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

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Would you like to call on buyers who are *pre-sold on your book* and are waiting for you to contact them?

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I am overstocked on these videos (since converting it to DVD) and will sell them for $10, including shipping. Order now using the Promotion Code BMMYOTA

(If the link doesn't work, go to www.bookmarketing.com and click on Media Training)

Learn hints and strategies for performing on the air – from the pros

- **Find out proven memory techniques to use if your mind goes blank**
- **13 techniques to use when taking calls from listeners**
- **17 ways to improve your radio-telephone interviews**
- **Use your body language, gestures and facial expressions strategically on TV**

Notes From the Front Lines

(Excerpted – with permission – from the Book Publishers' Handbook, by Eric Kampmann, President, Midpoint Trade Books ekampmann@aol.com)

Inevitably we must face up to the question of "how many should I print?" If you ask your printer, they will suggest more rather than less because, they say, "your unit cost will be lower." If you ask the author, they will generally push for more because they are going to go out and push their book everywhere. And if you ask your distributor (if you have one), they will return the favor by asking you "how many do you want to print?" Let's face it, fixing on just the right number is not science. Each book is different and requires its own unique set of calculations. But there are a few general rules to follow. First, be conservative. You can always reprint. Second, if your book is aimed at the bookstore market, never print more than six months anticipated supply. If you are reprinting predictable backlist, you might print up to a year's worth of inventory, but remember you are tying up cash. Third, use the sales history of similar books to judge your needs. Ingram's ipage is a great reference resource for such purposes. Finally, books depreciate faster than new cars. If you are forced to remainder, you will do it at pennies on the dollar.

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)

Periodical rights may be serializations or condensations. Serializations and excerpts by magazines and newspapers may be *first serial rights*, if before publication, or *second serial rights*, if afterward. Both generate a lot of good publicity. Big periodicals pay more than small ones, and first rights are more valuable than second rights. The subject matter has to be of great interest to the periodical's readers. Condensations in magazines do not normally pay a lot, but the publicity they provide will sell more books. Make sure the magazine is a quality product, one you will be proud to be associated with

Marcella's Magic

(Marcella Smith, Small Press Business Manager, Barnes & Noble)

Regular communication reminds potential buyers that your book is available and the information in it will improve their lives in some way. A consistent series of promotional events can also help you sell more books. The more people you tell about your book, the more likely a significant number of them will buy it. Move them through the mental buying process more quickly -- through frequent repetition of your message -- and they will reach the inevitable conclusion to purchase your book.

Savvy Self-Promotion

(Penny Sansevieri, author of *From Book to Bestseller*, penny@amarketingexpert.com)

SEO Like A Pro! If you think being your own Search Engine Optimization Expert is too tough of a job, think again. There's a very simple thing you can do right now to get more of those fantastic incoming links to your site. Google (aka controller of the Internet) loves incoming links but the trick is, they must be high-quality and relevant. What this means is that you can go after sites, blogs and online magazines and offer content in the form of an original article or comment on their blog postings. All of these links will get spidered in Google and voila! Welcome to the wild world of SEO.

You're On The Air

It is incumbent upon the talent to be prepared to either answer the tough or unexpected question or know how to deflect it.

Nick Peters, Vice President, MediaLink

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)

Prepublication rights sales increase the visibility of your titles and lead to larger advance orders from bookstores, more prominent displays and greater sales. Warner Books had to increase the first printing of *The Notebook* by Nicholas Sparks to 250,000 copies after booksellers responded to the enthusiasm of rights buyers from New Line Cinema (film rights), *Good Housekeeping* (first serial rights), an auction for mass-market reprint rights, and sales of translation rights to a dozen countries.

Author 101

(Excerpted from *Author 101: Bestselling Book Publicity*, by Rick Frishman and Robyn Spizman; contact Rick at FRISHMANR@PlannedTVArts.com or www.author101.com)

When your book idea is in its embryonic stages, before it's even taken full form, conduct preliminary research. First, search the Internet to get a sense of how much information on the subject is online, which usually indicates the level of interest in it. Use your initial inquiry for two purposes:

1. To note the perspectives of the coverage
2. To gather additional knowledge on the subject

Research to find out:

- What materials exist
- How others have approached the subject
- What others have stressed
- What others have omitted
- How thoroughly the subject has been covered

Make printouts or detailed notes of the information you find that you can keep in your files and use for later reference.

The Very Idea

Transit advertising may not be an efficient advertising medium for book publishers, but it can demonstrate the effectiveness of creativity. Relate your sales pitch to something with which people in your audience can relate and you can get your message across more quickly.

Marketing to Non-Bookstore Buyers

(Excerpted from *Beyond the Bookstore* a *Publishers Weekly* book by Brian Jud http://www.bookmarketing.com)

There are approximately 1,800 museums in the United States that belong to the Museum Store Association, all of which either have a store or are in the process of creating a retail operation. MSA member stores range in net sales from less than $5,000 to more than $17 million with median net sales of $137,457 and mean net sales of $415,074. Because museum stores sell items (including books) that provide visitors with souvenirs and educational materials directly related to their museum experience, your book on any of those subjects could be ideal for sales through their shops.

