

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)

Why does the book jacket matter? The obvious answer is that it is the best and cheapest advertising vehicle you will have for your book. But the obvious answer is not the right answer. Here I am thinking about the competitive factor. Does a good book jacket help get the book into bookstores initially? The answer is a definitive yes. The reason is clear to those who sell everyday because we get to see the stacks and stacks of book jackets sitting on the buyer's desk ready to be accepted or rejected. The problem is that your book is in the same stack as the Random House title or the Putnam or Harper Collins title, all professionally produced. If your cover design does not measure up to the best, then the likelihood of that title ending up in the rejection heap increases dramatically. So you need to have a good designer and you often have to get them to produce more than one design concept; and you need to talk to your distributor's sales people early in the process so that mistakes are minimized.

Poynter's Pointers

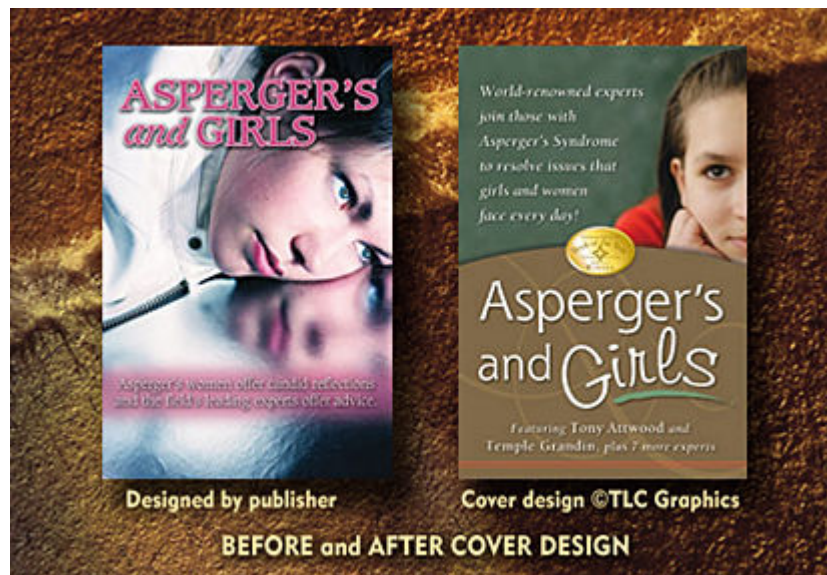
(Excerpted - with permission - from Dan Poynter's Fifteenth Edition of *The Self-Publishing Manual*: <http://www.parapublishing.com>. To receive Dan's free newsletter, *Publishing Poynters*, go to <http://parapub.com/sites/para/resources/newsletter.cfm>)

Several publishers can join to make mailings to special lists. For example, Para Publishing promoted *The Self-Publishing Manual* while sharing the envelope with seven other publishers of books on various aspects of publishing. We rented a Bowker list of 12,000 publishers. Since eight sheets of paper weigh-in at just under the first Bulk Rate increment, there was a tremendous postage savings.

If you find a good list and want to spread your costs, offer the service to other publishers of like books. Look for titles that complement but do not compete with yours. Keep the focus narrow. Make sure the mail house you are using can stuff eight folded flyers and ask if they want Z or letter fold. Equipment varies. Place a good teaser on the envelope. The Postal Service will provide a certificate of mailing when the mailing house makes the drop. It is good practice to send copies of the certificate to your mailing participants to prove the quantity you mailed.

The Cover Story

(Tamara Dever, TLC Graphics. For more information about book design or for a free consultation, please visit www.TLCGraphics.com.)



Which is a more salable book cover? While the first has a striking photograph, the second is the better choice. A good -- or great -- photo does not make a great book cover. After grabbing your attention, the rest of the cover does nothing to encourage a sale. Many have asked if the girl is dead! The title is difficult to read and has no attention-getting value. The subtitle in the pink vignette is also difficult to read, cuts the bottom of the cover in half, and leaves nothing interesting below. Speaking of that dead space, where's the author's name?

The second cover is well organized and has an attractive photo that's encouraging to readers. The title is fun and highly readable. There are "girly" aspects to the cover without it becoming too soft and frilly. It's a great balance between business-like (for the informative aspect) and attractive to the female crowd (a majority of its potential buyers/readers)

Marcella's Magic

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

When arranging in-store events, the most important thing is the timing. Too often, authors come to bookstores at the last possible moment and don't take into account that the bookstore often has plans for that day, that week, that month, and your event may not fit into their schedule. They are not going to be able to respond favorably to your request at that time, even though it could be a good event in the store.

