

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
BrianJud@bookmarketing.com**

Notes From the Front Lines

(Excerpted – with permission – from the Book Publishers' Handbook, by Eric Kampmann, President, Midpoint Trade Books ekampmann@aol.com.)

Weak, inappropriate or bad design can undermine the best book. A good publisher puts a lot of thought and energy into the overall design of the book, and especially in the book jacket. It's a shelf space business. How your book looks and what it communicates at a glance can make it stand out in the store, or get lost.

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>)

Distributors distribute books to stores-period! It is up to the author to generate interest in the book, to alert potential buyers that the book exists and tell them it is in the stores. Distributors do not promote books. Whether you sell out to a large (NY) publisher or publish yourself, the author must do the promotion.

The books will sit on the bookstore shelves for one four-month season. If the author has not driven buyers to the stores, the books will come back as returns. Your distributor is your partner. Work with your distributor, support the efforts of your distributor and honor your distributor.

Distributors do their part—putting books on shelves. Authors need to do their part—telling potential buyer/readers that the books are on the shelves.

Marcella's Magic

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

Are you planning to go on tour? Decide early in the process what you intend to accomplish and then outline how you will go about achieving it. You will prevent many problems if you answer these questions before you begin your promotional activities: 1) Is a tour the best way to promote your book? 2) Is your distribution in place?

Savvy Self-Promotion

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

Five Things you MUST Know About Web Marketing (This is the last of the five tips)

Content Rules. In the world of Web 2.0 and all things Internet content is really king. By “content” I mean don't have a site that's flat or doesn't give potential buyers a reason to poke around. Get a blog, podcast and include a section on your site that offers the opportunity for readers to look through your articles (you can also post these on your blog). If you have a book video add that to your site as well. And speaking of web sites...is your's easy to navigate? If it's not all the content in the world won't help you. This isn't a trip to Oz, people actually want to find their way back and unless there's a helpful scarecrow along the way to show them how find what they need, it's likely they'll end up on someone else's site instead.

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)

Once you are asked to appear on a show, you should promote your appearance. Not only must you alert booksellers and your distributors, but you must build your audience by telling people in advance to tune in. Give your friends a list of questions to ask when they call in to talk to you on a radio call-in show.

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>)

Through a network of sales representatives who sell to camera shops across the country, Amherst Media has sold over 45,000 copies of “Basic 35mm Photo Guide for Beginning Photographers.” To encourage sales in non-bookstore outlets, they provide free counter-top displays with the purchase of twelve or more copies.

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)

Different people often have different takes on similar matters. So, people outside your target audience might recognize potential benefits that you may have overlooked. Speak with those who are not in your target reader groups and who are outside your area of expertise. Tell them about your book and the specific benefits it provides. Answer their questions and get their reactions. Frequently, their input can expand your perspective and inform you of benefits of your book with which you may not have been aware.

The Very Idea

Cutting your price to sell more books does not always work. Buyers still want value for their money spent. For example, if a company were to sell ballpoint pen sharpeners, how many would you buy? Probably none. What if the company cut the cost and made it easy to order them online? Now how many would you buy? Still probably none, because you do not need a ballpoint pen sharpener. Yet metaphorically, this is exactly what publishers do when they publish a book before they find out if there is a market for it, and then discount the price to clean out their garage.



Marketing to Non-Bookstore Buyers

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

Provide libraries with display materials. Almost every library has one or two display areas which they change every month or two. If you provide them with posters, extra book jackets, or other display material, they are more likely to order your book and feature it in one of their displays. Indeed, you might just include an extra copy of the book jacket in with any direct orders from libraries.

Booklet Ideas – Paulette Ensign

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

Keep your finished booklet to 16-24 interior pages. The booklet is a starting point for your subject rather than the consummate reference on the topic.

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)

When the phone rings and the interview starts, stand up and smile while you talk. Standing, like you're giving a live presentation, raises your energy level and you'll be more alert than if you were sitting. Additionally, a genuine smile radiates through the phone line, and the reporter on the other end will feel the joy in your voice. Both these techniques can make the difference between a mundane interview and a great conversation. They build a rapport that influences the reporter to keep you in mind for future stories.

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)

Always number pages when formatting e-books and sample chapters of your book. Readers use page numbers to track their progress through your downloadable incentives and will probably discard your e-book or sample chapters if the pages get out of order after printing. Do not number the front cover, however.

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)

Say something smart to start. “Hi, how are you?” Now, there’s a creative start to your sales pitch! If you want to make a powerful one-on-one sales presentation, try “It’s nice to see you again!” (be sure to mean it when you say it!), or “It’s nice to finally meet you. I’ve heard so much about you.” Whatever you say, try to start with something that’s fresh and original in your first couple of sentences. What you don’t want is to start off with a “regular, old routine greeting.”

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)

Markets, opportunities and technologies change. Shape and reshape your business and products to adapt to a changing environment.

Marketing Strategy

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

How much should you budget for promotion? Some publishers allocate a percentage of sales. However, this makes marketing a consequence, rather than a determinant, of sales. Instead, decide what needs to be done to increase revenue, and then calculate the money required to fund the actions that will make that happen.

Guest Columnist – Antoinette Kuritz

(Antoinette is a literary publicist and host of the La Jolla Writers Conference www.lajollawritersconference.com/)

Whether you are self-published or published by a major house, every author should have a professional quality marketing plan completed well before their book goes to print. Why? Because a good marketing plan is the foundation of a book's success. And if one can't be written for your book, you will know that your book is lacking in some aspect of commercial viability. In short, you should be considering the commercial viability of your book even as you write it.

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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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?
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- 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)

Online Seminar -- April 23, 2008

PMA invites you to join us Wednesday, April 23, for our next in a series of online seminars. The topic of this session is ***Trends in Bookselling at Barnes & Noble -- past, present, and future, or Maximizing Sales and Exposure at America's largest bookseller*** - with Marcella Smith, Director of Small Press and Vendor Relations for Barnes & Noble, Inc.

The seminar begins at 11:00 am PST/ 2:00 pm EST. Learn about which categories and formats are trending up and those that are on a decline for the future, as well as how to maximize sales opportunities for your titles at Barnes & Noble.

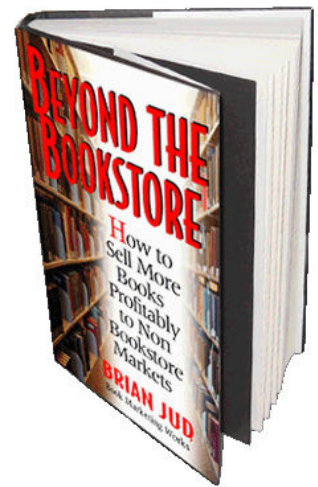
To register or for more details, please visit our website at the following link:

http://www.pma-online.org/custom/publishingUniversityOnline/University_onlinenow04-23.aspx

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document**

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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>