

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 75 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)

Good editors are worth their weight in gold. Have you ever noticed how a tiny speck of dirt can muddy a whole glass of clear water? So it is with small mistakes in an otherwise worthwhile manuscript. Often our human nature allows us to see the big picture, but small errors escape our closest inspection. Why expend enormous energy in creating a book when small mistakes can bring the whole enterprise into question? You need an experienced partner in the development of your book; another pair of eyes to aid you in making your book as perfect as it possibly can be. Without an experienced and involved editor, it is almost guaranteed that your book will be much less than you hoped for and it might even be hurt in sales, as your credibility will be called into question.

Editor's Note: See "The Very Idea" below for an example of the importance of editing

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>)

It is ironic. Since we figured out a quick, easy and cheap way to convert books to LARGE print more and more publishers are offering titles for the vision-impaired and the reading-challenged. In fact, most of the large (New York) publishers are making the type in their books smaller and smaller. They are saving money by reducing the size of the type, reducing the margins, by printing in China, and printing on crummy pulp paper. They are making great writing look terrible; they are lowering the bar on production values.

While the New York-based "Gang of Six" publish just 22% of the titles and 45% of the dollar-volume, their titles take up most of the space on the shelves in bookstores. Consequently, they set the standard for perceived quality.

Stores want lower cover-prices on the theory they will sell more books.

Self-publishers should realize that their books reflect on them and that their books will be around a long time. They should spend 10 to 20 cents more for good paper and reasonable type size. Would you rather read 9.5 point type or 12 point? (Editor: This newsletter is published in 11-point Arial)

Your book, your company and your reputation rely on you to produce a quality product. Your readers will appreciate you. Make the type size readable.

Marcella's Magic

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

There are hundreds of ways to promote your book. Before you begin to arrange publicity-generating events, think about which ones are most likely to help you reach your objectives. Some events are better suited to the book you are selling and to your personality.

Savvy Self-Promotion

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

Thank You Pages are Lame. So what happens when someone buys something off of your store? Do you send them to a nice little "thank you" page and then send them off your site? Why would you tell them to leave after they've just made a purchase? Did you know that someone who just bought something off of your site is far more likely to buy more stuff, especially if you offer them quick and simple add-ons to their original order. Vistaprint.com does a version of this. Their system cycles you through about 3 pages of fabulous add-on stuff that costs practically nothing. So why sell it then? Well if you buy the additional product for, let's say \$1, you might need more of it someday. Or you might decide to gift one of those products to someone else. When you do guess what happens? That's right, now it's full price.

So besides making additional sales, be sure and add in additional product to entice your store shoppers. A nice "thank you" page is ok, but a page that actually offers them some rock bottom priced bonus items says THANK YOU the way nothing else can.

You're On The Air

(Lori Dolney Levine, Senior Talent Executive, *Fox After Breakfast*)

Media training will give you relaxation, calm you down, make you understand how things operate, make it easy for you to do television. You won't be preoccupied with what is happening here or happening there. You'll be able to focus, and that's the most important thing.

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>)

Have you ever attended a Tupperware party? The Tupperware Company built up an incredible market almost solely on the basis of home party sales. Why not apply the same technique to advertise and distribute your books? Lions Head Press has found that home party sales can be effective for selling religious books. They use individuals to demonstrate their entire line of books at in-home parties.

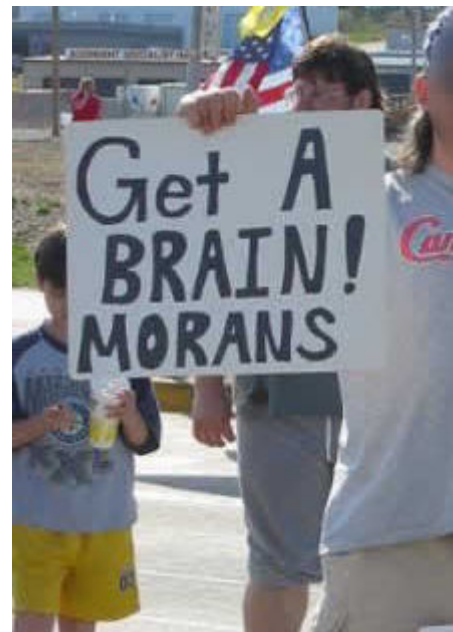
Author 101

(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)

When sending a proposal for nonfiction, include a promotion plan. For a fiction proposal, it's not necessary. But if you have some terrific ideas or connections to promote your novel, mention them briefly toward the end of your proposal's synopsis. For many writers, writing the promotion plan is the most difficult part of a proposal. Promotion usually isn't their area of expertise. Plus, it involves the type of detailed planning and writing that they have seldom, if ever, done. However, it's really necessary. In many ways, a promotion plan is a lot like a business plan; it's a necessary exercise that forces you to think through, step-by-step, exactly what you must do to make your book a success.

The Very Idea

A typographical error can destroy the credibility of your message. Your literature and catalogs are sales tools used to present your company and titles in the most compelling way. Business people are used to seeing professionally prepared literature and anything of lesser quality will detract from your sales efforts. See Eric Kampmann's comments about editing in his "Notes From the Front Lines" column above.



