

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.

**And we have other Special-Sales programs!
We find sales leads for you and then...**

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What are the two most important things you must bring to this seminar?

Sunscreen and your passport.

Join Dr. Judith Briles, Eric Kampmann, Rick Frishman and Brian Jud for the first-ever

**Publishing At Sea™
Book-Marketing Seminar**

aboard Royal Caribbean's newest ship to Mexico-- *Independence of the Seas*^(SM)



[\(Take a Virtual Tour of the Ship\)](#)

Departing Ft. Lauderdale for the week of Feb 15, 2009

Publishing Panache, Marketing Moxie, PR Power, Distribution Doability and Speaking Savvy will be your guaranteed take-aways and how-tos from this glorious week at sea. All woven with visits and play in Belize, Costa Maya and Cozumel plus two relaxing days cruising at sea.

Bring your spouse, significant other or kids—make it a holiday for all. **Only 50 cabins available.**

Hold the dates! More info to come soon.

Publishing Ed-U-Conference in Sarasota, FL, Sept. 12-13, 2008

Making Fat Sales During Lean Times is the theme of the **Florida Publishers Association's 2008 Publishing Ed-U-Conference**, set for the evening of Sept. 12 and all day Sept. 13 at the Helmsley Sandcastle Hotel on Lido Beach in Sarasota, FL. **Brian Jud will be the featured speaker**, and he will present three segments: media appearances, special sales and marketing. Publishing Ed-U-Conference details can be found at http://www.flbookpub.org/educonf_2008.html

Notes From the Front Lines

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

What is the difference between a wholesaler and a distributor? Confusion reigns when we get down to defining the different activities of book wholesalers and book distributors. I tried to clarify the situation several years ago by redefining the term "distributor" to "publishing services company" but to no avail. It is important to accurately distinguish the two types of activity because they are very different in both emphasis and kind. The book wholesaler should be seen as a service provider to bookstores. They do not create demand; rather they efficiently respond to demand whatever the cause and whatever the title. They envision their task as serving the interests of bookstores and similar outlets with their main object of getting product A to store B in the shortest possible time and at the lowest possible cost. Look at them as a kind of UPS or FedEx of the book business. On the other hand, book distributors represent the interests and activities of book publishers. Instead of hiring your own sales and marketing personnel and running your own shipping, storage and returns processing warehouse, you would outsource all of these activities to a book distributor who focuses on these activities on your behalf. Unless, you are doing over \$5,000,000 in book sales, you should seriously consider the book distributor option. It may actually cost less and at the same time provide marketplace clout because the distributor represents many publishers to the marketplace.

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>)

Today, authors "build" their books; writing is just part of the assembly. Building your book is like building a speech with PowerPoint. The computer simply provides you with more visual aids to help you get your point to your reader. Now, in addition to the printed word, you add digital photos and scanned drawings to your manuscript as you write, you pull information from the Web, add resource URLs to your text, search encyclopedias for background information, art sites for illustrations, and quotation sites for quotations. You draw from all these visual-aid sources as you draft the manuscript.

Marcella's Magic

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

The bookseller wants to have all of his phone conversations with his customers, with people he can actually sell books to. So a cold call or a reminder from an author that they were going to be on the local "Good Morning" show could be a little bit of an irritation and doesn't help the author's cause. Use email instead to keep the bookstores abreast of your promotion.

You're On The Air

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

If the interviewer asks what you really aren't comfortable with and you really believe you need to be somewhere else, touch on the initial question and go to where you want to be. At least pay lip service to that initial question and move into your area by saying, "That's a fine question, Brian, but if we put it in the context of..." Now I've acknowledged it, complemented the interviewer and got it to where I want to be. If you don't answer, it will look as if you're evading the question.

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>)

Have you ever attended a Tupperware party? The Tupperware Company built up an incredible market almost solely on the basis of home party sales. Why not apply the same technique to advertise and distribute your books? Lions Head Press has found that home party sales can be effective for selling religious books. They use individuals to demonstrate their entire line of books at in-home parties.

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)

When you accept speaking engagements, you often must travel, which can take lots of time. While you're in other cities, leverage your appearances by arranging for book signings or other media appearances. Frequently, the host organization or your publisher can help, so ask if their in-house publicity arms could help you get on some local morning shows.

When you speak at engagements, prepare messages that will help sell your book. In your presentations, provide strong, interesting content. Throw in interesting and provocative stories; explain ideas that your audience could explore further in your book. Be tactful; be an interesting, entertaining speaker; and don't dwell on your book!

