

Here is your August 4 edition of the *Book Marketing Matters* special-sales ezine by Brian Jud. It contains regular columns with tips from Dan Poynter, John Kremer, Guy Achtzehn, Rick Frishman, Eric Kampmann, Paulette Ensign, Judith Briles, Gail Z. Martin, Tonya Evans and Roger C. Parker. The guest columnist in this issue is Gail Z. Martin.

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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 13, Issue 16, Number 308 August 4, 2014

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

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**Top inquiries from the salespeople  
for the week ending 8/1/14**

<u>Title</u>	<u>Quantity</u>
Courting Your Career	500
Yes, You CAN Get That Job!	500

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Opening presentation by Dan Poynter

Keynote by John Groton, former Vice President, Special Markets, Random House

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## Upcoming Presentation

### August 7: How to Catapult Your Brand (or Yourself) Into a Starring Role!

Teleseminar Featuring: TSUFIT

It's noisy out there! Making it in today's overcrowded marketplace depends less on baking a better bagel and more on branding it, less on having a Harvard MBA and more on being a star! It's all about capturing the scarcest commodity of all—your audience's attention! If you've never heard TSUFIT speak before, you're in for a treat. In this fast paced engaging (hilarious!) presentation, this former comedienne will share her Secrets of Stardom, provocative tips on getting seen, getting heard and getting yourself and your business noticed! In this powerful talk, you'll learn:

- How to attract clients in just 30 seconds!
- The 3 biggest mistakes most entrepreneurs make and how to avoid them
- How to figure out what you're really selling (It's not what you think!)
- The 16 words and phrases you should ban forever!
- How to be a star in business and in life!

Recently featured in Entrepreneur Magazine, TSUFIT is the author of the hot award-winning book, Step Into The Spotlight! : A Guide to Getting Noticed, which has been endorsed by many New York Times best selling authors, including Tom Peters, Jack Trout, Jay Conrad Levinson, Al Ries, Les Brown and many others. After 10 years as a Dean's List litigation lawyer, TSUFIT left law for the limelight, performing comedy on national television and gaining international attention for her debut music CD. TSUFIT is now an irreverent marketing strategist who coaches entrepreneurs, authors, coaches, speakers & CEOs to be stars!

August 7, 6:00 – 7:00 pm Register at <http://tinyurl.com/n562j7c>

## 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))

Years ago, publishers considered most bookstore-related events to be a colossal waste of time, particularly if the author was not a major celebrity. How times have changed. Today, many bookstores encourage events and even employ event coordinators. It doesn't seem to matter whether the author is well known or not. And often these events can be extremely successful, but not always. There are a few rules you ought to follow in order to save yourself the embarrassment of having no one else come. First, work very closely with the storeowner or event coordinator. Find out what works for them and follow their advice. Second, if you are doing an event in your hometown, make sure you invite people you know. Send out written invitations and scribble a personal note on it. Third, if you are away from home, try to do the event after doing television or radio where you can promote the appearance. Fourth, make sure books get there on time and just in case, have a supply in your car. And finally, encourage the store to promote your book in-store at least a week before your appearance. This is grassroots marketing and when it is handled professionally, it can help build recognition and sales.

### **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>)

Proofread. It is less expensive to put ink on paper than to take it off.

### **Ideas for Selling to Non-Bookstore Buyers – Guy Achtezhn**

(President of The Promotional Bookstore, offering commission-based sales of books to non-bookstore buyers, [guy@msgpromo.com](mailto:guy@msgpromo.com))

Organize your target buyers into groups. No book is meant for everybody. People buy for different and personal reasons, and you will be more successful selling to them if you customize your content and marketing activities to meet their needs. This is easier if you organize people in groups according to their reasons for buying. This process is called *market segmentation*, and it is relatively easy to accomplish.

