

# 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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## **New Program!** **We find sales leads for you and call the potential buyers to sell your books.**

This is a great time to sell books since the buyers have new budgets and high goals for the year. They are looking for new ways to reach their 2008 objectives, and your book could be the one they choose to increase their sales.

Go to [www.bookmarketingworks.com](http://www.bookmarketingworks.com) for more information or email [BrianJud@bookmarketing.com](mailto:BrianJud@bookmarketing.com)

Do you have a title on a green-focused issue? If so, *Publishers Weekly* wants to hear from you. *PW* needs content for its *green* issue on March 10. Contact Cevin Bryerman at [cbryerman@reedbusiness.com](mailto:cbryerman@reedbusiness.com)

## **Discounted Products**

**Let the pros tell you how to get on and perform more successfully on television and radio shows – for only \$10 (including shipping)**

The 90-minute video tape *You're On The Air* presents interviews with producers of shows such as *Larry King Live*, *Good Morning America* and *CNBC* to reveal the secrets of getting on and performing on talk and news shows.

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

Self-Publishing works best when your overall operating costs are low. The only way to achieve a low-cost publishing paradigm is to outsource almost all essential publishing activities from editorial and printing to sales and distribution. But beware: outsourcing is a great strategy only if you are able to put together a great team. This takes time. It may mean going back to the starting block several times before the team that is just right for your publishing program, but it is essential to keep at it until you are satisfied that the team is working in concert with you.

## 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>)

Anthology rights. An anthology is a collection of writing selections from one or more authors, usually on the same theme. One of the earliest anthologies was the Bible. You may be able to sell a chapter or two of your book for a compilation. Editors of anthologies may offer you a flat fee or a percentage of a normal royalty. If 10 authors each contribute a chapter, each might be offered 1% of the list prices or one-tenth of a 10% royalty.

## Marcella's Magic

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

Regular communication reminds potential buyers that your book will improve their lives in some way. A consistent series of promotional events will inform people where they can purchase your book. This may be directly through your toll-free number, from local bookstores or at one of your book-signing events.

## Savvy Self-Promotion

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

So you have a newsletter – great! But now you're wondering how you'll get subscribers. Here are a few quick tips to help grow your subscriber list and bring more people into your fabulous marketing funnel!

- 1) Make sure you have an ethical bribe: this is something you give to get something. A free eBook, special report, whatever it is it must have value to your reader. If it doesn't you won't attract new subscribers. The idea is that if they want the freebie they have to give you their email address.
- 2) Create some "Top 10 Tips" articles: People love those "Top 10 Ways to..." articles so why not create some of your own. Even if you're a fiction author you can still offer suggestions for top ten ways to get published, simple solutions for character development, research, etc. If you're stumped for ideas consider this: add the following words to the end of the title string "Top 10 Tips to..." Create, Solve, Prepare, Start, Prevent, Save, Improve. These should get you started!
- 3) I tell authors this over and over again and I'm surprised how many folks still forget to do this. Your email signature line may be your most powerful asset. Always include a link to the subscribe page for your ezine (if it's on your home page refer them there) – don't forget to tell them about the fabulous freebie they'll get just for subscribing!

## You're On The Air

(Suzi Reynolds, media trainer)

Give people information in clusters of three. Even if you have nine points, give them in groups of three.

## 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>)

With "on-packs" the premium is offered on the outside of the package. Most on-packs are short quizzes, puzzles or other items that can be printed on the package (for instance, a follow-the-dots drawing on a box of cereal). These quizzes, of course, could be excerpted from books. Other on-packs are shrink-wrapped or put into a pouch on the outside of product packages.

## Author 101

(Excerpted 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))

Smart writers understand that a proposal must present the meat and potatoes of their book idea. When the proposal process begins, many first-time authors fail to produce proposals that reveal something new, innovative, and fresh. Nonfiction writers must share their revelations, unique premises, breakthroughs, and special understandings to warrant book contracts. The same goes for fiction and children's book proposals: it's all about the core idea of the book itself. So, if you're pitching a mystery novel, let them know about the fabulous surprise ending you've got.