Marketing to Non-Bookstore Buyers

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

How can you attract the attention of librarians? Offer standing order plans. For annuals, series, or subject areas where you publish many books (such as poetry books or children's books), you might offer a standing order plan where the library signs up to receive one copy of every new book you publish. Such standing order plans could be very effective with large city and county systems. If you can get them to order one copy for the main library, chances are that if they like what they see, they will order more copies for the other libraries in the system.

Booklet Ideas – Paulette Ensign

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

Think about how your booklet will market your business. That will help keep you focused by continuing to reinforce the concepts related to one aspect of your business, or the most important of several aspects if doing an overview booklet. Keep in mind that everything you are doing is related to everything else. Each product, publication, and service is marketing each other.

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)

A good way to build a relationship in a phone interview is to be respectful and show the reporter 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.

As the interview starts to wrap up, inquire about other stories the reporter is currently covering. Explain how you may be able to add to them and offer a unique angle that may interest their audience. Let the reporter know that they can call you back if they have any questions, or provide them with other sources. And show them that you're eager to be an accessible source of information 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)

How aggressively should you, or your agent, negotiate terms with your publisher? Negotiating publishing contracts should be done in the context of the change that your book will bring to your career and your life. (Once again, the whole is greater than the sum of the parts.)

If your goal is to create a marketing tool that will position you as an expert, attract new clients, and permit you to raise your rates, your most important consideration will likely be getting the book accepted for publication as quickly as possible. In this case, it's not worth spending weeks negotiating an extra percentage point or two of royalties or foreign translation rights.

Every case is different, but it's important to always keep focused on the change that your book is going to bring to you.

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)

What do you want the buyer to remember? About you? About your company? Be memorable! There always comes the point when it's time to leave the buyer's office. You've either made a sale or you've got a commitment to reconsider the product within 30-60 days. Before you leave that office, take one more minute to "brand your visit." Ask yourself: "what do I want this buyer to remember? About me? About my company?"

I recommend taking time to write down two or three sentences and memorize them so that you'll be able to say them professionally, positively and succinctly as you leave the buyer's office. And, above all, make your final statement with enthusiasm and warmth. You're branding yourself and your company, so make sure that it's memorable. *"Mr. Buyer, I hope you now have a better understanding for my company and our products. You are going to be hearing a lot more about us in the months to come and I will make sure to keep you informed about our progress. Thanks so much for seeing me today and thank you for doing business with us! I know you will be very pleased and satisfied. And please know that you can call on me for any reason what-so-ever!"*

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)

A well-conceived and strategic plan will give you focus, clarity, motivation, ideas and direction. Even though its subject is a moving target, your plan details how your current thinking will fulfill your long-term vision. Show the nature of the segments in which you (or could) participate. Are they growing? Declining? Stagnant? Why, when, how long and where will it be in the future? Describe your competitors for each segment in which you compete. Discuss your competitive edge for each.

Marketing Strategy

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

Strategic thinking (brainstorming) is not the same as strategic planning (turning your ideas into reality). Six guidelines could help your question-asking sessions become more productive.

- Ask questions properly. Do not say, "Where else can we sell this title?" The first response answers the question but it may not be the best answer. Instead, ask, "In how many ways can we..." thereby generating additional possibilities.
- Limit the discussion to one topic before going on to the next category.
- Stimulate as many responses as possible. Think quantity, not quality early in the process. Before going on to the next subject, ask, "What else can we do?"
- Do not judge any idea at the time it is offered. Later, go back and decide which of the responses is not applicable.
- Have fun. Be creative and outlandish. Encourage far-fetched responses, many of which will not be practical. However, an implausible idea may lead to a more realistic one.

Use a flip chart, chalkboard or some other means of recording all the responses that is visible to all participants.

Guest Columnist – Ron Pramschufer

(Author of *Publishing Basics*; www.booksjustbooks.com or ron@rjcom.com)

How do you know how wide the spine of your book will be? There is a simple formula that determines that width. Just take the number of pages in your book and divide that figure by your text paper's ppi (pages per inch). Where do you get the ppi? It depends on what kind of paper you are using and it usually appears on the printer's estimate or quote.

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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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>

Free Report Helps Authors Create the Exposure that Sells Books

Here's a helpful free resource for authors looking to generate more excitement for their books. "Beyond the Press Release: 10 Exciting Book Buzz Ideas That Will Take You to the Top" offers foolproof - yet practical - ideas authors can use to secure free media exposure for all types of books, whether they have been available for weeks, months or even years. To get the free special report, go to <http://www.buildbookbuzz.com> and enter your name and e-mail address in the boxes at the top of the page. Sandra Beckwith, sb@buildbookbuzz.com 585-377-2768

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...

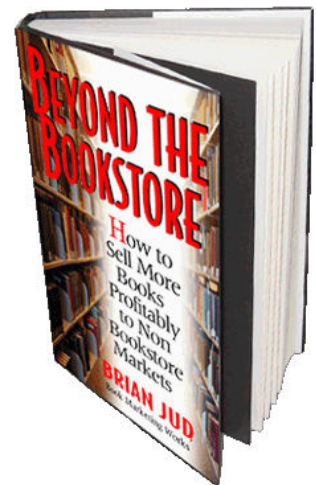
- Is the largest educational event for independent book publishers?
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- Offers an advanced track and advanced classes for previous attendees and experienced publishers?
- Is attended by more than 600 publishers from around the world?
- Classes are taught 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)

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