The Very Idea

Did you ever have one of those days when everybody seems to be complaining about everything? Even on the worst of the worst days remember that you are in the *people business*. A basic premise for successful marketing is to sell people what they want to buy rather than trying to sell what you have. In other words, find a need and fill it. If people do not like what you have to offer, maybe it is not their fault. Use complaints as feedback – an indication of how you can improve.

Rule # 1: The customer is always right.

Rule # 2: If the customer is wrong, see rule # 1.



Marketing to Non-Bookstore Buyers

(Excerpted from *How To Make Real Money Selling Books*, by Brian Jud, (Nov, 08)

<http://www.bookmarketing.com>

When you make a proposal to a prospective buyer, begin with a synopsis of your proposition. It should include a brief explanation of 1) the market situation that makes it advantageous to buy now, 2) the benefits of what you offer and 3) what the likely result will be. Use the “To Be” analysis to portray your position:

As is: Summarize the existing market conditions and what your prospects are doing now. Define their critical pain points and set criteria for the sale.

To Be: Describe the desired outcome and how could it be different from and better than other options the buyer may be considering. Avoid any guarantees of positive results. Explain the value you add to the client and how your idea can help shape it.

Delta: Identify the incremental benefits the prospect will experience as a result of accepting what you have to say. Do not make the leap to your proposition so big that it scares people into making no decision or a negative decision. Stress your expertise and how the content of your book will achieve the result your prospect wants. This puts you both on the same side of the table.

Savvy Self-Promotion

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

Five Things you MUST Know About Web Marketing (Read one tip in each of the next three issues of *Book Marketing Matters*)

How to get your Blog and Podcast Noticed. If you're looking for more blogs to pitch yourself to, head on over to www.blogcritics.org, and search its enormous database of blogs. You'll find everything from the serious to the frivolous and every blog in between. There are a number of other places to submit your blog and podcast to. These sites will help you increase your exposure, add subscribers, and gain new audiences.

Submit your blog to:

Google Blog Search www.google.com/blogsearch

Technorati www.technorati.com

Blog Pulse www.blogpulse.com

Submit your podcast to:

Podcast www.podcast.com

Apple iTunes www.apple.com/itunes/store/products.html

Odeo www.odeo.com

Booklet Ideas – Paulette Ensign

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

One way to track the source of your sales is to assign an abbreviation as a department in your return address for each publication you contact. A letter to *The Wall Street Journal* would be assigned Department WSJ.

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)

Strategies for Giving Great Magazine Interviews for Book Publicity. Finally! All your press releases and public relations efforts have paid off and you've scored an interview with a major magazine. Your hard work is done; now all you have to do is show up for the interview, answer a few questions, and your book will start selling like mad, right? Not so fast.

Granted, getting an interview takes great effort. But an interview doesn't necessarily mean you'll get quoted in the final article. If your image is unprofessional, if your information isn't quite what the reporter wanted, or worse yet, if you come across as rude, then you won't get plugged in the article and you definitely won't get another chance.

So what can you do to make the right impression and help ensure that you're quoted in the final article? Use the following five strategies (**one in each of the next five issues of *Book Marketing Matters***) for giving a great interview and getting the media attention your book deserves:

#1 Take Time to Prepare for the Interview

Whether you're meeting the reporter for a cup of coffee or conducting the interview over the phone, you must be prepared. Before the interview begins, write three to five main points that you want to cover on an index card. That way you won't struggle with an answer during the interview and you won't forget to mention any important topics.

You can also use the points on your card as backup information. Reporters will inevitably ask you at least one question you don't want to or can't answer. In case you are unable to respond, you can say, "That brings up an interesting point..." then go on to one of your prepared statements. If this doesn't work, offer to find out the answer to the questions and get back to them as soon as possible.

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)

Customize your software for greater productivity. Many authors work harder than they have to, because they fail to take advantage of timesaving features and shortcuts built into their software programs.

For example, both Microsoft Word and Mindjet's MindManager allow you to customize the toolbars that appear at the top of the screen. Yet, relatively few authors take advantage of this feature. The penalty, of course, is time wasted, inefficiently opening menus and searching for frequently commands that should be instantly accessible.

Authors should not limit themselves to the default tools that Microsoft and Mindjet install, by default, in their toolbars. (This is another case where "one size definitely does not suit all.") Take the time to customize your software program's toolbars; spend less time searching, and more time doing.

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)

If you did not reach your goals do not be too quick to blame it on "others." Did you fail because your goals were too high? Because of bad books? The wrong target buyers? Did you choose the wrong target markets? Poor execution of your plan? Was it a bad plan? Maybe it was because of what you did – or didn't do. Evaluate your results and make the proper changes. Then keep going.

