

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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The Best of the Best: The Top 100 Ideas to Help You Sell More Books

December 18, 2008 6:00 – 7:00 PM Eastern Time

Notes From the Front Lines

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

Sales Team Flexibility. Your distributor's sales team should stand ready to respond to the unexpected. A larger number of sales representatives does not necessarily equal excellent performance. It should be a lean and focused group that can turn at a moment's notice in order to ensure that success will not be interrupted by unresponsiveness.

Marcella's Magic Marcella's Magic

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

One of the most difficult things we run into is people who are letting us know at the last moment about promotion that's happening with their book. It's really difficult when you put the bookseller in a position of having to play *catch up* on a title. We often lose that initial sale, we lose that initial momentum, and then we're always chasing that title and we never have the right inventory. If we had known in time, we would have been able to respond appropriately, get the books on the shelf and do the right things to sell the books.

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>)

You will save time if you submit your completed manuscript to your copy editor by attaching the file to email. Have the editor make changes to the file and return it to you. Then re-read the manuscript to make sure the editor improved the copy without making material changes. If the corrections are made to a printout (the old way), you will have to enter the changes and then proof the changes. This is time consuming and there are more opportunities for error.

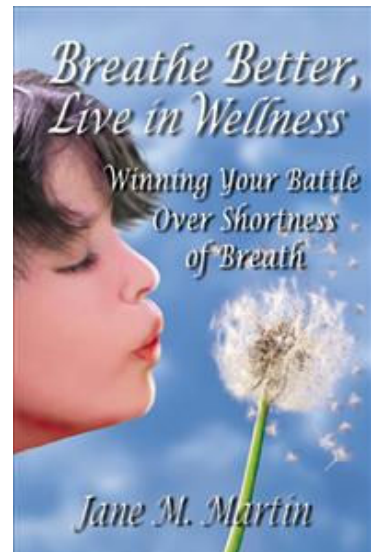
Following this New Model, your manuscript grows looking like a typeset book from the start. Next, pour the word-processing file into a page layout program such as Quark, InDesign or PageMaker. Then with a click of the mouse, you will convert the file to Adobe Acrobat PDF and you are ready to send the file to a printer.

The Cover Story

(John F. Harnish, Special Projects Director, Infinity Publishing
www.infinitypublishing.com)

One of the more challenging aspects of creating effective book cover art is the design's ability to quickly convey what the book is about in a graphic way that produces an immediate frame of reference with the reader. Most folks have blown seed-pods off a dandelion on a lazy summer day just to watch them float away on the wind, but folks suffering from chronic shortness of breath simply can't blow them any more. This is an example of a common act used as attention getter. The fluffy airiness of the background treatment carries the illusion of the gentle, natural breath of fresh air from a summer breeze – contrasting with COPD patients struggling for every breath they take. Depicting the ability to breathe instantly captures the attention of those with a breathing problem.

The crowning design triumph is the openness of the typography positioned to visually bring all the conceptual elements together. Folks might forget the title of the book is *Breathe Better, Live in Wellness*, and they might not remember Jane M. Martin as the talented author – but you can bet they'll refer to the book as the one with the girl blowing dandelion seeds on the cover.



You're On The Air

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

You can put yourself at the head of the pack by relating your book to a current event.

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>)

Many catalogs ask for an advertising allowance, which usually takes the form of an additional discount off the price of the product to the catalog. Essentially, the ad allowance is the price you pay for space in the catalog. Look on this cost as if you were buying a display ad in a magazine.

Interior Designing

(Dick Margulis, editor and book designer, New Haven, Connecticut.

Contact Dick at dick@dmargulis.com)

The essence of the typographer's art is connotation, which is necessarily a subtle side note in the denotative world of words on a page. It is the typographer's sensibilities about the cultural clues embodied in a font choice or a list style that enable the matching of design to content so seamlessly that the reader is drawn into the page rather than repulsed from it.

So while you may have a font you just love, a typographer has to judge which fonts best match the subject matter you've written about, the style of your prose, and the space budget for the project. And while you may have sketched out a rough design for a project, the typographer has to apply an understanding of readability and the factors that affect reading comprehension.

In the end, a design and a style of typesetting that is appropriate for a perfume ad in a fashion magazine has to be quite different from that of a textbook on the chemistry of fragrance. A scholarly text on theology should not look like either a modern romance or a software manual.

So you should not rely on cookie cutter solutions that apply the same design template to every book. You should work with a professional typographer who can develop an economical and appropriate approach to meeting your specific needs and deliver high-quality, accurate, on-time output.

The Very Idea

There are two places in which you can sell books – in bookstores or outside of bookstores. That is an obvious statement, but sometimes publishers overlook apparent opportunities because they are blinded by tradition when it comes to selling their books.

The bookstore market is a known commodity, but there are less familiar places in which you can sell your books -- sometimes right before your eyes.

Book-selling opportunities are all around you, but you may not recognize them because they do not have canyons of bookshelves. They are disguised to look



like discount stores, catalogs, home shopping networks, warehouse clubs, associations, gift shops, retail stores, corporations, foundations, organizations, government agencies, schools, military bases, supermarkets and drug stores. The sales you are looking for may be closer than you think.

Marketing to Non-Bookstore Buyers

(Excerpted from *Beyond the Bookstore* a *Publishers Weekly* book by Brian Jud

<http://www.bookmarketing.com>)

When talking with corporate buyers, do not sell your books, but the *benefits* your books can offer this particular buyer. Show how your content will help your prospects improve their competitive position or brand profitability. Demonstrate the time period within which the buyers could experience a return on their investment.