Booklet Ideas – Paulette Ensign

(Paulette is President of Tips Products International, Paulette@tipsbooklets.com)

Billi Perry, Pennsylvania booklet author of “Keep Your Cash Flowing,” saw that a law firm who was ordering a copy of her booklet had three office locations noted on their stationery. When she filled the order for the single booklet, she included two more copies of the booklet free, with a note suggesting the other two copies could be passed along to decision makers at the other locations. Those additional copies brought Billi orders of several hundred copies from each of the other two locations.

Pam's Publicity

(By Pam Lontos, Owner of the publicity firm PR/PR; pam@prpr.net; sign up for free publicity tips at www.prpr.net)

Now that you have presented your ideas in an interesting and effective manner, you can finally go ahead and speak to your own credentials and achievements. Be sure to speak to your education, work experience, past jobs and anything else that you have done that relates to the idea and message that your are pitching. It doesn't matter if you have two months or twenty years of experience, just be sure that the writers know that you HAVE experience.

e-book tips – Roger C. Parker

(Roger C. Parker is the $32 Million Dollar Author. Test your Book Publishing IQ at his www.publishedandprofitable.com)

How to Save Time Getting Published. Although procedurals and step-by-step books dominate nonfiction publishing, authors should consider all options, especially if time is a consideration. Here are three alternative approaches to getting published as quickly as possible.

Instead of writing every word yourself, consider editing an anthology, or compilation of, articles and essays by others in your field. Your name will be on the cover, and you'll want to write at least one of the chapters yourself, but you'll save a lot of time. This approach can also open formerly closed doors to others in your field that you might not otherwise get to know.

Rather than asking others in your field to submit an article or chapter, consider an interview approach. Start by preparing a set of questions to ask others in your field, both newcomers as well as experts. Record your telephone conversation and have the results professionally transcribed. If a follow-up calls are appropriate, record and transcribe them, too. Each transcription can form the basis of another chapter, or you can create chapters that compare and contrast different responses to your key questions.

Finally, consider basing your book on a case study approach. Identify the key steps necessary to solve a problem or achieve a goal, and identify others who have done it- -or helped others do it. Again, standardize your research, record your telephone calls, and have them transcribed.

Visit www.publishedandprofitable.com and download Roger C. Parker's "Write Your Way to Success: 4 Steps to Success" special report..

Bartlett's Quotations on Powerful Publishing Ideas

(Robin Bartlett is a former member of the PMA Board of Directors and is the PMA University Chair rbbartlett@aol.com)

Do you need to bring in the cavalry? I'll be the first to admit that selling and presenting is a very personal affair. I have made what I thought was a truly outstanding presentation only to learn later that no sale had been made. Why? Well, it may have been as simple as "bad chemistry between the buyer and me." If you have a particularly difficult buyer it is likely you will have to make several presentations in order to prove that you are worthy of doing business with them. Alternatively, if you suspect that you're just not hitting it off with the buyer, it might be a good idea to send in another person to pitch the book. Some of the best sales I've ever closed were made when I brought the publisher along with me on a sales call. I made sure the publisher knew to interview and listen carefully to the "buyer-expert" talk about what he/she thought was important about the market. So, if you're having trouble making a really big sale, try bringing along the publisher (even if the publisher is your spouse). VIPs can frequently help to cement good long-term relationships and provide a fresh perspective on your products and company.

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)

There are at least three major uses for a completed business plan: generating financial backing, setting your direction for the upcoming planning period and coordinating all the functions of running a successful business. Your final plan presents a list of coordinated, practical, measurable actions that you can perform to reach your objectives.

Marketing Strategy

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

Choose the way you will position your brand in the minds of your customers. Decide how your advertising, publicity and selling efforts will interact to consistently project this image. Here are examples of positioning concepts in different segments for the same title:

Segment	**Positioning Statement** (Communicated in each message)
Bookstores	*(Title)* is backed by a large promotional budget that will drive traffic to your stores and increase your profits.
Libraries	*(Title)* will help you help your patrons by …
Colleges	*(Title)* has information and examples just for college students…
Corporations	*(Title)* has unique information that will help your employees …

Guest Columnist – Jeff Davidson

(Jeff Davidson, www.GhostWithTheMost.com)

Converting Articles and Books to Script. If you've already written a book, a workbook, an article series, or
a comparable body of intellectual material, you can convert your product into a script for CD, video, DVD, or a Web site. Conversions, however, often require the need to replace written language with listener-friendly language and to simplify passages not readily understood as spoken words, while maintaining the essence of the message.

You also need to skillfully convey essential information from exhibits, insert appropriate pauses, repeat key points to keep the listener focused, provide summaries to help the listener remain on track, and, if working with a commercial vendor, remain within target word counts based on recording times and the media employed.

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Book Marketing Blog

For more information on special-sales, book marketing in general, as well as all of the topics discussed in each edition of *Book Marketing Matters*, go to the Book Marketing Blog at http://blog.bookmarketing.com

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