

Here is your July 14 edition of the *Book Marketing Matters* special-sales ezine by Brian Jud. It contains regular columns with tips from Dan Poynter, John Kremer, Marcella Smith, Penny Sansevieri, Rick Frishman, Eric Kampmann, Pam Lontos, Paulette Ensign, Robin Bartlett and Roger C. Parker. The guest columnist in this issue is Peter Fogel.

This is sent by subscription only. Please pass this information along to people you feel may benefit by it. If there were any problems with this delivery, please let me know. If you no longer wish to receive this -- or if you received it in error -- please reply with "[Remove](#)" in the subject line. I wish you success in your book-marketing efforts, Brian Jud

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 14, Number 154 July 14, 2008

Our catalog that will be used by over 1800 sales people to sell books on a commission-only basis in special markets is **SOLD OUT!**

You may register to be included in our second catalog that will be published in January 2009. If you choose to do so, your book will be included in a monthly addendum that will be sent to the reps and be displayed on our new website that will be up and running in August.

**And we have other 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.**

For more information contact [Brian Jud](#)

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 is no secret formula for success. It's simply a good item for which there is a need, at the right price, offered to the right market. Write what you know and sell to your friends.

Notes From the Front Lines

(Excerpted – with permission – from the Book Publishers' Handbook, by Eric Kampmann, President, Midpoint Trade Books ekampmann@aol.com)

Getting to “yes” can be a daunting task, but there are techniques that can make it easier for a trade book distributor to say "Let's Roll" to your book project. But first, let me give you a few hints as to why distributors say "no" so often. This can be boiled down to the 3 P's: pricing, packaging, positioning. So many prospective book projects come to us with bad jacket and interior designs, ill-conceived pricing and no marketing plans. We are not magicians and we cannot take something that has been poorly executed and turn it into a bestseller. We will usually say “no” without further comment.

But what about projects that get in the door? What distinguishes them from the rest of the pack? Well, I can think of several important elements that can be persuasive. First, personal contact. Getting to the decision maker can help a lot. You need to persist here because usually there are several gatekeepers standing in your way. Second, references. If you have someone backing your project who knows us, that helps. Sometimes it is a consultant, sometimes a publicist. But if you can drop a name, then that helps get you in the door. Third, You need to have something to show and show off. Packaging here is everything. If the book jacket looks like it could have come from Simon & Schuster or Random House, you will get more attention. If it looks like an inexpensive first time effort, you will get very poor results. Fourth, how do you plan to get the public (your market) to buy your book? What is your plan and whom have you hired to help execute it? Fifth, have you set a realistic publication date? Have you left enough time for your distributor to do a proper selling job on your behalf. Right now, enough time is around 6 months. And sixth, a good sense of humor. You will need it.

Marcella's Magic

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

What you want is for your book to have “legs.” When it is on the shelf next to all those other books about Italian cooking or about financial management, you want your book to speak for itself and say, “I have a message that no other book on this shelf has.”

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>)

Options for movie rights allow producers to gain exclusive rights to a book while they arrange for financing of the movie, assemble the necessary talent and explore the feasibility of making a movie based on the book. The term of most options varies from ninety days to one year. Option payments are nonrefundable. That means that the author and/or publisher keep the money even if the option is not exercised. If the option is exercised, the option payment is applied to the purchase price of the movie, which is usually stated in the option contract.

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)

“The bar for platforms has been raised to almost absurd heights,” according to agent Sharlene Martin, of Martin Literary Management in Encino, California. “A whole plethora of good writing is being ignored because it doesn’t have the promotional hooks that publishers are now demanding. If you have a book on woodworking, you better be a contributor to a woodworking magazine, have appeared on shows about woodworking, give seminars on it, speak about it all the time, have your own newsletter and Web site.”

And don’t forget lucky breaks! Sometimes endorsements from famous authors, experts or celebrities help position a book. It’s not just what you know, but who you know. Your book has to be a quality book, but it doesn’t hurt to be validated by respected sources who think you have something important to say.

The Very Idea

There are hundreds of thousands of titles published every year. How can you make yours stand out from the crowd? Be a little different. Look in a different direction. If everyone is competing for shelf space in bookstores, look to special markets for opportunities.



Marketing to Non-Bookstore Buyers

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

There is a downloadable report (pdf format) that provides a statistical profile of state library agencies in the 50 states and the District of Columbia. It includes information on staff, income, expenditures, services to libraries and systems, public service hours, service outlets, service and development transactions, collections, allied operations, and electronic services. The data was collected through the State Library Agencies Survey conducted by the National Center for Education Statistics (NCES). Download this document at <http://nces.ed.gov/pubsearch/pubsinfo.asp?pubid=2002302>

Booklet Ideas – Paulette Ensign

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

Keep one basic premise in mind: everything you are marketing in your business is marketing everything else in your business. When you have the opportunity to speak with a prospective client, be prepared to explore the range of products and services you have. See what works for them. You may be surprised once you start speaking with them. They could buy more than you first thought, in quantity or in a higher priced or wider reaching service. The conversation can often find its starting place in sending them a booklet.