The brand or product managers are usually the first level of contact. They have bottom-line authority for their brand/product line. Over the course of the negotiation process, ask what their budget is for incentives (which will help in determining your price/discount) and offer suggestions about how they can use your book to enhance their brand.

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)

In order for people to read your book, they must first hear about it, learn that it exists. If they never hear about it, all the amazing information you compiled, all the new ideas you explained, and all of the poetic descriptions you composed will never penetrate their minds. If readers don't know about your book, your words won't have a voice.

Books exist to be read; that's their primary purpose. However, the competition for readers is fierce. And, unlike other forms of communication, such as radio and television, reading takes a special effort; you can't get information from books by simply pressing a button. Since readers must make an effort, you must get them interested in your book. To do so, you have to get their attention and convince them that reading your title will be worth their time, money, and effort, and that it will give them something of value. That's where publicity comes in.

Savvy Self-Promotion

(Penny Sansevieri, author of *From Book to Bestseller*, penny@amarketingexpert.com. Follow me on Twitter: <http://twitter.com/bookgal>)

Expand your Social Circle! If you're ready to expand your social networking beyond Facebook, MySpace, and Squidoo, then here are even more social networking sites. Some of the are for authors specifically and others have a more precise focus:

Networking Sites for Authors:

<http://www.jacketflap.com/http://www.jacketflap.com/>

<http://www.redroom.com/>

<http://www.nothingbinding.com>

<http://www.authornation.com>

Booklet Ideas – Paulette Ensign

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

Check the Mail One More Time. Advertising card decks shrink-wrapped in plastic can sometimes be a gift delivered right to your door in the daily mail. A company who was advertising in one of those card decks became a large-quantity booklet buyer once they were sent a sample copy of my business-organizing booklet. They bought several thousand copies of the booklet, primarily to distribute at an upcoming trade show where they would be exhibiting. The quantity booklet sale was a good one on its own. And it got better. They ordered a highly customized version of the booklet, with their product photography on it, their product line listed on the back cover, and text customization to benignly reference their products. They also wanted to keep my company's contact information in the booklet and add in their own.

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)

Start small – you never know who might read that little trade or association journal and want to interview you for a Big Time Publication. Editors of large magazines read small magazines for ideas and might call you for an interview. Readers of a magazine with a circulation of only 10,000 – 15,000 might be meeting planners in your target industry.

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)

Consider e-mail interviews when interviewing guest experts in your field. Live, recorded, interviews with guest experts are the best ways to research your topic, gain new content for your website or back-end products. They often open-up long-term relationships with your guests.

But, it's always great to have a fallback position in case your guest isn't comfortable with the live, teleseminar format, or simply doesn't have the time to commit to a specific time. When this happens, suggest an e-mail interview as an alternative. Submit your questions as an e-mail that your guest can simply respond to.

You can also submit your questions in a Microsoft Word document, sent to your guest as an e-mail attachment. This permits them to respond to your answers in greater detail, and respond to your questions over a period of time. Live teleseminar interviews are ideal, but e-mail interviews can offer a great alternative. Plus, you don't need to have them transcribed!

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)

Before making a sales presentation, rehearse, rehearse, rehearse. Professional speakers say that they have to rehearse an average of 8 to 10 hours for every one hour of face-to-face presentation time. That's a ton of work, but in the professional speaking game, the payoffs can be tremendous.

As you practice, (1) Write down your beginning and end paragraphs and memorize them. (2) Give your presentation in front of the mirror, then to your spouse, and then to a small group of colleagues before you give it to your prospect(s). (3) Anticipate questions and rehearse the answers. (4) When people ask questions, always compliment them on the quality of their questions (especially if it is one of the ones you have rehearsed!) (5) Make sure your conclusion packs a big, strong, memorable verbal punch. (6) Rehearse again, and again, and again!

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)

A company-centric perspective places your focus on the publishing activities that produce books. Instead, your focus should be on your customers. This broadens your perspective, allowing you to produce what people want to buy. Marketing starts with people -- not your books. It is the process of finding out what people want to buy and then giving it to them.

Marketing Strategy

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

Competitive strategy means deliberately choosing a different set of activities to deliver a unique mix of value. A publisher can outperform rivals only if it can establish a difference it can preserve. It must deliver greater value to customers or create comparable value at a lower cost, or both.

Guest Columnist – Marika Flatt

(Marika Flatt, PR by the Book, LLC marika@prbythebook.com/ www.prbythebook.com)

Do your research to find a publicist well enough in advance. Most publicity firms typically fill up about 2 months in advance. Therefore, most write proposals for 3-6 months down the road. The more advance notice you can give us, the better chance we can reserve time for you.

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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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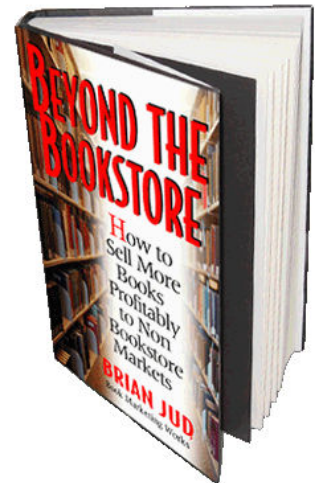
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This special seasonal offer expires on January 1, 2009; however, the Gift Certificate is valid for 2 years from the issue date—so there is no reason for the writer to rush to finish his or her book. Naturally, knowing their book will be published will certainly brighten the holidays and perhaps inspire them to put the polishing touches on their manuscript, just before sending it off to Infinity to be published. Give them a gift that says, "I believe in you!" For more information about us and to order a Book Publishing Gift Certificate please visit www.InfinityPublishing.com.

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