greatest joy comes the day you get a call from a customer who wants your book. And you get to ask "Which one?"*

## 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))

Business buyers are professional people, trying to make rational decisions for the good of their companies. They may need to be educated about the value of books to their business to profit their employers. I know that books have value, but the buyers do not see them as 'sexy'. They must be informed on how books can play a big part in increasing their sales. Those who have used ad specialties in the past probably used lower-priced items (key chains, pencils) as giveaways.

For instance, while hotels provide free pens and pads in each room (with the hotel name on each item), they may not think about purchasing your books as gifts for frequent guests or as items to sell in the hotels' gift shops – that is, until you tell them. Your creativity will be a valuable asset here as you suggest ways in which your books can help your prospects meet *their* goals.

## 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))

**Before (Cover on left):** The target audience of this book is broad including both genders and all ages of smokers. The message is to provide support to those quitting their smoking addiction with positive reinforcement. The original cover was very dark and depressing although the client wanted to keep the color combination of black, white and red.

**After (Cover on right):** The overall feel of the cover is bright and hopeful. The strong graphic of the snubbed out cigarette is not only eye catching, but shows resolve and draws the eye toward the title. A red border adds dimension and punch. The foreword by Jack Klugman is added for notoriety.



Before



After

## 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 via e-mail at [tom@tomhillwebsite.com](mailto:tom@tomhillwebsite.com))

Thanks to Peter Engler ([www.englercareergroup.com](http://www.englercareergroup.com)) for sharing his blog. Belief; the key to stronger personal Branding. Create your "Brand Belief"©

I was speaking with an executive the other day regarding my career coaching practice and he asked me what I thought about developing "my Brand". Like many of you, I have grown skeptical of lots of many of the career coaching buzz and noise around hot topics like how to use Twitter to market yourself (you need loads and months of tweets), the value of a personal website (you have that on Linked In, right?), tweaking your resume for every job you pursue (HR "can smell" that can't they?) and other current "hot" ideas.

I replied to him that understanding yourself in great detail through an intensive personal assessment process, translating that information into a strong and vibrant bio (your "story" which should be exciting and persuasive), 60-second elevator speech and other communications including your emails/voice-mails, and directing it to people who can actually help you at companies where you "deserve to work" makes good sense.

If you want to call that "branding", great. It certainly has worked for many famous products, so why not job-seekers? However, what is missing from the "branding" idea is your beliefs; your energy, convictions, personality, motivations, desires, and all that makes you a special human being and professional.

I call this important duality of Branding-"Who you are", and Belief - "Why you are you", Brand Belief.

Your beliefs bring you alive to the reader, interviewer or person you have just met at a business mixer. Sure, you have to give people a sense of what you are and do- your Brand. But, it is the level of conviction and energy, your belief, that you apply to that branding message that is what people will remember and act on.

You may be a terrific marketing executive, but until someone sees the fire in your eyes when you explain how you drill down to find every fact to support your new product concept, your Brand will just be another brand. Belief brings credibility to your Brand.

Credibility is what people buy, hire and remember. Brand Belief is what I believe you need to write down, refine and communicate to others, not just your Brand. Good luck!

## 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.)

**What's in a Name?** No one word is more misused or more misunderstood by writers than the word "copyright." This single word creates such confusion and lends itself to so much misinformation because rumors, assumptions, and complicated changes in the law make it difficult for writers to separate fact from fiction. But because copyright consists of such a valuable bundle of rights, it is imperative that writers fully comprehend the nature of copyright and the process by which it is protected.

Writers are not the only ones confused by the word “copyright.” More than a few business-savvy agents, publishers, and even attorneys, who are in the business of negotiating rights, have a woefully inadequate understanding of the nature of copyright. This is particularly troublesome because of the way the publishing industry is set up for traditional publishing through the major New York publishing houses.

