

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

Volume 7, Issue 12, Number 152 June 16, 2008

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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.)

Pricing a book requires an understanding of what each book costs to make – so you get a return on your investment; and what else is in the marketplace – so the price offers good value and is also competitive. Book-sales professionals understand the market and its fluctuations. They keep in close touch with major retail and wholesale accounts using them as sounding boards and sources of additional information. They use their knowledge to help determine the best price. Everyone wants to make money and have their book reach the right audience. Price is essential in making both happen.

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>)

Many books sent to reviewers in New York are ripped off in the mailroom and sold to the Strand bookstore. To the basement denizens of large buildings, packages with books are windfall occasions.

But, the used books offered at Amazon, may not be ripped off, may not be review copies and may not even exist. I sent out just over 100 copies of *The Book Publishing Encyclopedia* in PDF form via email ONLY. Within hours of the book being posted at Amazon.com, some resellers were offering it in the paper edition. The catch?--The paper edition did not exist.

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Marcella's Magic

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

Take responsibility for marketing. The more you do, the more you'll receive. You never really know all the benefits from book promotion until you get into the ball game and get started.

You're On The Air

(Jim Bohannon, Host of the nationally broadcast *Jim Bohannon Show*)

Some microphones like that you treat them fairly closely and head on. Other microphones may like that you speak to one side. A good host or producer will tell you what it is you are supposed to do, so I wouldn't worry about it.

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>)

Book rights can also be sold as the basis for one episode in a dramatic or informative series. Reruns pay about 20% of the fee for the original show. With the proliferation of cable channels, there are many opportunities to sell TV rights to books on all subjects, from history to gardening, from cookbooks to music.

Author 101

(Rick Frishman at FRISHMANR@PlannedTVArts.com or www.author101.com)

Here are 8 quick tips on making your website irresistible to producers:

1. Be sure you have a clearly labeled media page on your website.
2. Your media page should have all of your direct contact info (cell phone, home phone, office phone and e-mail) at the top ... as well as a nice picture of you.
3. Your picture should have a caption under it with your name and credentials. There are two kinds of credentials:
 - * Letters behind your name ... MD, Phd, CEO, Professor, etc.
 - * Personal experience ... "Ex-Airport Security Screener" (reveals how get through security with your clothes on)

Both are qualified to speak on their topics, however the media often prefer the guest with the real first hand experience.

4. If you have been on any major shows or networks, feature their little logos or icons prominently on your media page. They give you enormous credibility instantly.

5. Same goes for mastheads of major newspapers and magazines that you've been featured in.
6. If you've worked for or with any major companies ... make a "Clients include" list.
7. Feature celebrity quotes prominently if you have them.
8. Most importantly, you need to have short audio or video clips of you talking (preferably being interviewed) so they can hear you and/or see you in action.

The Very Idea

"It's not my job," many authors say when asked to publicize their books. But if they are not actively involved in promoting their books, sales usually languish. It is the job of every author to take charge of the promotion for their books and remove any obstacles for reaching their goals.



Marketing to Non-Bookstore Buyers

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

Gift shops offer an excellent opportunity to sell more of your books. This category includes major accounts such as Hallmark Stores and Spencer Gifts. It also includes regional chains, local card and gift stores as well as hotel and hospital gift shops. But in most cases, the gift market is highly decentralized and there are many small shops that place small orders. This increases the administrative burden, requiring you to ship and bill for many small shops.

It also represents an opportunity because you can reach the decision makers readily. A good strategy is to start calling on the gift-store owners and buyers locally. Go to the hospital gift stores and talk with the volunteers there. Most are very willing to spend time with you, describing their buying practices.

A major decision criterion is the fit your title has with the store's image and customer base, and the types of books that sell well vary by the chain's image. For example, Hallmark generally deals in sentiment, and books that sell well there are motivational, inspirational, humorous and about family and relationships. "The book is an extension of a greeting card," says Jay Quickele, Retail Marketing & Merchandise Manager at Hallmark. "We are in the social-expression business and your book should complement the creative voice we're trying to capture." Titles that generally do not do well in gift stores are coffee table books, scholarly, text-driven and fiction titles. "Hardcover is the preferred binding, and the price should be less than \$20. Books priced between \$10 and \$15 sell particularly well," Jay concluded.

