

# 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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**Do you want to be included in our next commission-only special-sales catalog that will be published in the first quarter of 2009?**

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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).)

Given the explosion of the independent publishing community into the trade publishing scene during the past ten years, the role of “distributors” has become ever more crucial. There are several reasons for this: First, certain key wholesalers have decided to discontinue working with smaller independents. Secondly, certain chain retailers insist that independent publishers use third party distributors as the way into their stores. And third, several “distributors” have become very professional in providing important selling and fulfillment services to client publishers.

### **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>)

Books are changing—for the better. There is a New Model for book writing, producing, selling and promoting. Now you can break into print faster, easier and cheaper. One part of this revolutionary change is in book writing.

Gone are the days of manuscript boxes holding boring sheets of paper with double-spaced lines in Courier typeface. Gone too are dull manuscripts without photos and drawings. Today's manuscripts look like books. In fact, they are books with four-color soft covers, single-spaced lines, words that may be bolded or italicized and headers with page numbers. New printing techniques let you produce books faster and cheaper—and this changes the way the books are written.

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.

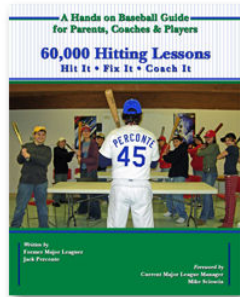
### **Marcella's Magic**

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

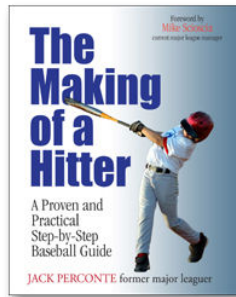
An effective promotion technique that you can do particularly in the creative fiction category of the store is to get in touch with the store people. Send them flyers. Send them a mailing, and let them know what kind of promotion you're doing and where you're doing it.

## The Cover Story

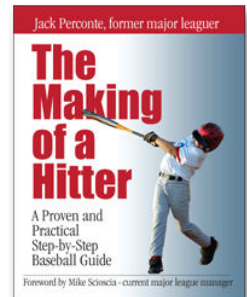
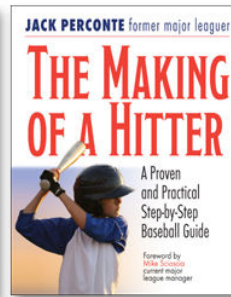
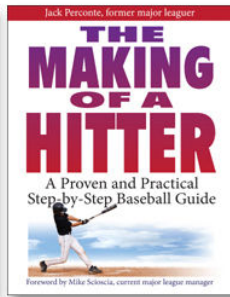
(Michele DeFilippo, 1106Design.com, [michele@1106design.com](mailto:michele@1106design.com))



1



2



3

As potential readers scan a bookshelf or website featuring multiple covers, it's essential to make an immediate and strong visual impact. This is usually accomplished with a dominant title, visual, or a combination of the two.

In the publisher's original cover (1) *60,000 Hitting Lessons*, the photo is overcrowded with a background that is more distracting than informative. The title does not stand out, since it's almost the same size as the subtitle above. The text in the green bar at the bottom also floats aimlessly, so the reader's eye will not know where to land first. In general, the design lacks impact.

In each of the three concepts we presented (2), the revised title was made substantially larger than any other cover element. It was overlapped with the photo, creating one large element that hopefully will draw in anyone interested in the subject. Because the title is so large, it's the first place the eye rests. Then, the remaining text is easily read without competing with the primary message.

These are the objective design considerations that must be met in any cover design. There are also a wide variety of subjective preferences that can be added. The final cover (3) incorporates suggestions from the publisher without breaking the #1 rule of cover design...to make people LOOK.

## You're On The Air

(Eric Marcus, Author of *Breaking the Surface* and former producer for *Good Morning America* and *CBS This Morning*)

If you have people calling in to your show, you have to engage them and ask them questions.

## 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>)

A variation of the home-party sales idea is the business book fair promoted by Books Are Fun. This company buys books in large quantities (30,000 to 100,000) copies) at large discounts (about 80% of retail price) and then sells them books in schools and corporate settings through independent sales reps.

## Booklet Ideas – Paulette Ensign

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

Review each piece of business mail you get. Look at the direct mail letters, advertising card decks, catalogs, fliers, advertisements in newspapers, trade publications, and magazines. Each topic-related advertiser is a potential customer for your booklet and expertise. Some of the largest quantity sales have been made to companies who made a sales approach to a booklet authors' company.

## Interior Designing

(Dick Margulis, editor and book designer, New Haven, Connecticut. Contact Dick at [dick@dmargulis.com](mailto:dick@dmargulis.com))

A book design begins with an analysis of the manuscript itself. What category is the book in? Who is the intended audience? What are all the different kinds of elements making up the book (lists, sidebars, tables, charts, images, heading levels, and so forth)? What will the book sell for? How long is the book? How will the book be printed?\* How many copies will be printed initially?

Working from that information, the book designer can develop an integrated conceptual plan encompassing paper type, page size, margins, and page count. Once the publisher approves that plan, the designer can begin investigating font choices that are appropriate to the content.

\* Why does it matter how the book will be printed? For a few reasons. Read about one of them here: <http://ampersandvirgule.blogspot.com/2008/02/marginal-note.html>

## 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))

**When the media hears about books and authors, it checks them out the Internet.** So, it's essential for authors to establish a strong Web presence. Make sure that your site supports your mission, which can be to publicize your book. Find a great domain name that is easy to remember, and register that name with all the major search engines. Create a site that looks great and is easy and intuitive to use and understand.