You should also understand and appreciate the differences between the various types of intellectual property, and you should know how new technologies affect your legal rights and responsibilities in the digital age and beyond. So be sure to order additional relevant e-Reports for more information.

### **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>

**Are You A Cash Cow?** One of the most common questions I get asked is, "What will my book cost to publish?" And the answer is always, "It depends ..."

It depends on how you publish it; when you publish it; what your commitment is to the process; how much of your time and energy you are going to put behind it; how much money will you/can you invest in it (yes, this is an investment); what prep work you've done to reach out and connect with your potential buyers; whether you are strictly text or will be including graphics and illustrations; what layout design will be used; what other publishing experts you need in the process ... and so much more. Authors-to-be need to do a pre-assessment list of what their needs are, who is necessary in the process ... in other words, a type of game plan. Otherwise, they become someone's—and in many cases, everyone's cash cow. Unless you have unlimited moneys, this is not the option of choice. Ever.

### **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 #5:** Simplest tax structure. A sole proprietorship has a fairly simple tax structure compared to partnerships and corporations. Sole proprietors use a two-page form (Schedule C Business Income or Loss) and attach it to their personal tax returns. Partnerships and corporations require completely separate multi-page tax returns and additional forms that are added to the owner’s individual tax return.

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

(Eric Marcus, Author of *Breaking the Surface* and former producer for Good Morning America and CBS This Morning)

*I love the edge, not knowing who is going to call or what they're going to say.  
Always stay calm and let the host deal with irrational callers.*

### 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](mailto:FRISHMANR@PlannedTVArts.com) or [www.author101.com](http://www.author101.com))

When editors receive a proposal, one of their main questions is, "How is this book unique in the marketplace?" They want to know how the book compares to the competition, so list and compare the high-profile books in your book's category. Describe the other books and distinguish your book from them. When possible, state why your book is better.

Knowing the competition is part of a writer's job. If you present yourself as an authority, you must know your field of expertise inside and out, including what everyone else in the field has written. Act as an adjunct to your editor and give him or her ammunition to distinguish your book from the competition in marketing and sales meetings. The publisher's sales team can then use those distinctions to convince wholesalers and retailers to stock your book. Comparative analysis helps identify the markets for proposed books.

### The Very Idea

(Editorial by Brian Jud)

Authors do not have to be media performers or professional speakers to perform promotional events. Nor do they have to suffer through lonely signings at bookstores. Authors can hold events that promote their topic of interest -- events such as demonstrations, workshops, readings or in-home parties -- and sell more books.

Make your appearance at a special-sales outlet an event, not a signing. You can perform at corporations, hospitals, schools, warehouse clubs, zoos, libraries, airport stores, state fairs, military exchanges and supermarkets -- anywhere your books are being sold. Maximize your results at each by making your presentations come alive.

Carolyn Newcomer, author of the children's book *Barf's First Flight* did that. This picture was taken during an event at a store in Folsom, CA. The costume was hand made to fit her 12-year-old son. He is also wearing red converse tennis shoes, just like his pal, "Barf".



**Booklet Ideas – Paulette Ensign**  
(Paulette is President of Tips Products International, [Paulette@tipsbooklets.com](mailto:Paulette@tipsbooklets.com))  
Follow me on Twitter: <http://twitter.com/pauletteensign>)

Consider easily expanding your product line beyond a tips booklet. You can leverage the same content in your booklet by creating a downloadable recording, audio CD, card deck, or autoresponder series. A card deck is as simple as having your graphic designer put one tip per card (like affirmations or angel cards or the old flash cards used to learn arithmetic), having the printer print them, and package them in an endless number of ways. An autoresponder series means putting each tip from your booklet into an email that gets automatically delivered when someone subscribes to a mailing list. That was four more products (two digital and two printed) from your booklet document.

**ACTION:** Choose one new format at a time to expand your product line, giving people more choices and giving you more income.