You may be selling cookbooks. Where might you find people who are interested in cooking? It could be in supermarkets, discount stores, libraries, specialty stores (i.e., Williams Sonoma), appliance stores, Vermont Country Store, restaurants, chef supply stores, health-food stores, QVC or even the International Association of Culinary Professionals. If so, then that is where you need to be selling your cookbooks.

### **The Cover Story – Daniel Kohan**

(Sensical Design & Communication is a small graphic design firm in Washington, DC, specializing in publication design for non-profits and financial-services companies. Contact Daniel at <http://sensicaldesign.com/> or [kohan@rukapress.com](mailto:kohan@rukapress.com))

This self-help book for professional women is self-published by the author. She gave us a fairly specific brief for the cover: use strong, solid type; use black and red; and emphasize the title, which of course is fairly long. We didn't want to do anything too obvious or tacky, like showing a photo of a woman's behind, but still wanted to bring out the humor inherent in the title. We were very happy with the visual pun in this typographic solution (if you don't see it right away, squint a little).



## Leadership and 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))

You may from time to time hear us mention some of the people we find to be incredibly talented in their thought process. One of those is Seth Godin and he can be found at [www.sethgodin.com](http://www.sethgodin.com).

This past week one of his posts was on finding a peer group. In our world we call it a Mastermind Group; he calls it a peer group. If you don't believe us perhaps you will believe Seth on the importance of a "peer group." Take a look at his other posts on his site, he is a brilliant thinker and we thought we would pass his thoughts along to you!

Your peer group are people with similar dreams, goals and worldviews. They are people who will push you in exchange for being pushed, who will raise the bar and tell you the truth. They're not in your business, but they're in your shoes. Finding a peer group and working with them, intentionally and on a regular schedule, might be the single biggest boost your career can experience.

## 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 copyright registration and do I need to register my work?** Registration of your copyright creates a public record of the facts and circumstances pertaining to it. While registration is *not* necessary for your copyright to exist, you should register it for further protection. The Copyright Act gives you certain advantages under the law if you do register your work. Advantages include (more to come next month):

- File an infringement lawsuit
- If registered before or within five years of publication, registration establishes sufficient (a/k/a prima facie) evidence in court of the validity of the copyright and of the facts stated in the registration certificate.
- If you register within three months after publication of the work or prior to an infringement, the burden of proof shifts to the defendant who is then required to prove that infringement did not occur.

## 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>)

Crowdfunding Tip: Social media is critical in your crowdfunding campaign. Make sure that you have built followers and fans as you start your shout outs. Do updates throughout the time your campaign is in force; including progress of funding; new ahas; comments that have come in; if one of the Rewards has been sold out (add a duplicate—it's hot); and as you get to the finish line, remind all that have contributed that you are close—would they consider an add ... and maybe you give another perk as the tipping point.

## Pam's Book Marketing Tips - Pam Lontos

(Pam Lontos, President of Pam Lontos Consulting, Tel: 407-522-8630; [Pam@PamLontos.com](mailto:Pam@PamLontos.com); [www.PamLontos.com](http://www.PamLontos.com))

**Whenever you speak to a group, make sure your book is mentioned in your introduction.** Have a book on the stage with you prominently displayed to the audience. Use a picture of the cover in your hand-out. Put a picture on your business card. Don't miss a chance to let people know that you have a book.

## You're On The Air

(Jim Bohannon, Host of the nationally broadcast *Jim Bohannon Show*)

*You don't want to speak too rapidly. Remember that people may be picking you up over static or while driving in their cars.*

## 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>)

I recommend that you edit your books for promotional clout. As an example, if you were editing a gardening book, why not list specific seed and tool companies as resources in the appendix? Not only do such lists benefit the reader, but they also provide you with potential premium sales

## 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))

To get your message heard, you must know exactly what you're selling, which will make it music rather than noise. If you know what you're selling, you can target your message so that your audience will hear and respond to it. If your message isn't targeted, it will be swallowed up and lost in the media noise.