Booklet Ideas – Paulette Ensign

(Paulette is President of Tips Products International, 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; sign up for free publicity tips at 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)

Find the time to write your book--online calendars. The difference between published authors and those who only dream about writing a book is often as simple as finding the time to write your book. The easiest way to do this is to set aside as few as 30-minutes a day to write your book, using an online calendar like the free one at Google.

The advantages of using online calendars include low cost (i.e., free), access from any computer, ability to share your calendar with your staff, supporters, and virtual assistants. In addition, you can schedule your writing in 30-minute segments each day or each weekday for months at a time. You can also print out your calendars for offline referral.

Discover how to plan, write, promote, and profit from your book by downloading my free Write Your Way to Success report at www.publishedandprofitable.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)

Here are three presentation tips that my sales team practices on a regular basis. Try them next time you go to pitch that big company on buying 100,000 copies of your book or when you negotiate with a vendor.

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.

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."

Stay cool under fire. Being nervous at the beginning of a sales call is natural. But how do you stay calm and cool, especially if the discussion heats up? Being well prepared helps, but there are times when even the best sales reps can't know everything in advance. A good sales person must know how to wing it. There will be times when you have to jump into the "white-hot spotlight" and perform. To control the willies, take deep breaths, concentrate on speaking slowly, stay on point and focused, sit back in your chair and relax your hands, arms and torso. And rehearse your presentation again and again until it slides off your tongue without thinking.

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)

The journey to achieving your goals is accomplished by manipulating certain marketing tools over which you have complete control. These are generally referred to as the Four Ps of marketing: the **P**roduct and its **P**rice, **P**lace (distribution) and **P**romotion. Planning helps you coordinate your actions among them.

Marketing Strategy

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

An important factor in an independent publisher's ability to thrive in the long run is the image it holds in the minds of its current and prospective customers. A well defined and communicated image will help attract and keep customers, improve relationships with your distribution channel partners, help you better focus your resources and contribute to your long-term growth.

Savvy Self-Promotion

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

Tip for Freebies. If you're giving away freebies, remember that the best kinds of freebies are things you'd normally sell. Why? Because otherwise it's junk. Here are some tips for targeting your freebies:

- Make sure they're relevant to your audience. Read: give them something they can use.
- Let your freebie work for you. What I mean is this: don't let a single freebie out your door without contact information, special offers or some other tie-in to help guide customers back to your door.
- Turn your freebie into an ethical bribe: don't let a single freebie out your door without getting the customer's contact info (preferably email). In order to get the freebie they need to give you something, it's that simple. If you don't, then all the freebies you send out will be a waste of your time and effort.

Guest Columnist – Shel Horowitz

(Shel Horowitz is a copywriter/marketing strategist, author of "Grassroots Marketing: Getting Noticed in a Noisy World" and "Principled Profit: Marketing That Puts People First," owner of <http://www.frugalmarketing.com>)

By some reports, it costs five to seven times as much to bring in a new customer as to sell to an existing one. As your services or products expand, and as your clients grow in their own ventures, you should be able to up-sell past customers – if they had a good experience the first time.

But to count on repeat business, you must remind your clients and customers of your existence and your continued desire to serve them. Ask clients their birthdays and anniversaries, and send a card – or better yet, offer a freebie on the special day. You'll stand out from the pack that sends December greetings. Send out a "preferred-customers sales" flier once or twice a year, only for existing clients

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>

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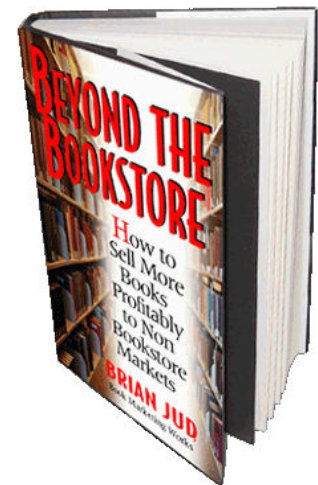
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Brian Jud now offers several programs to contact prospective buyers in special markets for you through personal sales calls, customized mailings and telephone calls. There is a program for any budget. Brian is also an author and book-marketing consultant 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>