

# 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](#)**

### **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).)

You know what you want to write. But no book should be published before it has received good editorial input and direction. A seasoned editor brings objectivity and can lend clarity, coherence, and structure to what you have to say. If your book isn't accessible, it won't get good reviews and come to the attention of your audience.

## 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>)

There are many forms of book promotion besides radio, television and bookstore autographings. Send review copies to periodicals, email news releases, send articles to magazines in your field, send book announcements to all your colleagues, take part in online social networks. I give you permission to stay home.

"I was so naive as a kid I used to sneak behind the barn and do nothing." Johnny Carson

What about you? Take the Jung Typology Test at <http://www.humanmetrics.com/cgi-win/JTypes2.asp>

And see the Myers-Briggs Type Indicator® at <http://skepdic.com/myersb.html>

## Marcella's Magic

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

Talk to everyone you meet; particularly those whom you might not at first think are in a position to help you. For instance, if you tell all the employees in a bookstore about your title, they are more likely to recommend it to customers.

## Savvy Self-Promotion

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

**Why You Should Never Use a Squeeze Page as Your Main Web Site.** Squeeze pages are popular among web-marketers. These are pages designed to "squeeze" you out of your email by offering you fabulous (free) incentives or opportunities to buy. When done correctly, squeeze pages can be a great way to grow your list but the problem is, many folks use these as stand alone web sites which is a huge mistake. Squeeze pages are fine if they're a page within your site, but when they're a site onto themselves this becomes tricky. Why? Well the squeeze page is designed to block consumers from getting to content unless they give you their email address. The same is true for search engines but the problem is, search engines can't fill out forms. This means that they can't spider your site either since they can't get to all of your fabulous content. Second, journalists are \*not\* going to give up their email address to get to your media room. So if a press person lands on your site and finds nothing but a squeeze page you've not lost a media interview too.

## 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))

Before appearing on the air, read national newspapers, magazines and watch news programs so you can respond to questions on late-breaking events. When performing on a show in a distant city, read its newspaper for local events pertaining to your subject.

## 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>)

Use your book as a self-liquidator. Many companies offer special items for sale at very low prices with a small payment plus proof of purchase. Self-liquidating offers allow the company making the offer to cover some or all of its costs in buying the books and shipping them out. For example, Meow Mix offered *The Meow Mix Guide to Cat Talk* as a self-liquidator to people who bought a bag of cat food. The book was customized for Meow Mix by simply changing the title of Jean Craighead George's *How to Talk to Your Cat*.

## 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))

Since the media is in the information business, it continually needs a steady stream of new information to survive, and it receives tons of it. Usually, far more than it can use. This requires people in the media to take time from their already jammed schedules to continually sift through stacks of leads with the hope of uncovering items they might use. Basically, they quickly scan for flags, key words, or phrases that attract their attention, and if they don't immediately find them, they quickly move on to the next lead.

The media is interested in news. It will cover you, your book, or information in it if it considers you or it newsworthy. Demonstrate to the media that the items you submit are newsworthy, that a significant segment of the public will be interested in them.

## The Very Idea

Your promotional material projects an image of you, your titles and your company; it describes your definition of quality. A black and white Xerox copy on 20-pound paper will do little to convince a buyer that you have produced a quality book. Business people are used to seeing professionally prepared literature and anything of lesser quality will detract from your sales efforts.



## Booklet Ideas – Paulette Ensign

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

Select glossy card stock for your cover, and opaque paper that won't "bleed" through for the inside pages. Those choices keep your production cost down and your perceived value up. Have your booklet bound with 2 staples in the spine, known as "saddle stitching." That is part of the process done by your printer.

## Marketing to Non-Bookstore Buyers

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

Is it always best to communicate with as many people as possible? The correct answer is "maybe." You cannot expect to talk to, or sell to everyone in the United States. Because this is the age of specialization, any book, product or service that pretends to do everything for everybody is doomed to failure. Therefore, decide who specifically will purchase your book. Create a profile of people who make up your target market by answering the following questions: Are they predominantly male or female? How old are they? Is there a geographic concentration of people? How will your information help them? What are they doing now to get that information?

### 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))

One way to build a relationship in phone interviews is to be respectful and show the reporters that you care. Ask them if you're talking too quickly, because reporters always take notes by hand. Slow down your pace so they don't miss any points. Also, ask nicely if they will mention your book. Don't be pushy; remember, the reporter decides how much room you get in their story. And never request a copy of the story for your approval. The reporter doesn't answer to you. But don't be afraid to show interest by asking for a copy of the magazine or a tape of the show after publication or broadcast.

### Profit 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))

Few authors can exist solely on the basis of profits from book sales, regardless of how well their books sell. In most cases, an author's "real" profits come from providing personal coaching and consulting services based on the techniques they described in their books.

#### The challenge

The challenge, of course, is how to encourage more readers to make the transition from reader to prospect to client. One of the best ways to do this is to offer one, or more, low-priced "How to..." teleseminars on specific tasks related to your book. These teleseminars offer you an extremely low cost way for you and your prospective clients to get to know each other.

#### Why charge at all?

The reason to charge even a modest sum for your teleseminars is not to generate revenues, but to attract qualified prospects. If a reader isn't interested in investing \$9.95 or \$19.95 to attend an event where they can ask questions and learn more, they probably aren't a good prospect for purchasing your higher-priced, hands-on, coaching and consulting services.

### 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](mailto:rbbartlett@aol.com))

**Give yourself a "check up from the neck up."** Buyers who see a lot of sales reps and hear a lot of pitches make up their minds fast, sometimes even before you've made your presentation! They base their evaluation on your nonverbal messages: your appearance, your attitude, how you look at them, how you smile, your tone of voice and more. So make sure that everything is working in your favor before you make every sales call.

## 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))

Think of your strategies as statements of the general direction you will take in each of the four areas of marketing concentration (Product, Place, Price and Promotion) in order to reach your objectives.

## 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))

The strategy of implementation differs from the details of implementation. Strategy will tell you if a particular title will be beneficial for your business before you begin the details of publishing it. Strategic thinking will help you understand how to implement your product development, pricing, distribution and promotion actions individually and collectively to reach your stated objective and fulfill your mission statement.

## Guest Columnist – Fern Reiss

(Author of *The Publishing Game*; [FernReiss@PublishingGame.com](mailto:FernReiss@PublishingGame.com))

Depending on your title, there may be other obvious – and less obvious – places to sell your book. For example, check out [www.nps.gov](http://www.nps.gov) if you have a title appropriate for the National Park Service.

## 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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- 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)**

## Online Seminar -- April 23, 2008

PMA invites you to join us Wednesday 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.

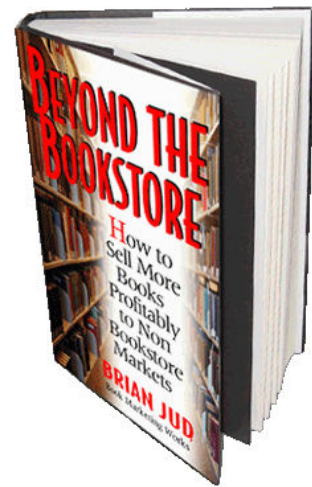
The seminar begins at 11:00 am PST/ 2:00 pm EST. Learn about which categories and formats are trending up and those that are on a decline for the future, as well as how to maximize sales opportunities for your titles at Barnes & Noble.

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

Brian Jud's ***Beyond the Bookstore***  
is now available in softcover and as a pdf  
document

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