

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)

Reaching Beyond The Book Market. For over 20 years I have been laboring in a far corner of the book publishing vineyard called "book distribution." Until the early 1990's this was a rough place to work because the trade marketplace was not very accepting of books from "independent publishers." But today, can anyone doubt that the world has radically changed, that with national wholesaling, internet bookselling and national book superstores, boundless opportunities have opened up for independent publishers that have finally allowed them to claim a legitimate place at the table? But why stop there? At Midpoint, our biggest publishers have been following a successful strategy of market diversification, meaning that they have found strong markets for their books outside of the traditional book channels. This approach has allowed them to spread risk, increase sales and pursue multiple opportunities as their books reach ever widening audiences. The bottom line: The book trade is a wonderful place to sell your titles, but it is hardly the only place. Reach beyond and keep on reaching.

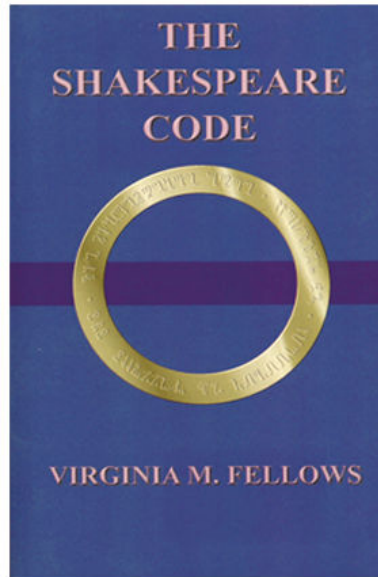
Poynter's Pointers

(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>)

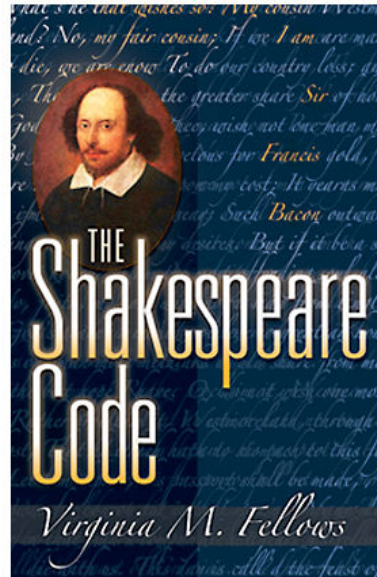
Co-op Promotion, Books for Review. Six times each year, IBPA mails a slick brochure offering 38 different titles to book reviewers at 3,500 major daily newspapers. Each book is displayed in its category along with its picture and a 100-word description. The book reviewers are invited to check off the books they are interested in reviewing on an enclosed reply card. This way, you send review copies only to those reviewers who have requested your books. See http://www.pmaonline.org/coopcats_bfr.cfm

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)



Original cover



George Foster cover

Before: The book supports the theory that William Shakespeare was actually Sir Francis Bacon. The coded ring is dignified and mysterious, but looks like an awkward Lord of the Rings imitation.

After: Text from Shakespeare's "Henry V" fills the cover and the upper right corner shows the embedded words, "I am Sir Francis Bacon". Strong contrast makes the title jump. The face helps attract those most likely to buy a book on this topic.

Marcella's Magic

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

When contemplating an in-store event, what bookstore people need is a little time to sift through the mail to see what it is that appeals to them that they want to follow up on. So in most cases, when you send the material, send them a jacket of the book and a press release. If you have a finished copy, and you want to send them that, do so. That's always good because nothing sells the book like the book itself. Then let the bookseller get back to you.

The Book Shepherd

(Judith Briles, www.TheBookShepherd.com Follow me on Twitter, <http://twitter.com/JudithBriles>)

What's a **Book Shepherd**? Simply this: a person who has a depth of experience within the publishing and writing fields; has connections with vendors and associates that will bring your book concept and vision to life, creating the actual book; someone who has marketing moxie and understands book selling, including the alternative and niche markets; and someone who is an enthusiastic coach for your "baby." Make sure you have a clear understanding on how they get paid, what time lines they work within and if they have expertise in your specific book area. Get references.

You're On The Air

(Steve Harrison, President, Bradley Communications Corporation)

Give listeners an incentive to call. For example, you can say, "Call this 800 number to order my book and I will send a free report." You've just given them more of a reason to drop everything and order today.

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>)

Direct mail can be an effective way to reach the person responsible for buying new titles at bookstores. Surveys show that chain store buyers rely on brochures and flyers as a major means for finding out about new titles.