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)

Leave a Lasting Impression. Media professionals always need reliable sources of information to develop their stories. When you develop relationships with them, you can be the person they call for quotes. Energy and friendliness on phone interviews let the reporter know that you're excited about talking to them. Integrity lets the media know that your message is unique and your information is accurate and credible. Looking confident and pulled-together on television puts the focus on you and what you have to say. Make the effort to build relationships with the media, and they'll know they can rely on you as a source.

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)

Time Management Tip for Authors. Mindjet's MindManager makes it easy to set-up a realistic writing schedule for your book so you can finish your manuscript on time. Authors can use the same map they use to plan and display their book's table of contents to schedule their daily writing sessions. Simply use MindManager's Task Info command to add starting dates and completion dates to each chapter.

Each weekday, Roger C. Parker's Published & Profitable Daily tips blog, <http://blog.publishedandprofitable.com/>, offers another concise planning, writing, promoting, or profiting tip.

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)

Pick your spot. Try to position yourself at right angles to your buyer or on the same side of the table or desk. Why? For one thing, it's easier to gesture and point to sales literature from these locations. Also, sitting side by side establishes a helpful mindset--you are both heading in the same direction and working toward the same objective; you are not on opposite sides.

If you are standing for your presentation, stay natural, but straight, with the weight on both feet. Don't pace or walk around while you talk, but do pause, take a step and gesture after finishing a point to add emphasis.

Savvy Self-Promotion

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

Red Hot Blog Tips: About You. Did you know that the "About" page on your blog is one of the most read areas? Figuring out exactly what you should put there isn't always easy but here are a few things to consider:

- * What makes you an expert?
- * Why are you blogging and what topics will you cover?
- * What's the benefit to the reader?

Give some thought to enhancing and engaging your reader in your About page. It might make the difference between a regular reader or a casual observer.

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)

Your marketing plan can be divided into three sections. The first sets direction with your mission statement and goals. The second section is the Strategic Plan that describes how marketing's 4Ps (Product, Place, Price, Promotion) will interact to achieve your objectives. The third section is the Tactical Plan. This goes into more detail describing the specific actions you can take to implement your strategies and fulfill your mission.

Marketing Strategy

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

Basing the price of your book on its printing cost plus a standard markup is a simple system, but it fails to consider costs at various print quantities, your competitors, customers' buying habits, volume benefits, special sales opportunities, economies of scale and profit objectives.

You're On The Air

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

If you're not a local resident I don't expect you to know local events. And I don't expect you to be a walking encyclopedia. But I do expect you to know national events surrounding your topic, what pertains to the topic we're here to discuss.

Guest Columnist – Peter Fogel

(Peter "The Reinvention Guy" is the creator of *Peter Fogel's Guide to Effective Public Speaking*. For more information on it and to sign up for his FREE 7 Days to Effective Public Speaking e-course go to www.publicspeaklikeapro.com)

4 Compelling Reasons Why Authors Need To Use Public Speaking

- 1. Makes You "The Expert."** The quickest and most fun way to make yourself "The Expert" in your field is to stand in front of a room full of eager, targeted readers who clamor for your wit, charm, and knowledge.
- 2. Provides You One-on-One Contact with Potential Clients.** No more getting a potential client's voice mail. No more hoping they got your letter. No more phone tag. Public speaking gives you the opportunity to talk to them face-to-face.
- 3. Gets You Out of Your Comfort Zone— And Into a Sizeable Profit Zone.** If you're someone who spends a lot of time in front of a computer— then public speaking is an effective tool to get you out of the house and into the heart's and mind's of your readers who will adore you and eagerly buy your books!
- 4. The Quickest Way to Build Your E-zine Opt-In List for Future Contacts and Communication.** I spoke at a seminar that had about 80 attendees. Every one of them signed up for my e-zine. This gives me the ability to build my subscriber list and share future articles, books— and products with them. The cost to get their contact information? Zero dollars. The ability to follow up with them whenever I want to? Priceless.

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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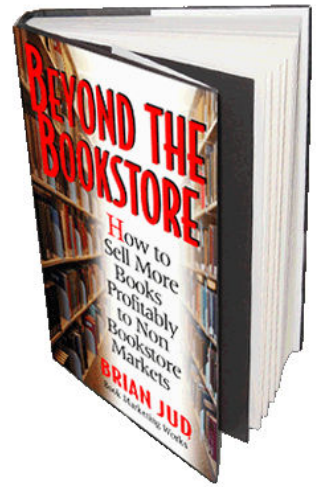
M*A*S*H Star Mike Farrell to Describe His Journey from Actor to Activist

sfwriterscon@aol.com / www.sfwritingforchange.org

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

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