

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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(<http://www.bookmarketingworks.com/bookstore/bookstore.htm>)

Notes From the Front Lines

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

Discovering the Best Market for your Title. When we think of marketing and selling our title, we often make the mistake of thinking in the singular rather than the plural tense. When people come to Midpoint Trade Books seeking distribution for their title, we often hear "I must have this book in Barnes & Noble and other book stores." But is this true? Think of the old Broadway shows: did they open on Broadway? Almost never. Instead, they would open in places like New Haven and slowly work their way to the "Great White Way." While on the road, they would continually refine the rough spots, responding to the reaction of audiences with each show. Why? Because this process enabled the producers to reduce the risk of failure. The bigger publishers have usually tested their books because the author has often achieved name-brand status. But smaller publishers do not have the resources to compete directly in this arena. Therefore, they should entertain alternative marketing strategies including developing alternative channels of sales and distribution for their titles. Many books start in "New Haven" and many never get to "Broadway" but some do and the pay off can be tremendous. The point is to start modestly, find your market, build it and the rest will follow.

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>)

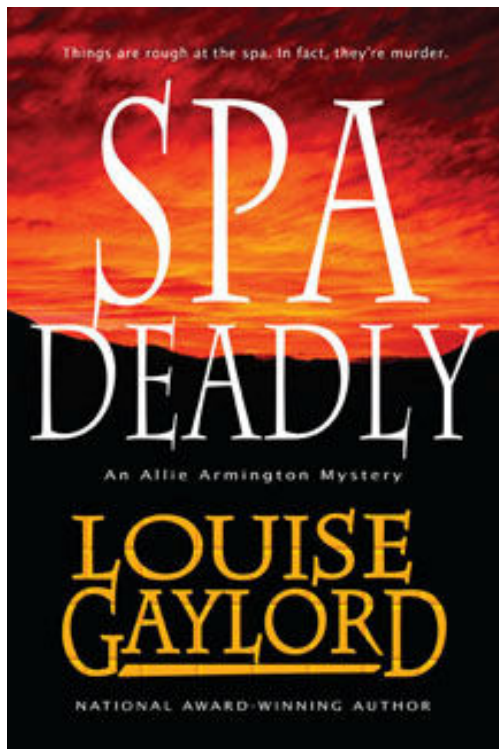
Many publishers stuff brochures from other publishers and associations into their packages. For example, here at Para Publishing, we stuff brochures from the U.S. Parachute Association and Skydiving magazine in with each parachute book we ship. Every publishing book shipped is accompanied by a brochure from IBPA. Para Publishing wants to be known as a publishing information center and we find that new publishers are grateful for all the free information. This brochure stuffing builds good will, spreads the word on the subject and makes new and small publishing stronger.

You may wish to trade brochures with other publishers of books on the same subject. It does not hurt to package stuff each other's brochures once you have sold your book to the customer. (After you sell them all you have, why not let them know about other books?) Some magazines will give you a free subscription for stuffing their brochure into your packages. And there is an added bonus; there is an implied endorsement of your book.

The Cover Story

(Dotti Albertine | <http://www.AlbertineBookDesign.com> | 310-450-0018)

Here are two covers I like using red and yellow. Bright colors always grab attention.



Always keep a complementary color scheme. In this case – red, yellow, and black. This title is strong, can be seen from across the room. Author's name is prominent. Dramatic background image adds to intrigue of this mystery/novel. This book was an award-winner.



This is a “how-to / true story” using the author’s own colorful illustrations. I found a title font to fit the fun, retro feel of the book. Here, again, the title stands out, can be seen from a distance and has great contrast. And, as you can see, the bright red is very appealing. Another award-winner.

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.

You're On The Air

(Eric Marcus, former producer for *Good Morning America* and *CBS This Morning*)

A good guest is an engaging guest. Lively. Funny, if appropriate. Someone who knows the length of the show and can adjust the length of his or her answers accordingly.

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 typographer is the architect of the page and should try to design the page to serve its unction—readability, connotation, cost, and aesthetics. (One will be described in each of four issues)

Readability. The typographer's first obligation is to the reader. Readability is both biologically bound and culturally bound. That is, there are physiological and psychological components to reading that we share across cultures; and there are cultural norms that affect our expectations. The typographer tries to stay within those cultural norms so the reader is not distracted by something that looks odd, even if that something would be completely unremarkable in another country. A simple example: British spelling and punctuation look odd to US readers and vice versa. The physiological and psychological aspects of typography have to do with line length, line spacing, point size, and some of the more arcane details of composition.

