

# 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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**Our commission-only special-sales catalog is SOLD OUT!**

**You can still be included in our second catalog that will be published in January 2009. Your book will be included in a monthly addendum that will be sent to the reps, and be displayed on our new website.**

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- 3) Make telephone sales calls to a custom list of buyers and follow up to attempt to close the sale.

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**Hold the dates! More info to come soon.**

## 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) )

Marketing helps you reach the widest possible audience for your book. Through publicity, advertising, targeted mailings, in-store promotions, author appearances on the local, regional, and national level – marketing helps drive attention and interest in your book and your work. It helps create buzz and advocates who then spread word of mouth – which is invaluable.

## 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>)

### AMAZON AND SALES TAX

The brick and mortar bookstores are at it again. They are complaining that online stores should be collecting sales taxes. Do they really think collected taxes will level the playing field and get people to patronize their establishments? Amazon will still sell books for less--and Amazon delivers.

Smaller brick-and-mortar stores may stock 20,000 titles. Superstores often have room for 80,000 titles. An online vendor, such as Amazon, carries somewhere in the neighborhood of 3 million books. They have infinite shelf space. When you shop online, you save gasoline, do not add miles to your car and don't have to find a parking space. And did I mention that Amazon delivers? Online bookstores compete with brick-and-mortar booksellers on many more issues besides sales taxes. And they are winning.

## Marcella's Magic

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

In most cases, bookstore customers go to a store seeking a particular title, usually after hearing about it from the author's promotion. It is pretty rare that customers just walk into a (non-fiction) section, see something that catches their eye, and then pick it up and buy it. There's usually some other connection that has already been made with that customer through the author.

## You're On The Air

(Deborah Wetzel, morning news anchor and talk-show host on WCBS-FM, New York City)

"I tell my guests just to turn their mouth away from the microphone to cough. It's not going to distract from the interview and it makes you sound more like a normal person. Everybody has to clear his or her throat at some point."

## 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>)

I recommend that you edit your books for promotional clout. As an example, if you were editing a gardening book, why not list specific seed and tool companies as resources in the appendix? Not only do such lists benefit the reader, but they also provide you with potential premium sales.

## 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))

Titles are like people in the sense that they will grow according to their individual needs and circumstances. Each one you publish may flourish by using habitual marketing techniques, but in most cases it will be different enough to require a unique growth plan.

## 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))

To get your message heard, you must know exactly what you're selling, which will make it music rather than noise. If you know what you're selling, you can target your message so that your audience will hear and respond to it. If your message isn't targeted, it will be swallowed up and lost in the media noise.

Describe what you're selling in your "silver bullet": the sharply focused pitch that you can deliver to cut through the media noise. Your silver bullet can also be called your elevator speech, pitch, sound bite, or message. It's called an elevator speech because it should be delivered in the time it takes an elevator to rise from the lobby to the fourth floor.

Think of your silver bullet as the verbal business card for your book. It's a brief, memorable description that you quickly give people you meet or those who may be interested in your book. Your silver bullet is your core message, the unique selling proposition that you must get across if you hope to successfully promote your book. It must penetrate your target market and be delivered rapidly and powerfully before your small window of media attention slams shut. Your silver bullet must clearly explain in the most palatable terms what your book is about, why it's special, and precisely how it will benefit your audience.

### The Very Idea

How could a wine press change the future of the publishing industry? Gutenberg combined the wine press and the coin punch to create moveable type and the printing press. You can apply the same innovative thinking to overcome obstacles that are keeping you from improving your sales. *Creativity is being able to see what everybody else has seen and think what nobody else has thought so you can do what nobody else has done.* Tom Maxwell



### Marketing to Non-Bookstore Buyers

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

Books Are Fun, Ltd. (A Reader's Digest Company, <http://www.booksarefun.com/>) and Imagine Nation Books (<http://www.imagnationbooks.com>) are the two leading display marketers of books and gifts. Their book fairs and book displays supply books and gift items to corporations, schools, hospitals, and early learning centers throughout the United States and Canada. Their model is to go to a location and set up a display. In some cases they sell books on the spot and in others they take orders and send the books later.

## Booklet Ideas – Paulette Ensign

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

**Noticing an Opportunity.** Jimmy Krug is a graphic designer who writes as a hobby. He has a corporate credit union client at a company owned by Pepsico. While doing graphic design work for this client, Jimmy learned the credit union wanted more car loan customers. Jimmy saw the need for a booklet about the car loan process, a booklet his credit union client could use to promote their car loans. He produced the booklet, “Car Buying Secrets,” under his own copyright. That client bought 6000 copies immediately and ordered another 6000 copies two weeks later. Jimmy realized he discovered a need and is now approaching credit unions all over the country at Pepsico’s other companies to sell them the booklet he wrote and related services.