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 function - *readability, connotation, cost, and aesthetics*. (*Readability* and *connotation* were described in the last issue and *aesthetics* will be presented in one of the next issue)

Cost. A book is a product. That is, you are going to pay for it to be manufactured and then you are going to sell it to a reader, and you hope to make a buck in the process. Therefore, you have to consider the cost of manufacturing as it relates to the price you want to sell the book for. The typographer has to take cost into consideration when designing the book, just as any other product designer-or architect-has to consider cost. In terms of book design, cost shows up in the form of page size and page count, factors that interact with readability and connotation at the boundaries of margin size, font choice, font size, and line spacing.

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)

Every publisher has submission policies that may differ from those at other houses. So carefully check each company's Web site and tailor your submissions to each publisher's requirements. Individualize all submissions; one size does not fit all! While you're visiting a publisher's Web site, browse around. Familiarize yourself with the company. Examine its online catalog; learn which books and writers it published, the topics in which it specializes, and any sales figures they disclose. Check out the company's press releases and other reports about its news and developments.

Each publisher has a vision of the types of books it wants to publish and the direction in which it hopes to go. Companies' visions are usually apparent from the books they have published and some state their vision on their Web site and in the guidebooks. Publishers primarily want books that fit with what they did in the past and what they want to do in the future.

Investigating each publisher will give you a feel for the house's vision and how you should shape your proposal. Consider your investigation a fact-finding mission and remember that even the most trivial information could prove invaluable in your voyage through the publishing process.

The Very Idea

(Editorial by Brian Jud)

A roadside billboard must quickly get attention, or the speeding motorists will pass by and never get the message. Short copy and attention-getting graphics can do the trick. Use these same techniques on your website. How can you make your website communicate your message more quickly to the "speeding website visitor?"



Marketing to Non-Bookstore Buyers

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

There are independent sales rep groups that market books to the gift trade throughout North America. While there are some national organizations, most cover a territory comprised of several states. They usually seek a 15- 20% commission on all books sold in their territory. Find these people at the major gift shows, the biggest of which is the New York Stationery and Gift Show, usually held in May of each year. You can also search GreatRep.com Established in 1999, GreatRep.com is not a sales representative agency in the conventional sense, but an Internet directory for the wholesale giftware, home furnishing and furniture industry. More importantly, it is an interactive conduit for conducting industry business. Dale Minard, founder of GreatRep.com, prefers to be contacted via email at support@greatrep.com.

Savvy Self-Promotion

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

Testimonials on Video. If you're getting good reader feedback from your book or product, why not capture this enthusiasm on video? With smaller cameras and digital delivery, creating video testimonials is easier than ever. In fact if you're eager to build your video testimonial gallery why not offer readers an incentive for turning their written review into a video? It's easy to create a video page on YouTube and you can use it to upload your videos.

Booklet Ideas – Paulette Ensign

(Paulette is President of Tips Products International, Paulette@tipsbooklets.com
Follow me on Twitter: <http://twitter.com/pauletteensign>)

Look in your computer to see what content you already have for booklets and other information products. That includes articles you wrote, interviews you've given, teleclasses and workshops you've presented, and notes from client projects. Any and all of these can be converted into information products to sell, which market your business and your buyers' business. What one thing can you do today?

Pam's Publicity

(By Pam Lontos, Owner of the publicity firm PR/PR and author of *I See Your Name Everywhere*; sign up for free publicity tips at www.prpr.net)

When you're talking to an editor about doing a story, remember that you're looking for publicity, not a writing career, so ask for a byline that includes some contact information and/or a mention of your company instead of a writing fee. Same thing goes for interviews with national publications. Ask the writer who's interviewing you to mention your company's name and where it's based so people can find you to inquire about your products or services.

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)

Organize your book's table of contents in a simple and elegant way. You've probably heard about Jeff Howe's book *Crowdsourcing: Why the Power of the Crowd Is Driving the Future of Business* which describes the growth of social media marketing. One of Wired! Magazine's most influential articles, and a very talked about book, *Crowdsourcing* has a deceptively simple content plan:

- Part 1: Where We've Been
- Part 2: Where We Are
- Part 3: Where We're Going

Each part contains 2 to 5 chapters. Although an 11 chapter book might appear long, the 3-part division of the chapters creates a series of "landmarks" that provides a context for each chapter as well as organizes the reader's journey through the books--just like it probably aided the author when writing the book.

Question: Are you using sections to organize your book's content?