Describe what you're selling in your "silver bullet": the sharply focused pitch that you can deliver to cut through the media noise. Your silver bullet can also be called your elevator speech, pitch, sound bite, or message. It's called an elevator speech because it should be delivered in the time it takes an elevator to rise from the lobby to the fourth floor.

Think of your silver bullet as the verbal business card for your book. It's a brief, memorable description that you quickly give people you meet or those who may be interested in your book. Your silver bullet is your core message, the unique selling proposition that you must get across if you hope to successfully promote your book. It must penetrate your target market and be delivered rapidly and powerfully before your small window of media attention slams shut. Your silver bullet must clearly explain in the most palatable terms what your book is about, why it's special, and precisely how it will benefit your audience.

## 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))

You may become more successful at marketing when you stop selling your books and begin selling what they do for the people who purchase them. That is the difference between marketing a feature, an advantage and a benefit. A feature is an attribute of your product. For a book, it could be its size, binding, title or number of pages. An advantage describes the purpose or function of a feature, and a benefit is the value the reader receives in exchange for purchasing your book. People buy value, not generic products.

## Guest Columnist - Gail Z. Martin

(Gail Z. Martin, from *The Thrifty Author's Guide to Selling and Promoting Your Book Online*; [gail@dreamspinnercommunications.com](mailto:gail@dreamspinnercommunications.com) or [www.GailMartinMarketing.com](http://www.GailMartinMarketing.com))

A great author website helps to keep your readers engaged with you between books. It also makes it easy to remind them that a new book is coming out, and to get them excited before the book ever hits stores. You can promote your book for pre-orders before it ever reaches stores. Both publishers and booksellers really like to see strong pre-order sales, because it's an indication that the book will do even better once it is on the shelves.



## The Very Idea (Editorial by Brian Jud)

Focus on your target. Know potential readers and adjust your marketing strategies to more effectively reach them.

**Product design.** If your readers are 55+ years old, you might produce your page layout with a larger type size and more leading. And they would probably prefer printed books over ebooks.

**Pricing.** An affluent target may be willing to pay more for your books, so you won't have to resort to "price-off" specials. They may be more likely to travel, so you could sell to them at list price on cruise ships or airport stores (not just airport *bookstores*). A less-prosperous target might respond better to price incentives, and perhaps look for lower prices at Target or Wal-Mart.

**Distribution.** Know where your target readers shop or look for information on your topic. If they frequent gift shops, supermarkets, Petco or Home Depot, then have your books there. Distribute your children's books to schools, daycare centers, children's libraries, PTOs or to the home schooling segment. Sell your business books to corporate buyers or appropriate associations.



**Promotion.** What print and broadcast media are relevant to your target? Their age and level of education will help you choose the right medium as well as suitable vocabulary to use in your promotional material or media appearances. Would they be more likely to respond to your APP on their iPhone or your book's cover on a T-shirt? If they shop at Costco, then conduct your in-store events there.

As the saying goes, "You'll catch more fish if you fish where the fish are." Know who your targets are, where they are, how many of them exist and why they buy. Then find creative ways to get to them. There are too many fish in the sea, so don't let the big ones get away.

## 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))

Titles are like people in the sense that they will grow according to their individual needs and circumstances. Each one you publish may flourish by using habitual marketing techniques, but in most cases it will be different enough to require a unique growth plan.

## 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>)

There are endless reasons why someone wants your booklet, whether a single copy or thousands of them. Next time you ask yourself the value of sharing your knowledge by creating a tips booklet, think about how you can improve someone's life. These are just a few possibilities:

- Personal improvement -new knowledge to live life better
- Bragging rights - ability to impress others personally, professionally, both
- Easy doorway into perplexing topic - tips can simplify complex ideas concepts
- Portion control - easy to digest, be ready for more; ideal for short attention span
- Marketing tool - long-lasting helpful way to attract and retain buyers
- Media darling - journalists love using tips to fill articles and to prompt interviews

- Affordability - booklets cost less than many other information products

Those reasons get you thinking, quite possibly in ways you never considered or that you previously minimized. Depending on the circles in which your buyer travels and their own life experiences, bragging rights may be important to them. They want an executive summary of information that better equips them for professional social situations. That may never have surfaced in your thinking because it is completely outside your experiences or personality. It is important to them, though.