Having read many proposals over the years, I've found that many authors fail to develop an approach, a clear sequential program, or creative idea that will separate them from the pack. In a book proposal, the reader must be carefully guided through the book, word by word. The proposal should convince the publisher you're capable of conducting that journey.

Editors are sifting through an enormous haystack every day, looking for that one needle. If your proposal doesn't demonstrate that you have a thorough understanding of a topic that will benefit readers, it won't capture the publisher's interest. Your proposal is your calling card for success. Show up with something unique and attention grabbing, and then you, too, can be one of the very fortunate writers who get published.

## The Very Idea

You may have a job that you abhor – or that you are not particularly good at doing. It may be marketing, accounting or legal activity. If so, you may want to consider outsourcing that work or finding a creative way to get it done.



## Marketing to Non-Bookstore Buyers

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

Special-sales marketing effectiveness means performing activities better than rivals perform them, while building a separate identity for your business. You can outperform rivals only to the extent you can establish a customer-oriented difference that you can preserve. You must deliver greater value to your customers or create comparable value at lower cost, or do both. The arithmetic of superior profitability then follows: delivering greater value allows you to charge higher average unit prices; greater effectiveness results in lower average unit costs.

## Booklet Ideas – Paulette Ensign

(Paulette is President of Tips Products International, [Paulette@tipsbooklets.com](mailto:Paulette@tipsbooklets.com))

**A Door Prize Opens the Door.** “101 Tips & Strategies for Successful Trade Show Exhibiting” is a booklet written by Michael Losier in Victoria, Canada. Michael gives away a copy of his booklet as a door prize in the teleclass he presents on the phone. This gives him the opportunity to talk about the booklet during his class. He also mentions the address to his web site during the teleclass, and again in the class notes he provides to the people in his teleclass. These mentions prompt single copy and large quantity sales of Michael’s booklet. Everything promotes everything else.

## Pam's Publicity

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

**Put links to your website everywhere.** Your website is your “home-base” when it comes to Internet publicity. You’ve taken the time to put together a great website, so show it off. Put your website URL on everything: business cards, TV commercials, radio spots, e-mail signatures and anything else that people are going to hear or see. Getting people to visit your website is of extreme importance, because it is where they can learn all about you and your business.

## 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](http://www.publishedandprofitable.com))

**Save Time Compiling a Glossary and Recommended Resources.** Many authors wait until the last minute to prepare end matter, such as a glossary of important terms in the field, or recommended resources like relevant associations, blogs, books, events, periodicals, and websites.

A better choice is to open the word processing files containing your glossary and resources, and add to them while writing each chapter. Even if you just add the terms and resources while writing other chapters, and go back later to define the term or comment on a resource, you'll find your progress will be faster.

Once a week, print out your glossary and resources, and devote a working session to getting caught up with each entry.

By the time you finish writing the last chapter, you'll be pleased to find that you've already written so much additional valuable content!

Visit [www.publishedandprofitable.com](http://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](mailto:rbbartlett@aol.com))

**When selling to special-sales buyers, be creative in breaking the ice.** Start with a compliment about a staff member or employee who was cheerful, helpful, or "alive." Or start with a compliment about how the office looks--its décor or a display in the lobby. Perhaps the buyer you want to hook hired the employee you're complimenting or perhaps the buyer had something to do with the selection of décor or display. If so, you've just started your presentation by indirectly complimenting him or her! Indirect compliments are a creative way to break the ice.

## 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 carpenter knows that the right tool applied in the proper situation gets the job done most effectively. Similarly, you should use the correct marketing tools when building a successful special-sales plan. This will be more likely if you plan your marketing activities to match:

- 1) The life-cycle stage of each title.** If your title is in its introductory stage, mass communication techniques should be emphasized. Initially, people need to know it is available. In the growth stage, they need to be reminded about why it is in their best interest to purchase it.
- 2) The personality of your authors.** Authors who loathe media appearances might be better suited to a promotional mix heavy in direct mail, publicity and advertising. Others may thrive on national exposure and excel in performing on the air and in personal presentations.
- 3) The nature of your product line.** A list heavy in fiction lends itself to a mix weighted toward sales promotion, publicity and advertising where mass communication's low cost per exposure stimulates demand most efficiently.
- 4) The nature of your markets.** A nonfiction title destined for a tightly defined market niche profits from personal communication, perhaps augmented with a targeted campaign of direct mail, publicity and advertising.

