

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 follow up to attempt to close the sale.

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)

The Time Has Come. Unlike what you might have read in some publications, I believe that the time of the independent publisher is here. Years ago, it was nearly impossible to compete with the large established publishers in the book marketplace. Usually smaller publishers were content to receive some scraps while the big players kept the best parts of the main meal. This is no longer true. During the 1990's several changes in the marketplace, including expanded inventory through superstores, increased reach through internet retailers, better services through national wholesalers and stronger support through book distributors, all helped propel the best of the independent publishers onto center stage.

Now, I believe we are entering a new phase of growth and success for independent publishers worldwide and we predict that this will mean better services and better pricing from companies providing sales and distribution. This will mean that distributors will have to become more innovative, more flexible and more competitive in support of their publisher clients. And it will also mean that the publisher will have more choice and leverage when negotiating contracts with distributors. The distributor will have to become quicker, more responsive and more transparent in the conduct of their business and it will mean more growth and success for the publishers as the support for their titles increases in the trade marketplace. I am optimistic because there is real cause for optimism.

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>)

Do not be disappointed when a chain puts you in 300 stores instead of every one of their outlets. Each store is profiled; they know what will sell there. For example, a business title will go into downtown stores while parenting titles will be displayed in stores in the suburbs. Your books will go into the stores where it will move. It's the author, not the book. Stores want authors who sell books. Chains know books don't sell themselves, authors sell books.

Marcella's Magic

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

As an author, you spend a lot of time by yourself. You think of yourself as a writer, and writers don't have to sell their work. But a big part of your job as a writer is going out and selling yourself, and that means walking into a bookstore feeling confident and saying, "I'm the author of such and such and I hope you carry my book."

Savvy Self-Promotion

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

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

Be Helpful or Be Gone. Have you ever noticed that the sites you keep coming back to are the ones that offer help, insight, encouragement, or important advice you simply can't be without? Well your site should do the same. Be helpful till it hurts. Why? Because anyone can get one visitor to their site, getting them to come back is an entirely different thing altogether. Give them a reason to return by offering them something they want. For some markets it might even be giving them humor. If humor's what they want then by all means that's what you should do.

You're On The Air

(Excerpted from the booklet, *It's Show Time, 493 Tips for Performing Successfully on Television and Radio Shows*, by Brian Jud)

Under some circumstances you may be interviewed on location by a reporter with a hand-held microphone. He or she will hold it in front of your mouth and make any necessary adjustments. Speak directly into the microphone in your normal tone of voice and make your intended points. Your eye communication should be with the reporter, not the camera. When the journalist begins his or her summary, you may look into the camera.

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>)

Export sales agencies are U.S. companies that distribute books by American publishers in overseas book markets. They function in much the same way as an American distributor:

1. They represent the title of many different publishers
2. Their sales reps call on the book trade in each country they serve
3. They handle all distribution and collections
4. They perform most of the promotion of the titles they carry in the markets they serve.
5. Agents expect a discount structure similar to many US distributors

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)

Put a new shine on an old gem. Take material from your book and repackage it in other forms; for example, as speeches, workshops, seminars, articles, columns, games, contests, and other promotional tools. Publishers call this *slicing and dicing*.

The Very Idea

Be creative --- do the unexpected and get attention. Most of us are born creative, but that flair is suppressed as we grow up with the admonition to "fit in" or "don't rock the boat." Try to think from a different perspective -- and have some fun in the process.

Combine several titles together as a bundle.

Reduce the size of your book, or its price, or its cost.

Enlarge your book or its price, or expand its market in special sales.

Adapt your book to other uses such as a calendar, a board game or the script for a movie or a television series.

Turnaround your thinking. Ask not only why people buy your books, but also why they do not.

Eliminate elements to reduce the cost (without reducing quality), such as embossing, die cutting or odd shapes.



Marketing to Non-Bookstore Buyers

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

Titles that work for the public libraries may not work for school libraries, so the process of marketing to them is different. For example, schools may purchase independently or the school system may have a centralized purchasing system. You have to find out the proper procedures for each school system. This makes it even more beneficial to market through distribution partners to school libraries. For information on finding local libraries in the United States, go to: <http://nces.ed.gov/surveys/libraries/librarysearch/> and follow the instructions.

Booklet Ideas – Paulette Ensign

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

Plan your finished informational tips booklet to be 3 1/2 inches by 8 1/2 inches. That size fits in a standard business envelope. It is less expensive to produce and mail compared to larger dimensions, and is more flexible for your buyers to use.

Include a short introduction, short biography of yourself, and your contact information. A table of contents is optional. Be generous with contact information for people to easily find you. Include your name, company name, mailing address, phone, fax, email, and web site. Each element further refines your contents and heightens the sale-ability of your booklet. Remember this is an information product that is also a marketing tool for your business.

Pam's Publicity

(By Pam Lontos, Owner of the publicity firm PR/PR; pam@prpr.net)

Personal experiences add integrity to your message. They place you in the real world, doing real actions, rather than just sitting on the set of a television show, or on the other end of the phone line. Reporters love to hear firsthand accounts relating to the topic. Your experiences add a personal, unique touch to the story. You also want the reporter to know you're an approachable person, so laugh with them and be friendly. Personal experiences differentiate you from all the other interviews. So use a good story, and the media will remember you in the future.