You're On The Air

(Lori Dolney Levine, Senior Talent Executive, *Fox After Breakfast*)

People are always looking for help. It's one thing they can never get enough of. People are saying, "Help me, help me, help me."

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>)

Develop a contact list for each major subsidiary right you might sell. You should have a separate list for serial right sales, another for dramatic rights, another for reprinting, another for book clubs, and so on. In addition, each list should be broken down by category -- for instance, in science, or whatever other categories you specialize in publishing -- so you can quickly match your new titles to each potential buyer.

Interior Designing

(Robert Goodman has published and packaged books for more than 20 years. His web site is www.silvercat.com)

Choosing a typeface. Your typeface is the junction between your words and your reader. It has a major influence on your book's personality.

There is no excuse for compromising the look and feel of your book with a bland, overused, or inappropriate typeface. Thousands of faces exist, many of which are free or inexpensive. Times New Roman and Arial may be very readable, but do they grab your reader? Look just at the faces that came with your computer. You may well find a face that is perfect for your subject and your style.

Thoughtful designers spend hours looking for the perfect typeface. The IRS doesn't print tax forms in Comic sans for a reason. Political campaigns agonize over the proper typeface to display just the candidate's name. Commercial artists look for just the right typeface to sell pianos, mouthwash, and banking services. Doesn't your book deserve at least that much care?

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)

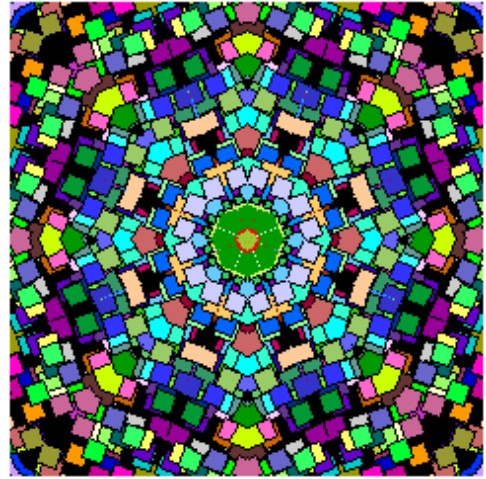
The book-buying market is densely crowded and difficult to crack. When you try to enter, you'll be thrust dead center into an information-intensive world in which everyone is competing for the attention of those who have endless other options. When you try to tell them about your book, many won't listen. They may be busy or just numb from being constantly besieged by endless messages from advertisers; charities; political, educational, and community organizations; as well as their families, neighbors, and friends. They may even act as if they're listening and never hear a word.

The problem is that everyone has been overwhelmed by "media noise," that blare of unending messages that try to convince us to buy or support something. And, essentially, that is what you must also do to promote your book. To publicize your book, you have to dive into tightly crowded waters and try to get through to people who have virtually stopped listening. And those who are still open to listening tend to have very short attention spans. They protect themselves with super-sensitive filters that automatically switch off if the first five or six words don't grab them.

The Very Idea

Book marketing is similar to looking through a kaleidoscope.

There are a finite number of pieces (made up of product format alternatives, distribution channels, market segments, pricing options and promotion opportunities), but you can create an infinite number of combinations simply by rearranging them. Manipulate your marketing ideas until you feel comfortable with a given plan, and then take action. As you proceed, new information will be added to the mix and you will need to re-evaluate your direction and progress. But each turn will show more creative ways to bring you closer to your ultimate, long-term objectives. The process is challenging, but motivating and manageable.



Marketing to Non-Bookstore Buyers

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

If you are successful in getting prospective buyers interested in what you have to offer they may say, "Send me a proposal." What they are asking for is a summary of what you discussed, confirming your price and terms. They may use this as a delaying tactic, or they may be truly interested in what you have to say. Since you do not know for sure, give them a written proposal and then follow up.

A selling proposal is a tool to put in writing everything you have already discussed with your prospects. It reminds them of all the reasons they liked your idea in the first place, summarizes your proposal, presents your pricing and then makes it easy for them to make a favorable decision. This is not the time to bring up any new information, terms or conditions that "raise a red flag."