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)

Don't read your notes, but do take notes. It's OK to read quotes or technical information (be sure to say you're only going to read a short passage). But to make a powerful one-on-one presentation, you must be able to look your buyers in the eyes and speak directly to them. Reading notes is an automatic deal killer.

On the other hand, it's smart to take notes when the buyer has something to say. This is a sign of respect. Also write down anything you promise to do or to send to the buyer. Star these items in the margin for rapid retrieval after a meeting.

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 planning process gives your annual plan a sense of relevance and flexibility, and gives you the chance to fine-tune your actions while responding to unforeseen opportunities. Just as you are planning to grow your business, your competitors are doing the same thing. There is no standing still – you either move ahead or fall behind.

Marketing Strategy

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

There are four competing concepts under which publishing companies can conduct their marketing activities. These are the Publishing Concept, the Product Concept, the Selling Concept and the Marketing Concept. In all except the Marketing Concept, publishers center on making the sale by selling what they publish rather than publishing what the market wants.

Guest Columnist – Marsha Friedman

(Marsha Friedman is President EMSI and may be reached at mfriedman@event-management.com or <http://www.event-management.com>)

Does Practice Make Perfect? Oh, definitely. The professionals who are in the media all the time make it look very easy, but actually it's a skill. The more interviews you do, the better you get at defining your message and honing your presentation skills. And once you do a few radio call-in shows and speak to a few hosts, you'll find that the questions you get are similar. Usually, there's one area of your message that's really interesting to people and you can start to craft your answers to respond about that area.

Helpful Website of the Week

Internet Writing Workshop
internetwritingworkshop.org

The Internet Writing Workshop is a community where writers can submit and critique their work. It offers a forum to discuss and get help on all aspects of writing. A public service educational organization staffed by volunteers, the workshop is free of charge and is open to all styles and genres of writing. Members don't have to be published, just "serious about writing and about wanting to improve." There's no fee for the critique service, but there's a minimum participation time of 30 minutes a week.



Buy Lines -- Free Information

The 2009 National Indie Excellence Book Awards Are Open For Submissions!

The National Indie Excellence 2009 competition presents a wonderful opportunity for all authors and independent publishers seeking more recognition within the publishing industry. International publishers and authors are also welcome to submit their books. Winners and finalists will receive National Media & Industry exposure! All winners and finalists are eligible for the new 2009 Editors Choice Prizes! Please visit www.indieexcellence.com for a list of categories, and submission information. Deadline: March 31, 2009

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>

RSS

Book Central Station™

The place to find book-publishing suppliers, based on referrals from previous users. *Book Central Station* is the only place where you can find people to help you write, publish and market your books – with ratings posted by previous clients. At *Book Central Station* you can scan a list of suppliers, look at reviews of their work and make an informed decision to choose the ones with which you will work. And you can post your own experiences with them, too. Sign up for your FREE trial at <http://www.bookcentralstation.com/trial.asp>

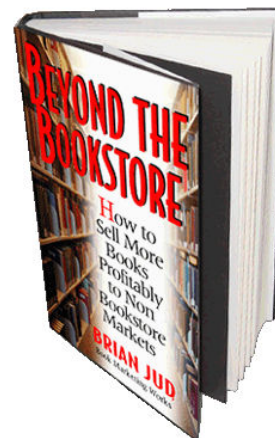
Recession Proof Marketing with Teleseminars

There are a small group of marketers that are ethically making boatloads of money during this very challenging economic time. That's because they know "the secret." They know that to exponentially increase your profits you have to deliver a solution to your targeted audience's problem. If you're an author, speaker, entrepreneur who wants to earn thousands of dollars selling more books, products and services, then you need to learn the art of presenting teleseminars--the right way! Which is why you should register for speaker, author and Reinvention Expert Peter "The Reinvention Guy" Fogel's conference call, "The Truth About Making Money With Teleseminars." It's FREE, but the information provided could prove priceless. For more information and to register go to <http://www.reinventyourselfnow.com/kg-teleseminar.htm>

Check out the Writers and Publishers Bookstore and give your favorite books a "Thumbs Up Rating." Discover and rate the best books on writing, publishing and marketing (<http://www.bookmarketingworks.com/bookstore/bookstore.htm>)

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

Check them out Now!
at www.bookmarketingworks.com



Contact Information for Brian Jud

For copies of all the previous issues of *Book Marketing Matters* visit <http://www.bookmarketingworks.com/mktgmatters.asp>

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Discover even more information about non-bookstore marketing by visiting the *Special-Sales Tip of the Week* at 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. www.premiumbookcompany.com

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>