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)

Aaron Shepard's *Aiming at Amazon* is a great reference for any author, whether self-published or conventionally published. As Shepard describes, subtitles give you an opportunity to include *multiple search engine friendly terms*. This increases the likelihood that your book will show up when prospective readers search for information in your field. Each additional keyword or phrase will increase the exposure of your book to prospective buyers at Amazon.com as well as those searching for information using Google.com or Yahoo.com.

Bartlett's Quotations on Powerful Publishing Ideas

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

Maintain eyeball-to-eyeball contact. I once had a sales rep call on me and close her eyes every time she started to make a point. This was so unusual, that I actually started to count the number of times she closed them! I never listened to what she had to say and I don't remember what she was selling, but I certainly remember counting the number of times she closed her eyes! Obviously no sale was made. You must look your prospect straight in the eyes. This demonstrates that you have confidence in yourself and in your presentation.

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)

Your objectives must be clear so there is no misinterpreting their intent; specific so there is no doubt about whether or not you reached them; measurable in their objectivity, eliminating indeterminate goals such as "be the best in the business," attainable in a limited time period; written to make them indelible and not subject to later interpretation

Marketing Strategy

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

The flow of energy begins with the author and moves through the publisher to the market. Unfortunately, this energy is diluted as the title moves through the system because authors write about what they know best, which may or may not be what people are interested in buying. Every title you publish must satisfy the needs of a defined market, as well as your business.

Guest Columnist – Patricia Fry

(Patricia Fry is the president of SPAWN (Small Publishers, Artists and Writers Network) and the author of 27 books, including "The Right Way to Write, Publish and Sell Your Book" and "The Author's Workbook."
www.matilijapress.com)

Step outside your promotional comfort zone. Are you one of those authors with a rigid promotional plan? Do you wear blinders to any ideas outside of what's known and familiar? You may be proactive on your book's behalf—you send out press releases once a week, visit independent bookstores with your book when you travel, tell people you meet around town about your book and participate in author events locally when invited. But what will you do when book sales go flat? Will you throw up

your hands and throw in the towel? Maybe you should begin NOW stepping outside your comfort zone. Start by committing more time every day/week to the task of promotion. Study one or two good books on book promotion. Add a new promotional activity at least once a month. Join publishing organizations (SPAWN, PMA and/or SPAN) and participate. Read newsletters like this one (and those produced by these organizations) from cover to cover and implement some of the promotional ideas you find.

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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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>

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Beyond the Bookstore

is now available in Softcover and as a PDF document

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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)

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

Borders Personal Publishing

Borders has made a major re-entry into the booming market for self-published books with a new "Borders Personal Publishing, Powered by Lulu" program: <http://publish.bordersstores.com/?u-pub>
Authors who use BPP can get published for free at Lulu.com, or buy editorial and book design services a la carte or in packages priced from \$299 to \$499.

The importance difference between BPP and other options for writers is that BPP books that pass an "editorial evaluation" (\$299 a la carte or included in the \$499 premium package) can qualify for in-store stocking at the author's local Borders store, and possibly for wider bookstore stocking based on proven public demand.

2008 FPA Publishing Retreat & Display

Florida Publishers Association is now taking registrations for its 2008 Publishing Retreat, scheduled for Saturday afternoon, April 12, and Sunday morning, April 13. The event venue is the Florida FFA Leadership Training Center, located in rural central Florida between Haines City and Lake Wales. The event is open to members and nonmember publishers, self-publishers, authors and publishing vendors. Details and registration information can be downloaded in PDF at http://www.flbookpub.org/publishing_retreat.htm or by request from FPAbooks@aol.com

Florida Publishers Association is now taking submissions of books and other products for display in its booth at the Florida Library Association convention, scheduled for April 22-24, at the Trade Winds Island Resort in St. Petersburg. The display is open to both member and nonmember publishers, self-publishers and authors. Participation details can be downloaded in PDF at <http://www.flbookpub.org/FLA%20display%2008.pdf> or by request from FPAbooks@aol.com

New Research

Your best virtual tour value is the one that targets your book's niche audience. If you write nonfiction or historical fiction and have not been able to find a tour that speaks to your material, you want to take advantage of the research Stephanie Barko 's just completed. Western authors are especially invited to email her for recommendations at steffercat@austin.rr.com or visit <http://miapearlmadesign.com/Authors/Barko.htm>.

Get Your Book into Barnes & Noble and Get Reviews for Big Sales An Exclusive Seminar

Publishers & Writers of San Diego (PWSD) will hold a unique seminar on Saturday, April 12 from 9:00 am to 12:00 noon at the new Encinitas Community Library, 540 Cornish Drive. "Get Your Book into Barnes & Noble and Get Reviews for Big Sales" will be presented by Larry Cox, book reviewer and syndicated columnist for King Features, and Marcella Smith, Director of Small Press and Vendor Relations for Barnes & Noble. Smith will offer an exclusive insider's perspective on the bookstore business, discussing placing and selling books in Barnes & Noble stores and online, the trends in bookselling, and what drives successful store promotions.

Cox will teach how to have the best chance of getting a reviewer's attention, reveal the step-by-step process of how a reviewer chooses which books to review, and discuss ways to leverage reviews for marketing impact. Anyone interested or involved in writing, publishing, or anything related to books is encouraged to attend this one-time-only seminar. Cost for the event is \$117 (\$97 for members of PWSD). Space is limited, so get details and make reservations now at www.PublishersWriters.org

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.

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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.

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.**

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Get on the Right Track to Publishing Success™

Contact Information

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Discover even more information about non-bookstore marketing by visiting the *Special-Sales Tip of the Week* at 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. 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>