

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 Special-Sales Programs! **We find sales leads for you and then...**

- 1) Assign a sales rep to you, and that person makes personal sales calls on the top 100 premium buyers and does all the follow up, or
- 2) Create a flyer and mail it with your book to a custom list of premium buyers and follow up for you, or
- 3) Make telephone sales calls to a custom list of buyers and send you the *hot leads* to follow up, or
- 4) Make the telephone sales calls and follow up for you.

Choose a program to fit your budget!

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.

For more information contact [Brian Jud](#)

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

Sell more books on the air.

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 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.)

You have a brilliant book idea. You know it will be a huge bestseller. It needs to be published immediately...but are you right? Sometimes, before you set out on the arduous journey to get your book for your anxious audience, you need to seriously assess your chances of success. Here's one approach: Try to figure out the ideal entry point for your book. For some, it might mean starting with iUniverse or printing your own POD copies. For others, it might mean finding the right distributor to help you get your book properly sold and distributed in the book trade. Finally, for others it might mean finding the right agent to handle your book with major publishers. None of these paths ensure success, but all of them open up doors that might be just the right way to build toward a happy ending.

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>)

How can a new, one-book author-publisher reach quantity of scale? How can he or she increase sales? One way is to carry other books on the same subject but you do not want to pay for them and a 40% discount is not enough. Instead, look for other books that compliment your book. Think: "If a person were to buy my book, shouldn't they also buy this similar book?" Hopefully they realize it is cheaper to buy several books on a subject than to make a mistake.

Contact the other (small) author-publisher (there are 86,000 to choose from) and offer to exchange a few cartons of books. Now you each have two offerings—at no additional investment. You traded your books for their books. Add the new title to your website, etc.

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 helps you multiply your marketing effectiveness. Increased exposure creates synergism among all your marketing efforts. As people see your name more frequently, they begin to attribute increased credibility to your message.

Savvy Self-Promotion

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

Five Things you MUST Know About Web Marketing (Read one tip in each of the next four issues of *Book Marketing Matters*)

#1 Don't Listen to Your Mother. Mom was always a fan of telling me that little girls should be seen and not heard. In a world of web-centric marketing this will kill a campaign. So little boys and girls, stand up and be heard. Be vocal. Use your podcast, blog, and by all means hop on over to social networking sites and be heard there too!

You're On The Air

(Benita Zahn, Noon News anchor and talk-show host on WNYT-TV, Albany, NY)

You get someone's attention by being confident. You bring a presence to the screen because you're confident, not cocky. You'll fill the screen and your voice carries.

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>)

If you want to contact buyers at schools, one source of school lists is the state department of education. Most have staff who specialize in sending out lists to people who request them. Costs are usually minimal. Use Google or another search engine to locate DOE addresses

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)

An agent's primary job is to represent the writer and protect his or her interests. Much of this involves the selling of the book and negotiating the contract and fees. The work of a good agent continues long after the ink on the contract is dry. A good agent monitors the publisher's actions, sees that they are keeping their bargains and putting forth their best efforts to promote and distribute their clients' books. They also are watchful for future opportunities and push for follow-up books, additional printing runs, added publicity, and other benefits.

For most writers, getting a literary agent isn't easy. Agents don't make money unless they sell books, so they're selective about the clients they take on. Most agents simply can't afford to waste their time and energy on writers whose works won't sell. So increase your chances of getting an agent by understanding the process from the agent's perspective and following the protocols.

The Very Idea

Bit off more than you can chew? It helps to create a weekly "To Do" list to plan all your actions for the upcoming week. Email [Brian Jud](#) for a free special-sales pocket guide that can help you plan and record your upcoming activities. You will have a ready reference of all the contacts you need to make in the next week, make better use of your downtime and be more productive and efficient. Now, that is a mouthful.



Marketing to Non-Bookstore Buyers

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

Acquisition librarians must be aware of your title before they can order it. Therefore, promotion to the library market is as critical as it is to others. Author appearances drive patron interest as much as they do through retail stores. And since librarians pay particular attention to their patrons, your media performances can stimulate word-of-mouth advertising among them.

Trade shows are an excellent place to introduce your book to librarians. There are national (American Library Association), regional (New England Library Association) and local (Connecticut Library Association) shows at which you can exhibit your books. Dates for all these conventions can be found at <http://www.ala.org/ala/events/eventsconferences.htm> then click on "Events and Conferences."

Booklet Ideas – Paulette Ensign

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

Why You Have to Be the One. Yes, you need to sell your own booklets and related products. I know, I know, you want to find someone to do that for you, and you're willing to share the profits by giving some form of a commission. Can you tell this is a frequently heard request on this end of the line? After more than 16 consecutive and fascinating years of being in the booklet business, and experimenting with many possibilities, here is why this needs to be done by you.

- You have the contacts.
- You have the knowledge.
- You have the passion.
- You have the most to gain.

You may want to get "[How to Promote Your Business with Booklets](#)" - if you don't already have it.

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)

Leverage Your Published Articles. You wrote the perfect magazine article about your topic: It's 800-1000 words, filled with lots of meaty and usable tips, and completely focused on the readers' challenges with absolutely no self-promotion at all. The editors love it.

