

# 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 7, Issue 5, Number 145    March 10, 2008

## Four 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](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>)

You are more than an author, a publisher, or a publicist; you are an information provider. Nonfiction authors provide information and you should provide your information in any form your reader wants: Book, special report, audiotape, videotape, speeches, seminars, consulting, etc.

Some of your customers want your guidance (information) but are too busy to read your book. Some may commute a long distance and want your help on tape. They have time to listen to you.

Once your book is out, use it as a script and record an audiotape album. Bundle the book with the tape set so those listeners can find the text they wish to review without searching the whole (linear) tape.

Viz-Ability marketing specialist Raleigh Pinskey sold *You Can Hype Anything* to Carol Publishing. Then she redrafted the text into the spoken word (with contractions), recorded it and self-published the tape album. Her next book, *101 Ways to Promote Yourself*, was sold to Avon and she sold the audio rights to B&B Audio. <http://www.PromoteYourself.com>

## **Marcella's Magic**

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

Help the store manager create an event around your title. What different kinds of things do you do? Would you be good on a panel? Can you recommend other panel members? What other authors could you bring into the store? Who, and what else do you know?

## **Savvy Self-Promotion**

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

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

**Emphasize Your Personality.** The Internet has forced all of us online-guru's to become more personal. By this I mean offering insight into all things related to our topic (both good and bad). Gone is the formal corporate jargon, in its place is a blog that lifts the curtain, a podcast that shares some additional insight and a web site that screams personality. If your web site is blah, your sales will reflect this. Get spunky if it's appropriate to your topic but by all means, get personal. Don't have a blog yet? I want you to stop reading this immediately and go to [www.wordpress.org](http://www.wordpress.org) and start one.

### **You're On The Air**

(Excerpted from Brian Jud's new e-booklet, *It's Show Time: 493 Tips for Performing Successfully on Television and Radio Shows*; [www.bookmarketing.com](http://www.bookmarketing.com))

You will be invited to appear on shows with different formats. These include talk shows, on which you will be the primary guest for your segment; news shows, where you will be interviewed for a few minutes; interviews at remote locations; and panel discussions, on which you will be one of several guests. Each format has its own requirements, so practice under all conditions.

### **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>)

The most important thing you can do to sell foreign rights is to get reviews and distribution in this country. If the book sells well here and has a potential market overseas, you'll be contacted

### **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))

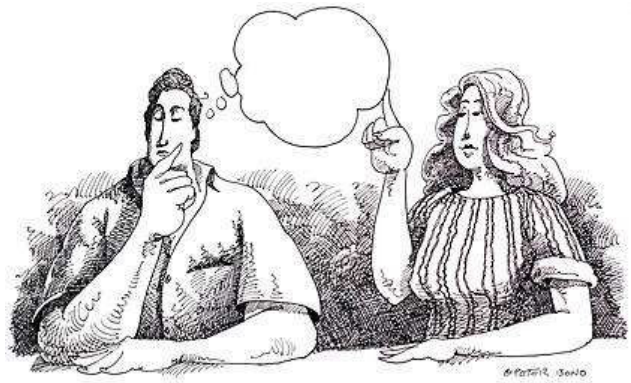
When you approach the media, it's essential to know what it wants. When you know what it wants, you can develop hooks to capture its interest. Although each media person and outlet will have his or her own favorites, most usually want the following:

**News.** As we've indicated, the media wants items connected to the news that interpret, analyze, and give insights and tie in to it. So, if you want coverage for your book, tie your pitch to items and events in the news. If a high-profile trial is dominating the news, try to connect with it. In your pitches, show how your book relates to the latest diets, sports stories, or business scandals.

**Specificity.** For example, if you wrote a book about ethical business practices, most media outlets won't be interested if you pitch it in the abstract. However, if you tie your book to a particular scandal or story that's currently getting lots of play, the media will sit up and listen. With regard to scandals, good hooks might be, "What Business Scandals Cost You," "Three Fitting Punishments for Enron Perpetrators," and "How Scandal Victims Can Strike Back."

## The Very Idea

No idea is born perfect. Give it a chance to grow. When you hear one of these statements, you'll know someone is trying to kill an idea: 1) It doesn't grab me. 2) They'll never buy it. 3) We tried that before and it didn't work. 4) It sounds too complicated. 5) It'll cost a fortune.



## Marketing to Non-Bookstore Buyers

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

When selling to a business, the starting place for your negotiations is the content that you can provide. If your prospect decides that your content has value, then you settle on the form in which the content will be disseminated. This may be as a book, booklet or DVD. Even if you choose a book as the final form, it can still be customized by 1) changing its size (an abridged or miniature book packed inside a box of cereal); 2) reducing the weight of its paper to lower shipping cost; 3) creating a custom version using the client's product as the hero of the story; or 4) publishing it in soft cover if it is only available case bound, or vice versa.