Savvy Self-Promotion

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

Host a Video Contest! We all know video is super popular but is there a way you use video to engage your readers? You bet. Besides having one professionally created you could host a contest that encourages readers to create a short video about your book. You'll need to award some great prizes for this, that goes without saying but think of the fun you could have with a video contest like this? Especially if your book slants to a younger crowd, a video contest could be a great way to promote your book and get your readers engaged in your message. To see a list of contests on YouTube click the following link: http://youtube.com/contests_main . If you run a contest like this you should look to YouTube to be your primary host. Other video sites that can also be considered:

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www.videoegg.com www.vimeo.com www.vsocial.com www.youtube.com

Booklet Ideas – Paulette Ensign

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

Look through all your own contacts - all current and previous clients, friends, colleagues. Think of who among them could use large quantities of your booklet for internal distribution within their business; or, better yet, for promotional purposes. Think of who your contacts know. Your own particular contact may not be a potential client for you. However, they may be a lead to someone else who is.

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)

Write a blog. The blog is one of the most powerful sources of publicity that you can have. It's a chance for you to convey your message, while keeping the tone relaxed and casual. Readers also have an easy medium to connect with you by leaving comments on specific posts. Blogs are also a great asset because they can be updated quickly, and from almost anywhere. A great blog is one that gives quality information while giving the readers the impression that they know you and can talk to you about anything.

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)

Write the first chapter of your book after you've finished the other chapters. Many authors encounter frustration when they start to write their book with the first chapter. Suddenly, all their great ideas seem to evaporate, and -- with it -- their enthusiasm. This is entirely understandable. The first chapter is usually the hardest to write. The first chapter sets the stage, and has to introduce the problem the book is intended to solve, and then provide an overview of the solutions described in the later chapters.

To avoid "Chapter 1 paralysis," put off writing your "first" chapter after you've finished the other chapters. Knowing how the other chapters turned out simplifies writing the first chapter. You'll be able to do a far better job of introducing your book's topic, and how you address it, after you've finished the other chapters. The words will come easier and faster.

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)

KISMIF. The "Keep it Simple, Make it Fine" rule of thumb for powerful presentations is to cover only one or two important points per topic. That's all your audience is likely to handle and remember. Of course, we all have more than one or two points to make, so let your collateral literature continue to sell for you after you leave the prospect's office. I like to underline and add lots of stars and arrows to draw attention to the most important benefits. This technique will allow you to verbally address the most important points and still leave a half-dozen or more behind.

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)

The usefulness of a business plan is not measured in pounds. It doesn't have to be an inch-thick document designed to impress people by its size. It defines your company's purpose and describes your marketing, financial, personnel and facilities plans and how they will interact. It should be unique, complete, brief and functional. The emphasis of planning must be on creating a practical, realistic and effective game plan.

Marketing Strategy

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

Marketing strategy is deciding which titles you want to publish when, and how you will package, price, distribute and promote them. The results of your decisions will affect your publishing schedule, your personnel requirements, your financial performance and the length of time you stay in business.

Guest Columnist – Jeniffer Thompson

(Jeniffer Thompson is the author of Web Site WOW: Turn Your Web site Into Your Most Powerful Marketing Tool (www.websitewow.com); her design company, Monkey C Media, specializes in author web site design and Internet Marketing strategies, book cover designs and author branding development. www.monkeycmedia.com)

Think of your web site as your dynamic sales team working overtime to sell your book, share your message, and build your audience. Isn't it time you keep track of your online sales force? In order to gauge the effectiveness of your site's message, you will need to track your traffic and see how many of your visitor's are converting into revenue. A great tool for this purpose is Google Analytics; it's free and easy to use. Once you understand the surfing habits of your visitors, you will be better equipped to fine tune your sales funnel and convert traffic into revenue.

BookExpo America 2009 -- Autographing

Jacob Javits Convention Center • New York, New York • May 28 - May 31, 2009

1. BEA Autographing Information will be sent on Thursday, December 11, 2008 via e-mail.
2. The deadline for submitting author information to me (Dave Holton) will be in mid-March, 2009.
3. If you know anyone who might like to receive the BEA '09 Autographing Package, please respond to dholton@aginet.com with their names and e-mail addresses or forward this to them, and let them respond with their contact information.

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Tel: 252.449.7580 • Fax: 252.449.7581 • dholton@aginet.com • www.bookexpoamerica.com

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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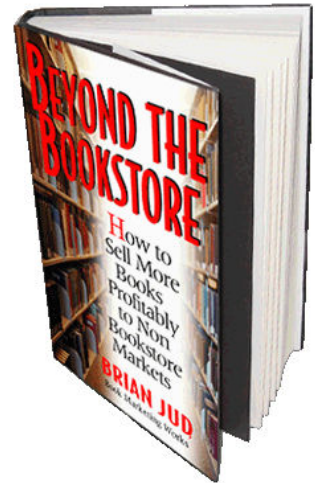
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