

# 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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## 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).)

**Try not to underestimate the cost of publishing a book.** The famous quip "how do you make a small fortune in book publishing? Start with a large fortune!" has a ring of truth to it. Producing a book is a very expensive proposition and you should budget all the costs from the very beginning. Too many times I have heard the lament, "but I do not have any money left," as a way of explanation as to why nothing is being spent on a marketing effort. Trust me, you have only reached the halfway house when you finally have the finished book in your hand. Now you must go out into the world and make a good case for your book. If you don't, many others will for their own book and your book may very well sink without a trace. You definitely need a publicist and you should take an active role in developing a strong marketing plan for your book. So make sure your gas tank is properly filled before you set off on your publishing journey. You will have a much more interesting trip if you do.

## 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>)

Direct mail (including email) advertising allows you to pinpoint your target market with a specialized pitch. For example, the people you target with your mailing might be skydiving instructors. Skydiving instructors have different needs and desires than skydiving students, or jump pilots, or parachute riggers, or drop zone owners. Each is involved in skydiving in general, but each requires a different pitch.

## **Marcella's Magic**

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

Before I plunk down my \$14.95 or \$29.95 for a cookbook, or a travel book, or a business guide, I want to know more about it. How is it organized, is there a table of contents, if it's a cookbook does it have an index? Does it lead me from one subject to the next?

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

(Benita Zahn, Noon News anchor and talk-show host on WNYT-TV, Albany, NY)

The hosts are not there to hurt or torpedo you. They've invited you because you have expertise to share with the audience and you have as much talent as the person interviewing you.

## **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>)

If you have a choice, advertise in "Library Journal," "School Library Journal," and "Booklist." Librarians like to know they are dealing with reputable and reliable suppliers. Advertisements in these journals help to reinforce your company image and also indicate to librarians that you are seriously pursuing their market

## **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))

Write releases in the journalistic style used by the print media because outlets may publish them, or parts of them, with little or no changes, especially when they're faced with tight deadlines. The format of a press release isn't as important for the electronic media because it treats them as leads that it must investigate further. The electronic media is used to getting information in the journalistic format and then shaping it according to its own needs.

Write your press release in three parts: (1) Introduce your book and the problems it will solve, (2) give your credentials, and (3) explain what action you would like the media to take.

For the print media, the first paragraph of your press release is vital. It should run no more than two or three sentences and set forth all the main points covered in the release. Don't clutter up your opening paragraph with details. The press isn't interested in every trivial point and will fly right past them. Unnecessary information can turn off readers, which could kill your more important points. If you must include details, stick them at the end of your release or, better yet, put them in a separate, more comprehensive article that you include with your media kit.

After the first paragraph, amplify your lead, but hold your release to one page. The lead paragraph should inform the media about your book, so treat it as an announcement. Then, explain your lead in the subsequent paragraphs by providing background, more specific or additional information such as points you didn't cover in the lead, and some statistics. A great way to do so is with bullets. You can also place bulleted items in a box or shade them. Prioritize your bulleted items and list them in order of their importance because readers may not get through the entire list. Write five to seven bullets, with five being preferable. Each bulleted item should not exceed two concise sentences, and one sentence is preferable. Write bullets crisply so they are short, clear, and hard hitting.

## The Very Idea

Don't get so busy driving that you don't have time to stop for gas. You won't get very far. Special-sales marketing is not a short-term marketing strategy but an investment in the long-term success of your business. Rarely are people in as much of a hurry to buy your book as you are to sell it; so be patient. They buy on their timelines, not yours. Slow down and let the process evolve.



## Marketing to Non-Bookstore Buyers

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

Since school districts are so geographically dispersed, you will probably not find it economical to contact them personally. For that reason, most publishers use independent sales reps to reach academic markets. But these salespeople need new product every season and are more likely to represent you if you can supply new titles regularly.