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)

You can't just pick up the phone or make a wish and, presto, you're on *Oprah*. You have to build incrementally, step-by-step. Start small and locally; approach civic, community, and religious organizations. Develop a series of talks for the Y, your church, or the Rotary Club and then move up. Talk to everyone you know, network, beat the bushes. Find places to start, get bookings and work your way up. Make your initial mistakes locally and build a devoted following close to home. Take speaking, voice or acting lessons, or hire a media coach. Join Toastmasters and the National Speakers Association. Tape your performances; critique them; and practice, practice, practice.

The Very Idea

Be informative, concise and direct when you promote your business, your books or yourself. Do not make the recipients of your message wonder what you are saying. This holds true for your press releases, sales literature, sales promotion, personal presentations and even your voicemail messages. All your promotional communications should adhere to the Seven Cs and be:

- Creative
- Credible
- Current
- Clear
- Convincing
- Complete
- Concise

**“Tell me quick and tell me true,
Or else, my friend, the heck with you.”**



Marketing to Non-Bookstore Buyers

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

There are over 14,000 printed catalogs in existence and there are thousands more on the Internet. Many of these are niche catalogs sought by groups of people potentially interested in specific topics. According to the National Mail Order Association (2807 Polk St. NE Minneapolis MN 55418-2954 Phone: 612-788-1673, <http://www.nmoa.org/Library/webtips.htm>) there are 9,000 consumer catalogs in the United States and an additional 5,000 for business-to-business sales.

Think of catalogs as an extension of your mail-order capability. Each acts as a sales brochure for your titles, helping you build awareness in your target markets. The catalogs deliver your book's cover and major sales handles to thousands -- or tens of thousands -- of potential buyers. This gives you additional *hits* on people in your target markets, enhancing your credibility as well as your long-term sales. This recognition may spill over into increased bookstore sales.

Catalogs pride themselves on a "high fill rate." This means they fill and ship orders quickly. Maintaining this reputation requires a sense of partnership with their suppliers (publishers). You have to meet your deadlines with a quality product. On the other hand, they purchase books for inventory, not to orders, so you can ship in fewer, larger quantities. They rarely require an exclusive and most pay in 30 days. Sales are generally non-returnable and the catalog company usually pays for shipping.

Savvy Self-Promotion

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

Follow me on Twitter: <http://twitter.com/bookgal>)

Twitter for All. If you've pondered using Twitter but aren't sure how to use it effectively here are some quick tips to give you some great twittering-ideas:

- Teach stuff – teach a little mini-lesson on Twitter. Delve into your area of expertise or just talk about book publishing and how to get published
- Showcase your book – don't do this in a "my book is so fabulous" kind of way but offer to give

advice (like I mention in Teach Stuff) or share with your Twitter followers how the promotion of the book is going

- Widen your network – follow other Twitter folk, this will not only give you some ideas for your own “tweets” but it’s a great way to network with other writers or professionals
- Keep the buzz going when you’re on the move – it’s hard to keep blogging when you’re on the road (trust me I know this first hand) – so when I travel, I tweet. I share what I’m doing, what’s happening in my world (but I keep it interesting, save the “I’m washing the cat” for your diary) and try to offer insight and advice...
- Market yourself – remember that while Twitter may seem like a fun little tool, it’s also a great way to market yourself. Just like the ideas we mention above, there are a hundred+ more things you can do.

Every month Twitter features some really great Tweets to follow, here are a few you might enjoy...

SkinnyJeans is wondering if Twitter can help her lose 10 pounds. <http://twitter.com/skinnyjeans>

Jamie Kennedy is experimenting with Twitter. <http://twitter.com/jamiekennedy>

Maureen is serving up a steady stream of tiny recipes. (this one is super creative)
<http://twitter.com/cookbook>

Booklet Ideas – Paulette Ensign

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

Consider several possibilities when a client presents price resistance. Find out what price would work for them. Sometimes people want to negotiate for the sake of negotiating. Other times they do have budget constraints. When there is a small price difference, decide if you want a smaller profit to make the sale. Your pricing will allow space for you to do that. Suggest that you may be able to group that prospect’s print run with the print run from another sale, and get lower pricing for that person, whether it is completely true or not. This is a harmless and honorable way to lower your price.

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)

Add Integrity to Your Message. Reporters love accurate sources with factual information. By conveying your message with integrity, you can score a space on their contact list. Start by sticking to the facts. Don’t overload the reporter with tons of unnecessary information, and always back up your claims with numbers. For example, instead of saying, “A majority of my clients...,” try, “Eighty-five percent of my clients...” And always be forthright. If you want to be quoted in their story, don’t answer a question by saying, “You’ll find the answer to that on page 24 of my book.”