## The Very Idea

You have two avenues to sell your books: to bookstore and to non-bookstore buyers. As a general rule, it is not necessary to choose between the two. Sell to both, but know your options and choose the best combination of distribution channels for each of your titles.



## Marketing to Non-Bookstore Buyers

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

Hallmark Gold Crown® stores are a nationwide network of 3,700 specialty retail stores where consumers can find cards, gifts, wrap and more to celebrate milestones as well as everyday moments. Most of these stores are independently owned and operated, not franchises. The stores operate under licensing agreements to use the Hallmark Gold Crown name and to carry Hallmark products. They must meet specific standards and demonstrate a commitment to professional retailing. The standards are designed to help storeowners focus on providing enjoyable shopping experiences that keep shoppers coming back.

## Savvy Self-Promotion

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

The Facebook Phenomenon! Here are some pretty eye opening statistics on Facebook:

- Facebook adds more than a million visitors every week!
- Social media sites have more traffic than Google! Hint: if you use these sites correctly, you don't have to rely on Google to get traffic to your sites!
- There were 35 million unique visitors to Facebook in December 2007
- Facebook is the 6<sup>th</sup> most trafficked web site in the US
- There are over 100,000 Facebookers who are over 64

So why (aside from the amazing numbers) should you consider social media sites? People buy from people they know and trust, what better way to befriend your buyer than getting to know them on a social networking site?

## 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))

**Strategies for Giving Great Magazine Interviews for Book Publicity.** 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? Here is the fifth of my five strategies for giving a great interview and getting the media attention your book deserves:

**Find Future Stories.** Always view your interview as an opportunity to establish a working relationship with the reporter. You want the reporter to see you as a resource they can use for information now and for stories in the future. Just like you're always looking for ways to get quoted, reporters are always looking for people to quote. So at the end of every interview, always ask what other stories they are covering and what other publications they write for.

## Book-Marketing 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))

**3-step system for marketing your speaking services to meeting planners.** Successful authors view meeting planners as one of their most important target markets. Meeting planners are the gatekeepers speakers must pass in order to get in front of the corporate managers and executives who make hiring decisions for coaching and consulting services. Here's a suggested 3-step process for convincing meeting planners to sign you up for their next event.

1. **Home page.** Attract the attention of meeting planners with a home page headline that communicates your ability to captivate audiences. Include a sentence or two of proof copy, plus a link to an inside page promising more information.
2. **Meeting planner page.** Create a page of your website focused on proving the promise of audience satisfaction mentioned on your home page. Include a brief overview of the types of speaking you do and examples of the clients you have worked with. Conclude with a link to a downloadable Acrobat PDF file containing complete details.
3. **Downloadable PDF.** Prepare an attractive, easy-to-read Acrobat PDF file containing all the details a meeting planner is likely to need to know to make an intelligent hiring decision. Include details such as

the types and length of the events you have presented, the topics you are qualified to talk about, and - most important- -attendee comments and audience testimonials.

Speaking is one of the best ways for authors to promote their books and get in front of the prospects most likely to hire them. The above 3-step process helps you market yourself to those who can put the spotlight on you in front of thousands of potential clients, or keep you in the dark.

## **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  
[rbartlett@aol.com](mailto:rbartlett@aol.com))

**Expect curve balls.** A good one-on-one presenter keeps the agenda flexible. If you are probing and asking questions for confirmation, then you will probably start to find out what criteria are most important to the buyer. At this point, you may need to change your presentation so that it addresses the buyer's needs, concerns or objections. Don't be so rigid in your pitch that you can't roll with the punches. If you anticipate sharp curves in the road, you won't be surprised when they happen

## **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))

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

## **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))

People buy for their reasons. If you are marketing a book about how people can get more money, understand that people can gain money in two different ways. Conservative readers may want to increase their wealth by *saving* more money, responding to a message about how "a penny saved is a penny earned." This would not appeal the more venturesome readers who think that "nothing ventured, nothing gained." The important point is that the information in the book remains the same.

## **Guest Columnist – Bob Baker**

(Bob Baker is the author of "Self-Publishing Success Secrets" and "How to Create a Major Book Buzz Online."  
Visit [www.FullTimeAuthor.com](http://www.FullTimeAuthor.com) for details.)

People ask me all the time about book publishing and marketing. Or why they should blog or bother with Facebook or Twitter. Not to mention getting publicity or doing public speaking. To me, it's all part of your grand mission. You have something to say. You have an idea that needs to be shared with the world -- something that has the potential to educate, entertain, or enlighten a certain group of people.

Your goal then is to spread that message by any means necessary.

Don't get side-tracked obsessing about the tools or the technology. Focus more on the idea you have to offer and who needs to hear it. Then use every avenue at your disposal to reach as many people as you can with your message. That's profound, if you really think about it. Make that the main reason you write, speak, publish, promote, and sell yourself and your books.

## Buy Lines -- 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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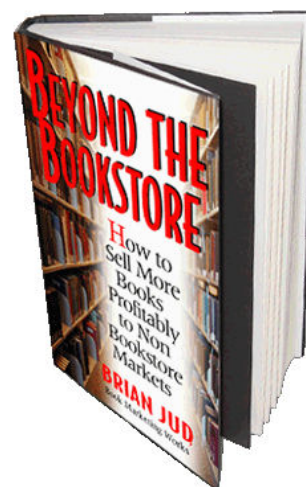
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www.bookcentralstation.com. Brian is a media trainer, frequent speaker at publishing events and host of the online Publisher's Bookstore listing many discounted titles on publishing, publicity, planning, marketing, publishing law, design and writing. 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>