

# 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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**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](mailto:ekampmann@aol.com) )

There is nothing quite as deadly to publishing as the "artificial deadline." Remember this is the book business. We are not entrapped in the horrific daily deadlines of newspapers or the weekly or monthly deadlines of magazines. Books do have publication dates but frequently these dates are not seasonally driven, nor should they be. The beauty of the book-publishing process is that it is more than acceptable to publish a book when it is ready. Yes, the big retailers want predictability, but still that does not tie you down to a certain month or time of year. Furthermore, the independent publisher has a significant advantage over their bigger brethren because, unlike the folks at the giant publishing firms, you are not tied down to an assembly line approach to getting the book out and marketed. The smaller publisher has the longer runway and if by chance the book is slow to take off, well you have plenty of time and space to still launch without crashing and burning. And yes, there are better and worse times to publish and yes, there are lead times, but if you need a longer gestation period, well, take it. And if you need a year to properly market your book, then take the year. Great journeys can begin with small steps.

## Poynter's Pointers

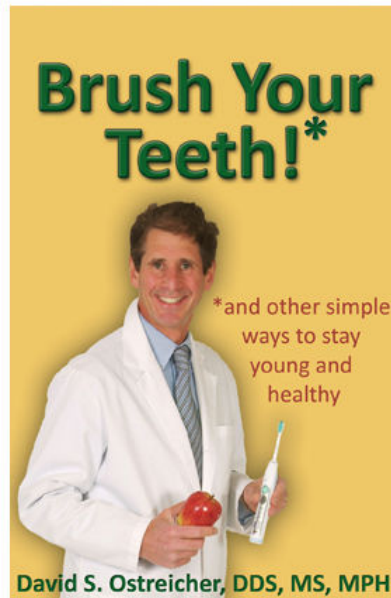
(Excerpted - with permission - from Dan Poynter's Fifteenth Edition of *The Self-Publishing Manual*: <http://www.parapublishing.com>. To receive Dan's free newsletter, *Publishing Poynters*, go to <http://parapub.com/sites/para/resources/newsletter.cfm>)

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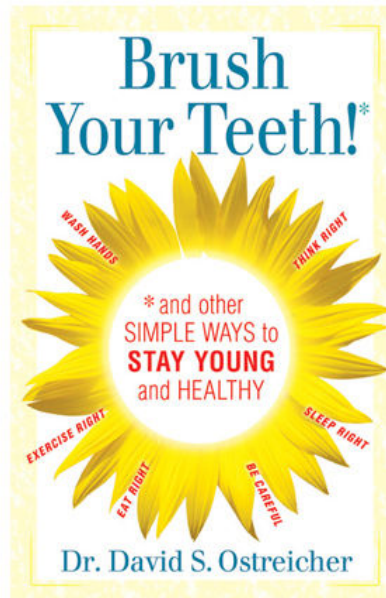
The electronic edition of your book may have even more features than the print version: color illustrations, sound, video and hyperlinks. Your eEdition will take up less space, be even less expensive to produce and will provide a richer experience to your reader.

## The Cover Story

(George Foster is an award-winning book cover designer and contributing author to "1001 Ways to Market Your Books". Contact him at [www.fostercovers.com](http://www.fostercovers.com))



Original cover



George Foster cover

**BEFORE:** The book is a guide to habits that help you maintain health and live longer but this looks like a brochure in your dentist's office. The author looks great, but the white coat and toothbrush are too literal when combined with the title. Did I mention the background color evokes dingy teeth? This impairs the book's meaning -- and appeal.

**AFTER:** The overall color scheme is fresh and clean. The book's promise ("Stay Young") is now emphasized in bold red type, centered and framed by a bright sunflower. Notice the flower, toward the center, starts to glow like the sun. This increases its energy. Viewers respond more positively without knowing exactly why. This is the power of metaphor. Further, the flower's petals exceed the border, increasing the feeling of depth and moving the image closer to you. This kinetic quality is appropriate here.

## 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.*

## **Marcella's Magic**

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

You have heard it said that practice makes perfect. However, that is not necessarily true. Practice makes permanent, so you have to make sure you are rehearsing the right things. Before you appear on any media event – including a bookstore event -- engage the services of a professional media trainer so the techniques you make permanent are the right ones.

## **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>)

Textbooks make up the major portion of book sales to schools and colleges. The best way to get your books adopted for classroom use is to get samples of your books into the hands of the instructors or school boards who make the adoption decisions. And the best way to reach these decision makers is through direct mail.

## **Interior Designing**

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

Authors and designers agonize over things like fonts, text, and photographs. And they certainly should. These are the "public" elements of an interior or a cover, the things that readers actually see. But what enables them to see are things they cannot see -- the empty spaces that the visible elements sit in. Space creates the backdrop that gives the visible elements room to breathe and to thrive. Without enough space, text and graphics suffocate.

Many authors fill all the space with content as if every inch of space were an inch of missed opportunity. They don't realize that the content is measured by its impact, not its denseness, or that too much information is less effective than too little information if it is not actually read. Make sure your readers feel drawn to your message by letting your text and illustrations bask in the freely flowing space around them. In text design as in so much else, less is truly more.

## **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))

Some authors mistakenly think that it's unnecessary to promote books of fiction. They believe that once their novels, short stories, and poetry are published, literary acclaim, huge book sales, and big advances for subsequent books will automatically follow. Sorry to say, they're wrong — very wrong. The market for fiction is densely crowded, and the competition for readers is fierce. Readers of fiction have many options, including other books of fiction, nonfiction, magazines, newspapers, and the Internet. Without publicity, first-rate fiction can get lost in the crowd, languish, and not sell; it happens every day. Lack of sales can hurt authors' careers because when publishers make their acquisition decisions, they consider how the authors' prior books sold.