## Booklet Ideas – Paulette Ensign

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

Creating one booklet based on another one of your own booklets is uncommon. That didn't keep Jim Geisman from doing exactly that. Jim's company, Marketshare, focuses on issues related to computer product sales and distribution in the United States and Japan. His first booklet is "101 Tips for Software Vendors: How to Price, License, and Negotiate Software Deals." That booklet is 20 pages long. From that, he excerpted a second booklet: "Quick Tips for the Busy Software Executive: What You Need to Know to Price, License, and Negotiate Software Deals." That booklet has 16 pages. He positions these booklets based on whom his target is, using the booklet to prompt training and consulting assignments as well as selling the booklets on their own.

## 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))

The television world revolves around physical appearances. So when you get booked for a TV show, your appearance is everything. How you sit or stand will send a message about you as a person, and about your book...so make sure the message is the right one.

First, you have to plan what to wear. As a general rule, think basic. Women should stick with simple suits, blouses, and tailored dresses. Keep the busy prints, accessories, and jewelry to a minimum. True colors, like blue, green, and gray are more flattering than black, white, and red, which make you look washed-out. You want all the attention to be on your face, not on your wild outfit. Finally, go for natural fabrics like wool, cotton, and linen so you're more comfortable.

Men should plan for basics as well. Wear dark, but not black, suits paired with lighter shirts. Avoid shirts or ties with patterns, as they may look funny on screen. Red or burgundy ties are best. Again, wear natural fabrics, like wool and cotton, for comfort. Essentially, simple clothing keeps your face and your message at the center of attention.

## **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))

**Know your business before you write.** Most authors write their book and then try to build a business around it. This scenario is doomed to fail 99 times out of 100. Profits from book sales--no matter how well the book sells--rarely offer an author a fair return on their investment of time.

A better approach, one that emerges during more and more *Published & Profitable* case studies and author interviews, is to view a book as simply a step, or a tool, in a process that begins when your book brings you to the attention of prospective buyers and culminates when you sell your target market the products and services you want to sell them.

These "back-end" products and services can range from personal services like coaching, consulting, or services to subscription newsletters, CD's, DVD's, reports, and templates, as well as affiliate partnerships with other businesses.

## **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))

**Remember that the impact of your sales presentation is 55% visual, 38% vocal and only 7% content.** These percentages result from research performed by Albert Mohrabian and are common knowledge among people who sell and write about sales for a living. We instinctively know this and yet where do we spend our time? We concentrate on the content. Try to focus more on how you look, the visual clues you present, and the way you manage your voice.

## **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))

Entrepreneurial planners are like photographers, focusing on one point in time and translating that moment into reality. A photograph, once taken, becomes the past. The photographer moves on to the next shot seeking a new perspective. Planning directs that movement toward the accomplishment of pre-determined, worthwhile goals.

## **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))

When buyers face a variety of alternatives, they want to deal with a brand they trust. Create and project an image to each of your target markets reassuring them that you understand what they need and have created a product line that will meet their needs.

## Guest Columnist – Jerry Labriola

When planning your library tour, obtain a list of all the libraries in your state or region. Make sure it contains vital information about each library such as address, phone number, names of staff and its operating budget if available. Also find out if it has meeting rooms and, most importantly, a *Friends of the Library* organization or its equivalent. The Friends are proud of their work and will usually put more time into rounding up attendees than will the library staff, which has other responsibilities. All of this should be taken into consideration when choosing which ones to contact. Be selective.

## Free Information

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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>

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### PMA Online Seminar Wednesday -- June 18, 2008 - - 11:00 am PT/ 2:00 pm ET

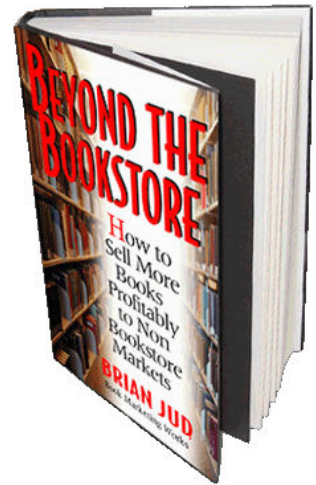
The topic of this session is *Getting Media Coverage in Today's Ever-Changing Market: Spreading the word of you, your book and your message through exposure electronically (on radio, TV and online) and in ink (in newspapers, magazines and newsletters)* - with Kate Bandos.

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