## Booklet Ideas – Paulette Ensign

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

Sometimes a publication prints an excerpt from your booklet, and contact information that includes your phone number. You may think that can be a great nuisance to have people phoning you to buy a single copy of your booklet. After all, how much money will you be making on that single copy booklet sale once they get you on the phone and insist on telling you their life history? Time is money, right? There is another way to look at this, one that turns out to be a frequent reality in fact. Once you have the person on the phone, you have a golden opportunity to do something you cannot do even with the best-written promotional copy. You have the chance to find out what they really need and how you can provide for that need. You have an open door to sell them more. They are contacting you because something about your booklet captured their attention.

## 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))

In dealing with the media, most of your interviews will take place over the phone. But that doesn't mean you don't have to give a good first impression. Yes, you can wear your pajamas for your afternoon call, or even interview naked, but you can't sound incompetent. When the reporter can't see you, they will draw all their conclusions about you from your tone of voice and your word choices, so don't take these interviews lightly.

Before the interview, prepare for the call. Take time for yourself and write down the main points you'd like to cover. Use this as an opportunity to relax, collect your thoughts, and make a few notes on a 3x5 card. Avoid reading scripted responses from a pre-printed sheet. You want to sound natural and honest, plus the reporter will always be able to tell when you're reading. Also, seek a quiet spot for the interview. If you're at home, turn off the television or radio, and close yourself off in a room without distractions. With a few notes ready and all your distractions put away, you won't struggle through the interview; you'll sound relaxed and confident.

## **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))

**Use color with care.** Authors should be very concerned about the appearance of their free downloadable e-books and sample chapters of their published books. Readers will form lasting impressions of the author from their first impressions of these website downloads. For this reason, avoid overusing color. Use color with restraint: overusing color leads to a “circus” atmosphere plus--when printed--wastes inkjet supplies.

## **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))

**Change volume and tempo for emphasis.** Your voice is a marvelous presentation tool, so be sure you are using it to maximum advantage. If you have an important point to emphasize, be sure to raise your voice and use strong gestures to reinforce it. Or lower your voice to a whisper to capture attention. Change the tempo of your presentation to keep the listener’s interest high, sometimes pausing for added emphasis. Lastly, repeat statements to help people remember them.

## **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))

Your business plan defines your company’s purpose and describes your marketing, financial, personnel and facilities plans and how they will interact. It allocates the resources that direct your quest for optimum growth that could be driven through internal development or acquisitions.

## **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))

Make sure you measure the right things. Some independent publishers use profit as their indicator of success. However, profits are like a thermometer in that they only serve as a measuring device, not a controlling apparatus. Profits or losses tell you that you are doing something right or wrong, but they offer no insight into what that action is. For greater impact on your net income, review the actions that cause profits to increase or decrease and place your attention on adjusting them for maximum effectiveness.

## **Guest Columnist – Shel Horowitz**

(Excerpted - with permission - from Shel Horowitz’s book, *Grassroots Marketing for Authors and Publishers*:  
<http://www.grassrootsmarketingforauthors.com>)

Why bother with your own domain name? A short, memorable address can be used as a marketing tool on everything from radio appearances to billboards. Make your domain name as intuitive as possible, especially if you have a well-known brand name

# 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

## Book Central Station™

The place to find book-publishing suppliers, based on referrals from previous users. *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. Sign up for your FREE trial at <http://www.bookcentralstation.com/trial.asp>

## 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>

# Buy Lines -- 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](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)**

***Beyond the Bookstore***  
is now available in Softcover and as a PDF document

[Order \*Beyond the Bookstore\* and CD-ROM \(\\$24.95\) -- Softcover](#)

[Order \*Beyond the Bookstore\* and CD-ROM \(\\$19.95\) – PDF and CD will be emailed to you](#)

See the [Writers and Publishers Bookstore](#) for **Books On Writing, Publishing and Marketing**. Go to [www.bookmarketing.com](http://www.bookmarketing.com)

## **Book Central Station™**

The place to find book-publishing suppliers, based on referrals from previous users.

*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.

Stop gambling on your future. Make the best choice the first time.

New categories of suppliers will be added, and existing listings will be updated.

You will have the most complete and current book-marketing information available.

*Book Central Station* gives you the forum to share your experiences with book-industry suppliers. Brag about the companies who have done good work for you, and warn other members about those who have not.

Choose them. Use them. Rate and review them.

**With a paid subscription to Book Central Station you get even more benefits:**

Additional Contacts with **links to TV shows, radio shows, newspapers** with current and immediate contacts.

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

**Complaint Resolution Process.** If you do not get a satisfactory resolution to your complaints with a supplier, let us know. We'll contact the company on your behalf.

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.

Go to <http://www.bookcentralstation.com/trial.asp> and sign up for a free trial membership.

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

*Book Central Station*

*Get on the Right Track to Publishing Success™*

## Contact Information

For copies of all the previous issues of *Book Marketing Matters* visit <http://www.bookmarketingworks.com/mktgmatters.asp>

To subscribe to *Book Marketing Matters* click here: <mailto:[brianjud@comcast.net?subject=subscribe](mailto:brianjud@comcast.net?subject=subscribe)>  
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](http://www.bookmarketing.com)

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. 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. 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](mailto:brianjud@bookmarketing.com) or go to <http://www.bookmarketing.com>