## 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))

**Create News.** By familiarizing yourself with popular publications within your audience, you should gain an understanding of what issues are important to them and what interests them. Understand what they find newsworthy, and develop your publicity around these issues. Tie your topic to current events and target your audience directly when you pitch stories.

For example, if your book is about home organization, you can reach a business audience for “Clean Off Your Desk Day.” Or if you wrote about time management in the workplace, you can reach an at-home audience with an article on how to tackle the home improvements you started, but never completed. Don’t be afraid to stretch the boundaries of your topic. And remember, create news that interests your audience, not that interests you.

## 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))

**Always check the posting dates of Amazon.com Reader Reviews.** Pay careful attention to the dates of Reader Reviews when researching competing books at Amazon.com. It’s not just *how many* readers commented, and *what* they said about the book, but it’s also *when* they said it.

It’s relatively easy for books to receive lots of reviews immediately following publication. If the latest reviews are several months out of date, it may mean that the book is declining in importance. When readers continue to comment on books years after the original publication, it means that readers are taking the book seriously. When this happens, you may want to obtain the book and take the time to thoroughly study it.

## Bartlett’s Quotations on Powerful Publishing Ideas

(Robin Bartlett is a former member of the IBPA Board of Directors and is the Publishing University Chair [rbbartlett@aol.com](mailto:rbbartlett@aol.com))

**Ban Uh, Um, Basically, and Like You Know.** Presenters with these kinds of verbal tics strike buyers and decision makers as people who are unable to complete the thoughts they are trying to express. When you use them you are, in effect, telling your listener: “I don’t have the verbal skill to finish my thought, so you fill in the conclusion!”

Next time you rehearse, count the number of times you use these words (or have a friend count for you). If you find you used any of them more than once or twice, you have a serious problem that you need to fix.

## 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))

You may become more successful at marketing when you stop selling your books and begin selling what they *do for* the people who purchase them. That is the difference between marketing a *feature*, an *advantage* and a *benefit*. A *feature* is an attribute of your product. For a book, it could be its size, binding, title or number of pages. An *advantage* describes the purpose or function of a feature, and a *benefit* is the value the reader receives in exchange for purchasing your book. People buy value, not generic products.

### Guest Columnist – Sharon Miner

(Sharon Miner is an author of six children's books. Her next book will be released this fall. *Woogie's Travels* features the author's Irish Terrier and how he looks for friends as he travels. Visit <http://www.SharonMiner.com>)

Are Book Festivals Worth Attending? I've often discussed this question with other self-published authors. Especially with fuel prices so high, paying for a booth space to sell & sign your books at a book fair/expo/festival can seem non-productive if you only sell a couple of books. I found a few ways to entice potential buyers from the milling crowds to look at and purchase my copies.

1. DON'T BE SHY: Like a carnival hawker, I call out to "ideal" buyers and offer something free. I sell children's books, so when I see a family with the age appropriate kids, I offer free candy (lollipops, peppermints and other individually wrapped cheap pieces). My "Would you like some candy?" gets the kids attention, and while they decide on their selection and open the wrapper, I pitch my BRIEF synopsis of my book to the parent. If they pick it up to look at it, I continue with the sales pitch - and What's In It For Them! I hand out bookmarkers or post cards with my info & web site even if they don't buy a book.

2. DRESS THE PART: A great attention-getter is to dress up like a character in your book, or if you write non-fiction, dress for the genre. I write about horses, and always wear outfits with horses very visible on my T-shirt or vest. Then, if a horse lover (young or old) walks by, they zoom to my booth and my pitch begins. Also, decorate your space along the same lines to stand out from other booths.

3. INTERACT WITH THE CROWD: I offer free coloring pages (copies of the sketches from my books) and crayons to young artists to enjoy while I pitch to the parents. On each page is the title, my name and URL. They can take it home or I'll post an "Art Wall" at my booth. Another way is to have visitors sign up for your free newsletter or announcements. I always assure them that I don't send SPAM or share their info. I take just their name and e-mail address, and also swap info with other authors I meet.

I tried these methods at the May Philly Book Festival where there were hundreds of book vendors. At my publisher's booth (Infinity Publishing) there were up to six authors at a time. I always had a crowd at my section and sold more copies than anticipated as well as made several great connections.

So, don't give up on these public appearances - the demographics are there but you have to win the crowd over and sell your image before you can sell a book!

## 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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### Contact Information

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Brian Jud now offers commission-only sales to buyers in special markets and several other 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](http://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](mailto:brianjud@bookmarketing.com) or go to <http://www.bookmarketing.com>