Never be afraid to give too much information away. Many times, people fear that if they give meaty details about their book, then no one will buy it. In reality, this is one of the biggest mistakes you can make with the media. Think about it like this: In a one-page article, you might get two or three quotes. Or, if you’re on a radio or television segment, you might get three minutes of actual talk time. There’s no way you can ruin a 200-page book in that small space. Remember, the more people get, the more they want, and it’s the same for the media. When you provide them with tons of information, they’ll be sure to come back for more because you practically gave them the first story.

Personal experiences also add integrity to your message. They place you in the real world, doing real actions, rather than just sitting on the set of a television show, or on the other end of the phone line. Reporters love to hear firsthand accounts relating to the topic. Your experiences add a personal, unique touch to the story. You also want the reporter to know you’re an approachable person, so laugh with them and be friendly. Personal experiences differentiate you from all the other interviews. So use a good story, and the media will remember you in the future.

Finally, always speak with authority. Don't use weak language like, "I think," or "maybe," and use the word, "you" as often as possible. Add benefit statements to your facts and eliminate technical jargon and out-of-date phrases. Not everyone knows as much about your topic as you, so always explain things as if for the first time. You want the reporter to understand so they can convey your message to their audience.

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)

Put Article Marketing to Work Writing and Promoting Your Book. Article marketing is for real. Article marketing--posting articles for distribution at sites like EzineArticles.com (<http://ezinearticles.com>) -- can drive search engine traffic to your blog or website while helping you write and promote your book.

Writing articles gives you an easy, practical way to write your book a little at a time. Once you've written an article, it becomes very easy to incorporate what you've written into chapters of your book.

Articles also help you test-market your ideas, especially if you promote your articles in your blog and solicit reader comments, questions, and suggestions. Finally, by enhancing search engine traffic, article marketing also helps you build your e-mail permission-based marketing list, which will help you sell more copies of your book. Visit <http://tinyurl.com/6xo5jy> for examples and to read my latest articles about choosing book titles

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)

Check your attitude. We all carry our emotions and problems with us wherever we go. But you must be cautious not to carry them into the sales call. If you do, you are likely to blurt out what's swimming around inside your head. This is an instantaneous presentation killer!

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)

Begin your plan with the right goal, or your strategy may be misplaced and ineffective. Poor strategic direction often results when goals are defined in terms of unit or dollar volume, with profits assumed to follow.

Marketing Strategy

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

Strategic marketing planning is knowing what marketing tools are available and how they can be combined for the greatest impact. Strategic thinking will tell you if a particular title will be beneficial for your business before you begin the details of publishing it. It will make you aware of the different distribution options that are available before you choose one. Strategic thinking will help you recognize the impact your book's price will have on your customers and your bottom line before you go to press. *The strategy* of implementation differs from the *details* of implementation.

Guest Columnist – Karen Hobson

(Karen Hobson, Director Start 2 Finish Writers Workshop, www.start2finishwritersworkshop.com)

If you want your book to be a best seller you must be the one to make it happen. Step one: write the book. Step two: have it published. Step three, the biggest step of all, market your book. Stop thinking right now, “Oh, I don’t have to worry about that, Gi-normous Publishing House is publishing my book.” You’re a small book in a big book pond. It’s through the author that a book sees the light of day. You must promote your book relentlessly.

Become the unabashedly enthusiastic promoter of your book. Let the world know what it can mean to those who read it. Will you educate them, solve a major life problem for them, guide them in new directions, entertain them or improve the quality of their life? What ever it is, the true reason for your book, tell everyone you come in contact with about it.

You must let people know how they will benefit from the information, your ideas, the entertainment and the sheer pleasure your book contains. If you don’t tell them, who will?

Helpful Websites

Online Community for Authors, Writers, Poets and their Readers. A free “Online Community for Authors, Writers, Poets and their Readers”.

Whether you are a published author wanting to network or a writer simply looking for a 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>



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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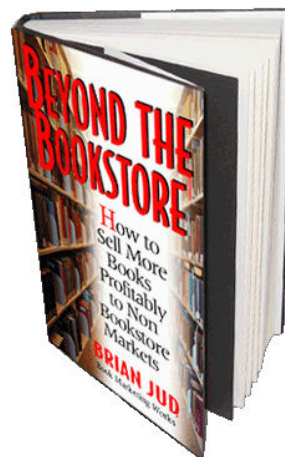
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www.bookmarketing.com

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>