

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 want to 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.)

Marketing is a very misunderstood word when it comes to selling books through bookstores. With most consumer brands, marketing is based on sophisticated and expensive testing. Almost nothing is left to chance, which is not so much a guarantee of success as it is a reduction of the cost of failure. Book launches involve little or no testing and therefore might be compared to a baseball batter taking a swing at a curve ball. If he hits the ball one third of the time, he is considered a star. So it is with many trade books on a publishers list. A few home runs pay for many swings that miss. Publishers try to mitigate this situation by finding well-known authors who have previous successes, or barring that, they use the media as extensively as possible to create buzz and sales. So one reason book publishing is a risky business is because most of the marketing is done after the launch when the investment in books has already been made. This would suggest that for most books a conservative first printing would be the wisest course of action.

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>)

With chain stores, it's the author, not the book. One way to get into the chains is through the backdoor. Go to a local chain store and offer a mini seminar on your subject. We used to call these "autographings." Then you must turn out the crowd. Remember, the store is only providing the venue. They want you to bring in new customers.

Send an announcement to everyone in your email address book and ask your friends, relatives and colleagues to forward the announcement to anyone they know (within driving distance) who will be interested in you or the subject.

Take books to the store. When you get there, proceed to the shelf where your book will be and look for other books very much like yours. Take them back to the presentation/autographing area. When you speak, take time to hold up the other books (puts your book in good company) and praise them. "This is the book that got me started in this business." "This is the book I keep next to my dictionary for constant reference," and so on. Your audience can purchase just your book or they can leave the store with three or four. Each person can spend \$20 or \$60. Sixty dollars will impress the store a lot more. And that store will want to stock your book.

Marcella's Magic

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

A consistent series of promotional events helps you create a promotional frame of mind. As you begin to see results from your efforts, you will feel a sense of momentum, a belief that your big break will occur soon. You never know where or when it will appear, but you know that if you persist, something will happen to jump-start your sales.

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 three issues of *Book Marketing Matters*)

Don't Languish in Obscurity. If your site isn't getting noticed by people who can make a difference (i.e. buy your book and/or product), what's the point? Driving traffic to a web site that isn't converting is like sending buyers to a fabulous store and locking all the inventory in the basement. If you aren't sure if your site is converting have your web host give you access to your Urchin or C-Panel information. This may take a bit deciphering at first but once you learn how to reach these reports you'll unlock some very important information. Namely how many people are visiting your site, how long they're staying and (gasp) which of your pages within your site is propelling them to the competition.

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>)

To place first serial rights, contact the book editors at magazines that you believe would be interested in the subject of your book. Send them a copy of the manuscript at least six months in advance of the book's publication date.

For a highly illustrated book (such as a travel guide or photography book), it is better to send a copy of the finished book or *F&Gs* (folded and gathered galley copies) if at all possible, or quality photographs with the manuscript if no finished book is available. Be sure to indicate those passages in the manuscript that would be most appropriate for each serial rights buyer. Also enclose a cover letter highlighting why the book would be ideal for their magazine or newspaper. Finally, also provide some details on your marketing plan for your book

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)

Many authors who cannot get their books published by traditional houses are turning to self-publishing and putting out e-books. Increasingly, traditional publishers are monitoring self-publishing and e-book offerings and buying those that show promise for their lists. Authors of self-published and e-books have taken booths at BookExpo America, which gives them wide exposure to publishers who may be hunting for new properties. Many of these publishers find out about nontraditionally published books by reading reviews on authorlink.com and bookreporter.com.

You're On The Air

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

The guest has to keep in mind that he or she has two jobs. One is to sell books, a concept, a political cause, whatever. The other is to provide a good show. The two don't necessarily run in parallel.

The Very Idea

This is a creative way for Mr. Clean to get his point across on the streets of New York City.

Do you have a brand that is easily recognizable in your target markets? If so, how can you make it stand out from among your competitors in a memorable way? If not, what can you do to establish it? For a free pocket guide about branding, email

[Brian Jud](mailto:Brian.Jud@branding.com)



Marketing to Non-Bookstore Buyers

(Excerpted from *Beyond the Bookstore* a *Publishers Weekly* book by Brian Jud

<http://www.bookmarketing.com>)

Act boldly when selling to special markets. You may encounter opposition in your journey to special-sales success because some people are wary of untested concepts. New ideas are neither right nor wrong--they are simply different. They are round pegs that do not fit into square holes. Evaluate your marketing plans and trust your intuition, make strategic choices and implement them courageously. This does not mean that you should throw all caution to the wind and advance blindly. Bold action is informed, planned work implemented with passion.

Many people have an unrealistic approach to special sales. They invariably invoke the fatal conjunction "if" as a condition: "I would do it *if* I had more money or more time." Set a goal and make it happen. Trust your instincts and take yourself by surprise. Just remember that people buy books on their schedules, not ours.

Booklet Ideas – Paulette Ensign

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

Be aware of the adage of getting as much money up front as you can in foreign language deals, since it may be the only money you ever see. It can be very difficult to monitor the sales in this kind of deal when the licensee is in a far-off land where you have no one representing your interests.