Now here it is a few months later and you have copies, tearsheets, and reprints of your great article from all the various publications. While you're waiting for the meeting planners to notice you from all your publicity efforts, you can use this time to leverage your published author status. Here is a strategy for converting your published articles into paid speaking engagements:

Make your resource box memorable: While you should never self-promote in your articles, you do still need a way to let readers know about all you have to offer. That's what your resource box is for—the paragraph that appears *after* the article that explains who you are. The biggest mistake speakers make is stating that they're president of ABC Company and author of *The World's Greatest Book*, yet they never mention that they're a speaker. So as you create your short resource box, be sure to mention that you're a speaker, as well as all your contact information. Also, give a call to action, such as, "To have Mark speak at your next event call..." Or, you can offer that readers sign up for a free e-zine. Now you'll have more e-zine subscribers, which means more potential 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)

Write when you're busiest. Recently, I mentioned to my agent that I was too busy with client work to consider a new book project. His response: "When you're already busy is precisely when you should write!" Although not what I wanted to hear, I appreciated his advice. It's exactly like small businesses "too busy" to market themselves. By waiting until they have the time, it will be too late—and the desired results will be painfully delayed.

Download a free "Write Your Way to Success" guide by \$32 Million Dollar Author Roger C. Parker's at www.publishedandprofitable.com.

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)

When you want to point, don't use your finger. The best way to point to sales literature is with a pen, not a finger (which might be dirty or need a manicure). When you place a pen tip on the point where you want the buyer to focus, the buyer looks at it. How about walking around to the buyer's side of the desk and then pointing to the item to emphasize your point? Try it...it works!

I also use my pen and highlighter to write on the sales literature I am leaving behind and emphasize the key points I want my buyer to remember. Then, after I have left the office, if the buyer picks it up, my handwritten notes and highlights continue to sell for me. Be cautious about clicking pens, though (or playing with jewelry or repeatedly touching your hair); that can become a total distraction and detracts from your presentation. (I've heard horror stories about buyers who stopped listening to presentations and started to count the number of times a sales person played with rings, hair or repeated a certain phrase.)

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)

The key to moving ahead constructively is not just in planning but also in implementing your plan effectively, strategically, creatively and passionately. Like the revving engine of a car stuck in traffic, you can be busy working without moving ahead. Do the activities you planned, and do them enthusiastically. *Work* your plan.

Marketing Strategy

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

Selling does not typically take into account the differences among competitors, but *marketing* does. Marketers will walk through several bookstores to evaluate the competitive titles. What are the different sizes, appeals, colors and prices? Conduct a simple search on Amazon.com for other titles in your category, ranked according to sales results, and look at what they offer for the price. Learn how your titles are different and better, and how you can demonstrate that difference to your various target niches. Your customers expect more from you today than they did yesterday, and you must work diligently to meet their expectations and stay ahead of your competition.

Guest Columnist – Maryglenn McCombs

(Maryglenn is an independent book promotions specialist based in Nashville; www.maryglenn.com or email: maryglenn@maryglenn.com)

WORKING WITH THE MEDIA: THE DON'T'S

1. Do not leave long voice mails. Most journalists are too pressed for time to wade through lengthy messages.
2. Do not be vague. Be specific about why you are getting in touch.
3. Do not be dishonest or misleading. If a journalist asks questions about a topic, which you know nothing about, or a topic on which you would prefer not to comment, say so. Your candidness will be appreciated.
4. Do not be afraid to say "I don't know." If a journalist asks a question and you don't know the answer, say so. Do not try to wing it. You may wind up embarrassing yourself and embarrassing the journalist.
5. Do not expect – or demand – that they act on your pitch immediately. Being overly pushy will get you nowhere.
6. Do not complain if your story is planned, and then gets moved or even cancelled. Neither you nor the journalist has control over breaking news, or an editor's decision. Be understanding.

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>



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New Online Community for Authors, Writers, Poets and their Readers

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?
- Offers an advanced track and advanced classes for previous attendees and experienced publishers?
- Is attended by more than 600 publishers from around the world?
- Classes are taught by the best practicing professionals in book publishing?
- Teaches you to work the numbers before making decisions; analyze P&L and ROI; plan, budget and create a fiscally-sound company?
- 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 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)

Book Central Station™

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Book Central Station is the only place where you can find people to help you write, publish and market your books – with ratings posted by previous clients. At *Book Central Station* you can scan a list of suppliers, look at reviews of their work and make an informed decision to choose the ones with which you will work. And you can post your own experiences with them, too.

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Lists of potential **buyers in non-bookstore** markets for fiction and non-fiction titles.

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Members can **download special reports, booklets, forms, and other information** others must pay to get.

Peace of Mind. Use *Book Central Station* to find out which companies are getting the job done right the first time — directly from members who have already used them.

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**Rate your experiences with these suppliers!
Add your favorite suppliers if they are not on the lists.**

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Get on the Right Track to Publishing Success™

Contact Information

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

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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 hosts Book Central Station where you can find rated lists of suppliers to help you write, publish and market your books. Post your own reviews and add your favorite suppliers. For a free trial, go to <http://www.bookcentralstation.com/trial.asp> Brian is also an author and book-marketing consultant helping publishers market and promote their books to increase their sales and profits. And his firm sells other publishers' books to special markets. 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. Visit his blog at <http://blog.bookmarketing.com> and contact Brian at P. O. Box 715, Avon, CT 06001; (800) 562-4357; brianjud@bookmarketing.com or go to <http://www.bookmarketing.com>