Becoming a media darling with tips means you helped the journalist fill space with good, solid information. That journalist helps you by including your name and website address as the source, expanding your reach and promoting your business. The journalist is likely to come back to you again for more of your tips because you made it so easy. While you could provide a tip sheet rather than a booklet, the booklet makes a different statement of professionalism and shows you've got more to be used in future articles and interviews. Everyone benefits - you, the journalist, and audience.

Having tips booklets for bulk buyers gives them budget options they may not have realized existed. They liked you when they brought you in as a speaker, coach, or consultant, liked the knowledge you had, liked your professionalism, and wish they could package you to share with their world at a price they can manage. That's when they are thrilled to know about your tips booklets. Not only do you have a product that suits their requirements, you can suggest ways for them to use the booklets now and in the future, based on what makes the most sense for them.

**ACTION** - Listen to people you're talking to for ways your booklets can help them, whether it's booklets, other formats of your information, single copies, or bulk copies. Clues are sometimes hidden within the words or the tone of voice or how often a reference is made to a particular situation. You now have some new awareness of circumstances you never noticed, had forgotten, or simply never considered. Some of the best applications of tips booklets and other information products have happened when the proverbial light bulb went on over someone's head to use them to solve a challenge in new way. That means sales for you when you can initiate that conversation, while possibly becoming a hero in the process.

### 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))

A half-written book languishing on your hard drive isn't doing you any good...whether caused by a lack of interest from trade publishers or a lack of self-publishing experience. There are seven things you can do to turn the disappointment of a half-written nonfiction book into publishing profits. One will be described in this and the next 6 issues of *Book Marketing Matters*.

**1. Goals.** Start by reviewing your writing goals. What were your original goals and objectives in writing a nonfiction book? Were you attracted by potential profits from book sales, the expert positioning that would jump start your coaching or consulting business, or were you motivated by a desire to share your knowledge with others? More important, how had you originally intended to profit from your book?

### Helpful Website of the Week – Adele M. Annesi

(Adele is freelance book editor, and a co-author of *Now What? The Creative Writer's Guide to Success After the MFA*. She may be reached at [a.annesi@sbcglobal.net](mailto:a.annesi@sbcglobal.net))

## Every Writers Resource

<http://www.everywritersresource.com/>

Every Writer's Resource is a killer site, one of the best yet. True to its name, it offers resources for writers on book publishing, writing, literary magazines, poetry, fiction, literary magazines, book publishers and more. This is an interactive site that aims to help and inspire all writers to publish — and you can query them with your article ideas. They also publish.



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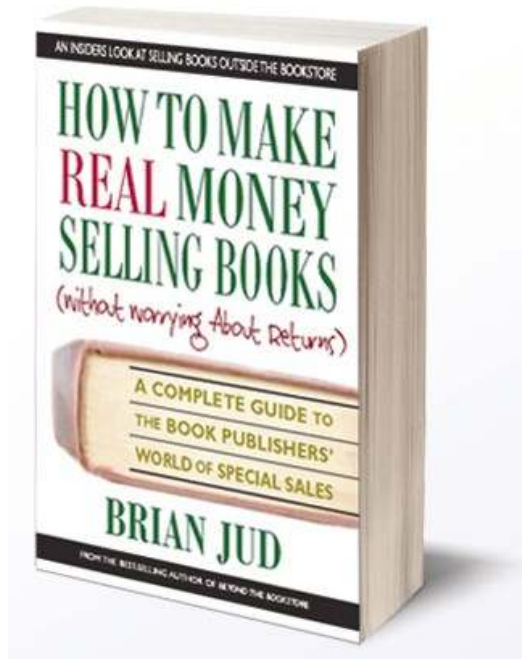
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### Contact Information for Brian Jud

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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>