## 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))

Success occurs when you become effective (doing the right things) rather than efficient (doing things right). You can become very busy doing the wrong things right, leading you toward point A. Remember, action is not the same as accomplishment. Like the revving engine of a car stuck in traffic, you can be busy working without moving ahead.

Stop worrying about time management and think in terms of time utilization. Proponents of time management would have you allocate two hours one day to make telephone calls to arrange media appearances. But with wrong numbers and voice mail, you could call for two hours and never talk to one human being.

On the other hand, a philosophy of time utilization would have you continue calling within a reasonable period until you arranged meetings with a specific number of gift shops within a certain-mile radius. Here, the emphasis is on results rather than on the activity of making calls. So, instead of blocking off chunks of time to conduct certain tasks, make a list of what you want to accomplish in that same time period. Then perform the work that will accomplish your goals.

## Guest Columnist – Maryglenn McCombs

([maryglenn@maryglenn.com](mailto:maryglenn@maryglenn.com))

### WORKING WITH THE MEDIA:

#### THE DO'S

1. Do be polite. Remember that the person you are pitching may be on a deadline and may not have time to entertain your pitch immediately.
2. Do be persistent. Follow up regularly and keep a dialogue open.
3. Do your research...and do it before (and not after) you pitch. There is nothing more embarrassing than pitching a media outlet that no longer exists. There is nothing more rewarding than making a great contact with a journalist or broadcaster whose work you greatly admire.
4. Do be accommodating. Does a journalist need an interview within the hour? Do everything in your power to accommodate the request. Does he or she need to have the book by tomorrow? Overnight it if finances permit. Does he or she need a digital file of cover art, or an author photo? Send it. Be helpful. Make the journalist's job easier.
5. Do follow their rules. Does a journalist not want phone calls? Do not call. Does a journalist prefer to be contacted only at certain times? Play along. For years, I worked with a producer of a national show who only wanted pitches by fax, on Mondays (except holidays) from 9:30 – 11:30 AM Eastern. Following his rules resulted in some great bookings.
6. Do say thanks. Thank them for their time, thank them for their consideration, and even thank them when they pass on a project. It will keep the door open for future pitches. If a journalist or broadcaster interviews you, or mentions your book, write them a note of thanks, but resist the urge to send a gift. This is in violation of the journalists' professional code of ethics. Avoid the temptation to send a present or gift; it will avoid an embarrassing situation for you and for the journalist. A simple, sincere "thank you" goes a long way.

## Free Information

### 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>

**RSS**

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A new and free “Online Community for Authors, Writers, Poets and their Readers” has just been announced. Whether you are a published author wanting to network or a writer simply looking for a place to display your portfolio, AuthorNation™ encourages you to take charge of your writing career and to break the mold of traditional bookstores as a reader. You can create a profile that includes a bio, reviews, photos, videos, abstracts, poems, stories and most importantly a link to sell your book thru the retailer of your choice. This is the place to build a network of readers and peers for input and support. The “Forum” has the most extensive set of topics anywhere on the Web. See <http://www.AuthorNation.com>

## **Free Information About Not-Free Services**

### **The 2008 Publishing University**

(May 27-29 at the Wilshire Grand Hotel, Los Angeles, CA.)

#### **Do you know that Publishing University...**

- Is the largest educational event for independent book publishers?
- Offers more than 80 class offerings in nine tracks over three days and half are new this year?
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- Gives you insights and ideas you can use immediately?
- Helps you turn your dreams and passions into reality and put some hard-earned money in your pocket?

**For more information and to register visit [www.pma-online.org](http://www.pma-online.org) and click on “2008 Publishing University.” Save \$50 on the registration form by using discount code Jud08 (Disclaimer: I do not receive any compensation for this)**

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### Contact Information

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<http://www.bookmarketingworks.com/mktgmatters.asp>

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