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)

“Let me tell you a story.” What happens when you say these magic words? They take us back to our childhood, and, just as we were trained in kindergarten, we all stop talking and listen. We all like to hear stories. So be ready with a cute, humorous story to tell. Also, look around the buyer's office for something to talk about. Does he or she have children? They're a natural focus for storytelling.

In my office, you'll see fishing pictures everywhere. It's easy to know that I love to fish and will be happy to tell you about the 37-pound King Salmon I caught in Tillamook, Oregon, or the 40-pound catfish I caught in Texas. Again, a word of caution: if you ask me about fishing, I'm good for about 20 minutes of one-way conversation. If your meeting time will be 20 minutes, perhaps you'd better hold off with that question!

Marketing Strategy

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

Marketing on a limited budget requires trade-offs. You may need to abandon some product features, services or activities in order to be unique at others. Trying to be all things to all customers almost guarantees that your company will lack a competitive advantage.

Guest Columnist – Fern Reiss

(Fern Reiss is the author of “The Publishing Game;” FernReiss@PublishingGame.com)

Each package you send to a business buyer should include a personalized letter explaining why the corporation should buy your book; promotional materials proving that it's a quality product; and a copy of your book. *Tip*: I send all my books numbered and signed – and describe them as first edition collector's items. This simple technique gets them past the secretary/screener's desk.

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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The place to find book-publishing suppliers, based on referrals from previous users. *Book Central Station* is the only place where you can find people to help you write, publish and market your books – with ratings posted by previous clients. At *Book Central Station* you can scan a list of suppliers, look at reviews of their work and make an informed decision to choose the ones with which you will work. And you can post your own experiences with them, too. Sign up for your FREE trial at <http://www.bookcentralstation.com/trial.asp>

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place to display your portfolio, AuthorNation™ encourages you to take charge of your writing career and to break the mold of traditional bookstores as a reader. You can create a profile that includes a bio, reviews, photos, videos, abstracts, poems, stories and most importantly a link to sell your book thru the retailer of your choice. This is the place to build a network of readers and peers for input and support. The “Forum” has the most extensive set of topics anywhere on the Web. See <http://www.AuthorNation.com>

The New Atlantic Independent Booksellers Association (NAIBA) conference is the regional bookseller conference held in the MidAtlantic area; this year it will be held on September 21-22, 2008 in Cherry Hill, NJ. This year, for the second year, the focus of the conference will be helping booksellers to sell your books to their customers. NAIBA encourages publishers to provide booksellers with tools and information that can help them sell your books. To that end, **MidAtlantic Book Publishers Association** will be putting together a packet to give out to booksellers with merchandising ideas, tools, and information, such as authors available in the region for presentations, giveaways like bookmarks and event kits, or table display ideas.

MBPA would like to offer any publisher exhibiting with PMA/IBPA at the NAIBA regional conference free inclusion of an 8.5 x 11 information flyer for booksellers in their packets. Interested publishers should contact Sheila Ruth, sruth@ImaginatorPress.com, for more information and a copy of the template. They ask that you use their template for the flyers, although you are free to add, remove, or reorder sections as necessary. Flyers must be received by September 1.

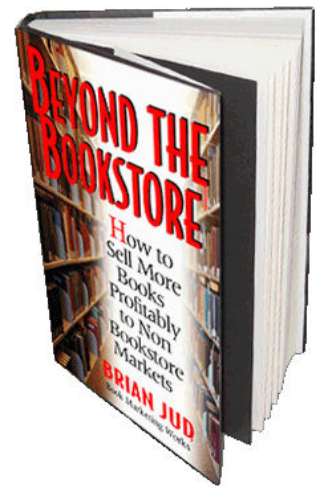
The Baltimore Book Festival is a street festival held each year in downtown Baltimore. The festival will be held this year from September 26-28, 2008, and according to festival organizers, attracts over 60,000 visitors. **MBPA** has reserved a booth for exhibiting books from MBPA members and other interested independent publishers. MBPA will also be distributing packets of marketing material to visitors; exhibiting publishers may include one marketing piece per exhibited book for free. Additional marketing materials may be included at a cost of \$20 each (\$0.10 per piece for 200 pieces). Publishers not exhibiting books may also include marketing materials at the same price.

Publishers interested in exhibiting books and/or submitting marketing materials can find more information and registration forms at <http://www.mbpa.cloverpad.org/> - click on "Marketing Programs." The deadline for registration is September 15. MidAtlantic area publishers who join the association as new members between now and the deadline can exhibit one book for free at either the Baltimore Book Festival or the NAIBA conference.

Brian Jud's *Beyond the Bookstore*
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document

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I won't share or sell your email address.

Discover even more information about non-bookstore marketing by visiting the *Special-Sales Tip of the Week* at www.bookmarketing.com

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. 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>