**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.

**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))

A well-conceived and strategic plan will give you focus, clarity, motivation, ideas and direction. Even though its subject is a moving target, your plan details how your current thinking will fulfill your long-term vision. Show the nature of the segments in which you (or could) participate. Are they growing? Declining? Stagnant? Why, when, how long and where will it be in the future? Describe your competitors for each segment in which you compete. Discuss your competitive edge for each.



## 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))

People do not want to buy bound pieces of paper with words printed on them--they want advice, hope, gain, entertainment, motivation, protection from loss and other forms of emotional satisfaction. You will become more successful at marketing when you stop selling your books and begin selling what your books do for the people who read them.

## Guest Columnist – Tom Searcy

(Tom Searcy may be reached at [tom@huntbigsales.com](mailto:tom@huntbigsales.com))

**Tom Searcy** sent this in to Tom Hill's EagleZine and I thought you might be interested in reading it, Brian

"I work with a number of marketing/digital strategy/social media companies. The greatest challenge that they face is communicating the causal link between the strategy they provide, (and its execution), and an economic outcome. Certainly a viral negative about their company, for example, an unflattering video or photo, can damage their business. But this is the "unfelt risk" conversation that results in a minimum insurance policy approach to purchasing social media. Low investment with the intention of being in the game not to lose rather than to win.

How does an active Twitter account create revenue? There are correlational relationships, yet most of these are anecdotally explained with hyperbole and sketchy translation from one business to another. I watched a firm try to explain the impact of a widely shared tweet on a new flavor at PinkBerry yogurt as a viable example for a successful campaign for an industrial manufacturer. This is snake oil science and the vast majority of the frothing mouth social-media-istas promote the same math equations of "many eyeballs = many dollars." When asked to show their math, they tell another exciting story of another event that created buzz and money. These are stand-alone moments in marketing that do not have a formula for replication. When the most effective social media moment relies on serendipity like a 10-year old girl burning her hair off accidentally while curling it, then you do not have a business strategy. You have hope and a jar running around in a thunderstorm trying to catch lightning.

A clear gap in the video was addressing the most causal social media tool for business-to-business use out there, LinkedIn. The numbers on this tool trump all of the others as far as real money earned from use of the tool. Leads generated, candidates considered, resources sourced and jobs closed are much higher in LinkedIn. The frequency of executives looking up the attendees in a meeting before they attend that meeting for a first conversation using LinkedIn is over 80% now.

I understand the impact of social media on the general market-messaging platform. It crushes traditional television, print and display advertising. Its true power will increase as the causal link chain between dollars spent and dollars received in the b2b commercial use goes up."

## 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>)

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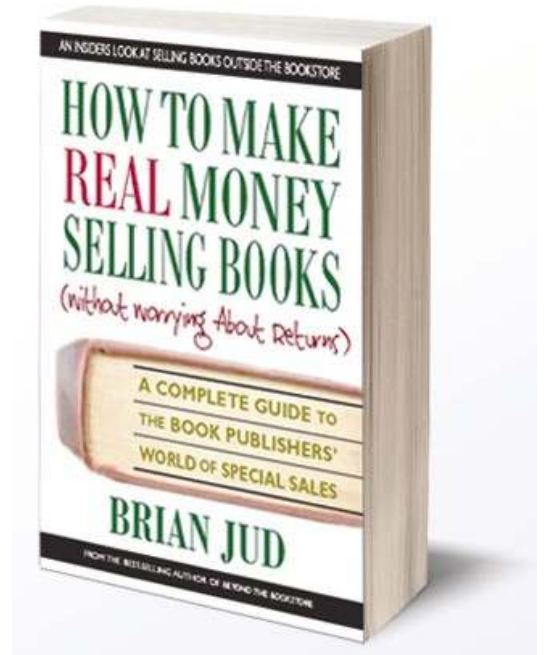
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( <http://www.bookmarketingworks.com/index.php?pg=bookstore/bookstore.htm> )

**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](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>