## The Very Idea

**Be persistent.** Persistence is tenacity in the face of obstacles; the determination to succeed. It is perseverance in conducting marketing activities. It is promoting perpetually in spite of resistance, rejection and returns. The understanding that ultimate achievement is not immediate supports this resolution. Start your journey in spite of potential impediments and do what is necessary to reach your objectives. If you believe in what you are doing it is easier to perform all the activities necessary to propel you forward -- in spite of barriers over which you have no control.



## Marketing to Non-Bookstore Buyers

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

Large bookstores have thousands of competitive books surrounding yours on the shelves, each yearning for the browser's attention. But there is less competition among booksellers in specialty stores. When people go to a specialty store, they want specific information and they are willing to pay for it. In addition:

- 1) Your promotional dollars are more efficient because of less wasted circulation. You can be specific in the ways you contact people and the benefits your present.
- 2) Your title may be the only one available in a place where there is no competition and no price comparison. You can offer your books for sale in car washes, doctors' offices, banks, restaurants, ski lodges, movie theaters, appliance stores or coffee shops.
- 3) It may be easier to sell to specialty stores than to larger retailers. Proprietors of small businesses look upon books favorably as a special service to their customers, a source of incremental revenue.
- 4) The individual orders will typically be smaller than those from larger customers, but you will find the buying period shorter, the process less formal and access to buyers through mass communications.

## Savvy Self-Promotion

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

**YouTube: Not the only game in town.** If you're looking for places to list your video you might want to consider a few of the sites that have popped up recently. While not all of them may garner the attention that YouTube does, they all offer direct access to consumers. So if you're ready to start plugging your video all over town, head on over to this link to find out more places to load your video.  
<http://www.pcworld.com/article/id,136021-page,4-c.webservices/article.html>

## Booklet Ideas – Paulette Ensign

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

Look at everything you have ever written on the topic of your booklet. This includes books, articles, special reports, newsletters, web sites, seminars, promotional brochures, client case studies, client correspondence. procedure manuals. all those repeated comments you make to clients and

audiences — ANYTHING. You may also find audio and videotape programs you produced to be helpful in prompting useful information for your booklet. Also consider your posts to discussion boards that answer questions from other posters.

## **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))

**Develop a Winning Media Kit.** As you approach the different media outlets, you'll need to send them a media kit. Think of your media kit as your resume; it tells the media professionals about you and your book. A professional media kit should include your short bio, a summary of your topic, and your contact information. Also include sample questions about your topic that the writer or host can use during the interview. Put all this information together in a professional folder, and present it to media professionals before interviews.

## **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))

**Take the time to explore all coaching alternatives.** Many authors find that income from coaching not only supplements, but can far exceed, income from book sales. Coaching also provides authors with new insights into their reader's needs, contributing to the creation of follow-up books and information products.

However, other authors find personal coaching to be draining and frustrating. The difference between a successful and an unsuccessful coaching experience is often based on the type of coaching offered. There's more than one coaching model: Milana Leshinsky, author of [www.coachingmillions.com](http://www.coachingmillions.com), has identified 5 business models for coaches.

Use resources like new Coaching Program Planner MindManager template in *Published & Profitable's* member area to explore all alternatives and make the right choice.

## **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))

**Use sales collateral efficiently.** If you have a lot of sales literature, try using the "drill-down concept" as an organizational tool. Arrange your literature in a pile before the meeting with the first item to be presented on top, followed by the second item, followed by the third, etc. (Word of caution: don't drop the pile!)

## **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))

Your vision is your purpose for being in business, the reason you go to work every day. It reflects the core values upon which you stage your everyday operations and it mirrors the standards that you and your employees apply in the way you deal with your customers, prospects and the public.

## 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))

Strategic thinking creates consistency of performance. Frequent reinvention is usually a sign of poor strategy and a sure route to mediocrity. Continuous improvement is a necessity; but it must always be guided by strategic direction.

### 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](http://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](http://www.monkeycmedia.com))

You have less than a second to engage your audience. There are three things you can do right now to clean up your site and draw in your audience.

1. Don't oversell. Use three to five bullet points and snappy headlines to sell the benefits of your book. Once you have people interested, you can:
2. Utilize Read More buttons to draw visitors into your sales funnel. Let your readers decide if they want to know more.

Use color to set the tone of your site and convey a feeling. Once you know who your audience is, you will know which colors they will most likely respond to. Color drives action. Use red, orange, or yellow for your buy now button.

### Helpful Website of the Week

A list of ezines for Authors

<http://snipr.com/ezinesforauthors>



### 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](mailto:dholton@aginet.com) with their names and e-mail addresses or forward this to them, and let them respond with their contact information.

Dave Holton, Post Office Box 2185 • Kitty Hawk, North Carolina 27949  
Tel: 252.449.7580 • Fax: 252.449.7581 • [dholton@aginet.com](mailto:dholton@aginet.com) • [www.bookexpoamerica.com](http://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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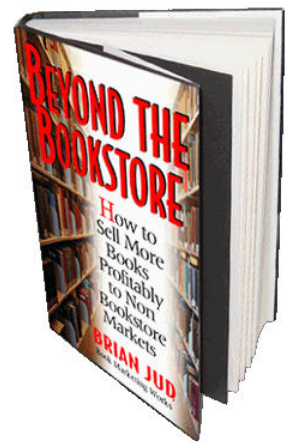
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This special seasonal offer expires on January 1, 2009; however, the Gift Certificate is valid for 2 years from the issue date—so there is no reason for the writer to rush to finish his or her book. Naturally, knowing their book will be published will 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](http://www.InfinityPublishing.com)

Brian Jud's *Beyond the Bookstore*  
is now available in softcover and as a pdf  
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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>