Include a clause in your agreement that limits the time of the license. The license can be for one year and renewable based on a reasonable amount of sales. When a reasonable amount of sales has not occurred, the license can revert to you and you can re-sell the agreement in that language and that geography to someone else.

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)

Get to Know Your Audience. According to a survey conducted by Jericho Communications, the typical Fortune 1000 CEO is more likely to have watched *The Simpsons* than to have watched all three presidential debates. So what does this mean for your publicity? Simple, it means that you can't make assumptions about your audience.

Understanding your audience and what appeals to them is important if you want to get noticed. Keep in mind that you have a variety of different tastes that go beyond your work, and so does everyone else. Figure out what magazines your audience reads and what shows they watch, then you read and watch the same things.

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)

To succeed, subheads must form a strong visual contrast with the adjacent paragraphs. It's not enough to simply set subheads in the italicized version of the same typeface used for body copy. Subheads should be noticeably larger and/or bolder than adjacent text. A few more subhead formatting tips:

- **Typeface:** one of the safest formulas is to combine sans serif bold subheads with serif body copy. To unify your publication, use the same typeface for both headlines and subheads.
- **Underlining:** never underline subheads to "make them more noticeable." Underlining makes them harder to read. This is because underlining interferes with the descenders—or portions of characters like g, p, and y—that extend below the invisible line the subheads rest on.
- **Length:** limit subheads to one or two keywords. Avoid full sentences. Subheads work best when limited to a single line.

Subheads should also be set off by generous amounts of white space. Avoid "floating" subheads, i.e. subheads equally spaced between the previous paragraph and the next paragraph. Ideally, there should be twice as much space above a subhead than below the subhead and the paragraph it introduces.

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)

Prepare, prepare, prepare. The more familiar you are with your topic, the more confident your presentation becomes. To insure that you are as prepared as you should be, as yourself: (1) Do I know my material so well that I don't have to refer to notes? (2) Am I able to manipulate my emotions and presentation style to ebb and flow with the content of my presentation? (3) Am I flexible and confident enough in my topic to adjust with any question I am asked?

I once made a presentation in front of 65 senior managers in my organization about a three-minute video commercial I designed. When the time came to play the video the taping equipment wouldn't roll (of course!). I sweated it out for about 30 seconds to see if the hardware would cooperate and when it wouldn't I simply talked my audience step-by-step through the content of the commercial. Of course, it wasn't as good as seeing the real thing, but everyone got the idea and I was able to proceed with my presentation. No one likes presentation glitches, but they do occur; so a powerful presenter needs to expect them, plan for them and be prepared to work around them with a minimum of fuss.

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)

Planning occurs at three levels: the *company*, the *product* and the *title*. Planning must start at the company level and all subsequent plans and actions reflect the direction set there. Strategy at the company level addresses topics such as your long-term vision, mission, purpose, and whether optimum growth will be supported internally or through acquisitions. The titles you publish, the markets in which you choose to play and the strategies you deploy all resonate from your initial decisions. Here is an example of how to provide for the Four Ps at each planning level:

	Product	Place	Price	Promotion
Company	What is the information you are trying to convey?	What is the best combination of traditional and special-sales distribution techniques?	What is the potential profit contribution?	How can we best utilize all elements of the promotion mix?
Product Line	What is the best form in which to communicate that information?	How can we segment the special markets according to special distribution, commercial sales and niche opportunities?	What pricing policy will optimize revenue and profits?	On what promotion tools should primary emphasis be placed?
Title	What title or product name best suits the product and market need?	What specific channels should be used, and who are the top prospects in each?	What list price will optimize profits?	What specific media and message should be used?

Marketing Strategy

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

How do you find out what the buyers' needs are? You ask enough people what they want, or what is missing in the current selection of titles available. Gather information by reading periodicals, attending trade shows or learning vital statistics on your topic. You are marketing to people, not segments. Creatively interpret market feedback so you fully understand the consumers who comprise a segment.

Guest Columnist – Anne Leedom

(Anne Leedom, Net Connect Publicity anne@netconnectpublicity.com)

Here is an essential tip to remember in structuring your online campaign: One of the most crucial aspects of what you need to do is to create "an identity" beyond the scope of your work. Become a "Pro" in your given genre. Make it as specific as possible to carve out a unique and highly identifiable niche for your work. If you are a parenting expert, then promote the unique aspects of parenting that you address. How are you going to be of value to the reader? This is the critical question you need to answer to set yourself apart. In some cases, starting with smaller sites to establish your credibility within a genre can help open the doors to bigger sites.

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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This personal media-training course will show you how to appear confident while delivering your message convincingly, with your words and actions. Learn how to use memory techniques if your mind goes blank, discover proven techniques to use when taking calls from listeners and find new ways to improve your telephone interviews for radio shows.

You will also learn how to become the perfect television guest by using your body language, gestures and facial expressions strategically and confidently.

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For info and registration go to <http://www.spannet.org/webinar-2-27-08.htm>

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

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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 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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Brian Jud now offers several 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. 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>

