

# 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).)

Sales should really be considered from the beginning – not just when the book is ready to sell. Usually a professional sales team becomes activity involved about 5-6 months before publication, when they can preview the book with accounts and get valuable feedback. That is also when they begin to sell the book in to major accounts. Smaller publishers often hire a distribution company to handle all aspects of the selling process since they have contacts and reach with all the major sales outlets nationwide.

## 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>)

I confess, like many writers I am an introvert. I speak professionally and I enjoy it. For me, getting out and standing in front of an audience is good personal self-development—and a privilege. It makes me a more rounded person. But it is not easy. I do not get stage fright but like many actors, announcers and speakers, I do get anxious before show time.

**Editor's Note:** You can sell a lot of books at the back of the room after speaking engagements.

## Marcella's Magic

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

Orchestrating appearances on national media as well as local television and radio shows is a time-consuming task. By the time you determine the best shows, locate the decision makers, send your press kit and follow up, two or three weeks may have passed. So begin at least two months before you plan to tour a city, and organize your itinerary carefully. Keep bookstore managers in the loop and let them know when you will be on the air.

## You're On The Air

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

To the extent necessary, your hosts will try to make you feel at home. They recognize that you are apprehensive about appearing on the show, and they will do what they can to help you relax. Do not worry about the mechanics of the equipment. Your hosts will show you how to place the microphone and how to sit. If you have any questions, ask them before the show begins. You already have to worry about what your central message is and the like. Don't worry about problems that don't concern 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>)

**Selling sponsorships.** For a book on wealth preservation, one self-publisher charged contributors to write the book for him. He brought in fifty-four contributors at a price of \$2,000 each. In return for his \$2,000 and answering questions for the book, each contributor received copies of the book with his name on the front cover as one of the co-authors. In addition, his photograph and biography were featured on the back cover. The contributors were willing to pay so much because they wanted the exposure before so many potential customers for their service.

## 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))

Expect editors to be skeptical. They've seen and heard it all: every promise; every approach; and wild, unrealistic representation. When they receive a proposal, it can be hard for them to tell fact from fiction, so they may tend to err on the side of caution. Look at it from their perspective: if they push for a proposal, their heads can be on the line if the books fail or, worse yet, if the authors fail to deliver. So help acquisitions editors by giving them strong, well-reasoned, and thought-out proposals that look good and read even better. Give them something they can be excited about and willing to fight for.

## The Very Idea

A roadside billboard must quickly get attention, or the speeding motorists will pass by and never get the message. Short copy and attention-getting graphics can do the trick. Use these same techniques on your website. How can you make your website communicate your message more quickly to the "speeding website visitor?"



## Marketing to Non-Bookstore Buyers

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

Typically, library purchases depend upon the goals of each library and the nature of the community being served. Libraries have an Acquisitions Librarian who evaluates the available books vis a vis local economic conditions and the needs and interests of local patrons. Although they buy best sellers, they are more interested in titles of good quality that fit a well-defined need in their collection. They tailor their selections to reflect the community needs and concerns and also seek to build a balanced collection. This might include large-print editions for the visually handicapped or Spanish translations for a nearby Hispanic population.

## Booklet Ideas – Paulette Ensign

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

**Choose your topic now and your specific title later.** The title frequently presents itself as a natural event in the process of creating your booklet. Babies are often named after they are born. This can be a similar situation. A few people have found it useful to select a title first and write to it. Most have not.

## 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))

**Show that you care about the reporters and their stories.** Be helpful and responsive to their requests. Ask the interviewer what you can do to make his or her job easier. Then really listen to their answers and be an eager, accessible source of information.

## 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))

**Establish momentum by writing the first paragraph of every chapter first.** On a recent Published & Profitable interview with Bob Burg, author of *Endless Referrals* and *The Go-Giver*, shared several valuable ideas about his experiences writing his books. Bob Burg's books are fast approaching sales of over half-million copies. Bob described his 2-step writing process.

- \* First, Bob prepares a table of contents showing the order of his chapters.
- \* Second, Bob then writes the first paragraph of each chapter.

These 2 steps establish the momentum and feeling of progress, and pave the way for writing the remaining paragraphs of his books. It's a system that may work for you!

## 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))

Your marketing plan is similar to a flight plan that commercial pilots prepare before taking off. It is a description of your destination and a set of instructions of how to get there. At the same time it describes what to do when circumstances change while you are "in flight."

## **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))

Here are three more 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 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))

Marketing is not something you do *to* people; it is something you do *for* people, the people who are or could be your customers. Book marketing is a sequential series of planned, strategic actions based on research and is focused on the consumer, not on your books.

## **Guest Columnist – Fern Reiss**

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

Book signings are not always successful. But demonstrations and programs can be quite successful. Don't plan to just a signing; make it an event. Do a cooking demonstration or a dramatic reading; teach kids to do origami or finger knit. Think outside the box when you're arranging events.

## **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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