

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

Volume 8, Issue 3, Number 169 February 9, 2009

**Do you want 5000 salespeople selling your books?
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Brian Jud@premiumbookcompany.com**

Notes From the Front Lines

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

Years ago, publishers considered most bookstore-related events to be a colossal waste of time, particularly if the author was not a major celebrity. How times have changed. Today, many bookstores encourage events and even employ event coordinators. It doesn't seem to matter whether the author is well known or not. And often these events can be extremely successful, but not always. There are a few rules you ought to follow in order to save yourself the embarrassment of having no one else come. First, work very closely with the storeowner or event coordinator. Find out what works for them and follow their advice. Second, if you are doing an event in your hometown, make sure you invite people you know. Send out written invitations and scribble a personal note on it. Third, if you are away from home, try to do the event after doing television or radio where you can promote the appearance. Fourth, make sure books get there on time and just in case, have a supply in your car. And finally, encourage the store to promote your book in-store at least a week before your appearance. This is grassroots marketing and when it is handled professionally, it can help build recognition and sales.

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>)

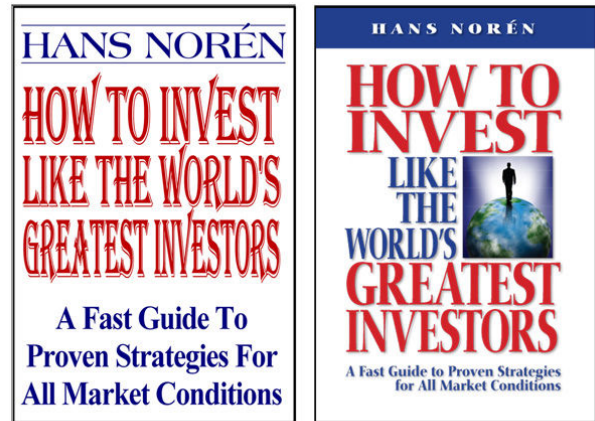
Co-op Promotion, Books for Review. Six times each year, IBPA mails a slick brochure offering 38 different titles to book reviewers at 3,500 major daily newspapers. Each book is displayed in its category along with its picture and a 100-word description. The book reviewers are invited to check off the 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

(Michele DeFilippo, 1106 Design <http://www.1106design.com>)

Every book cover presents a unique challenge. In this example, the task was to corral the lengthy title and subtitle while maintaining a focal point to draw the eye. (The author requested that the same colors be used.)

The “before” version contained a disturbing mixture of fonts. Formal for the author’s name, “snake oil” for the main title, and conservative for the subtitle. All the type is nearly the same size and difficult to read. The eye does not know where to land first. Overall, the cover design does nothing to inspire credibility about the content.



Before

After

The “after” version uses larger type to emphasize the most important words in the title. The picture of someone “on top of the world” draws the eye and conceptualizes the results that the buyer can expect to achieve by following the advice inside. Conservative, serif type from top to bottom suggests stability and credibility. The author’s name is highlighted in the top bar to draw the eye upward without competing with the title. The size of the subtitle ensures that it doesn’t compete for attention with the title and will be read last.

With a skilled cover design firm on your team, even the challenge of an overly long title and color restrictions can be turned into an eye-catching cover.

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. 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>)

Thinking of starting the year off with a blitz of bookstores? For a complete listing of the top 50 bookstore chains, see Ward’s Business Directory of Private and Public Companies. This directory lists firms (and their addresses and telephone numbers) by their Standard Industrial Classification code (SIC). The SIC code for bookstores is 5942 and the NAICS code is 451211. Go to www.bookweb.org and then go to “Find an ABA Member Bookstore” to find contact information for thousands of bookstores across North America.

You're On The Air

(Rita Thompson, Field Producer for *CNBC*, *CBS News* and *Chronicle*)

The microphone is not your responsibility. They’ll make sure it’s hooked up right. But you might want to look down, once the mike is in place, to make sure there are no wires hanging out.

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>)

Selling sponsorships. For a book on wealth preservation, one self-publisher charged contributors to write the book for him. He brought in fifty-four contributors at a price of \$2,000 each. In return for his \$2,000 and answering questions for the book, each contributor received copies of the book with his name on the front cover as one of the co-authors. In addition, his photograph and biography were featured on the back cover. The contributors were willing to pay so much because they wanted the exposure before so many potential customers for their service.

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, connotation and cost* were described in the last three issues)

Aesthetics. The typographer's job is to create an appealing, inviting page that helps the reader stay focused on the content that the author is trying to convey. At the same time, if the page is so luxurious that it distracts the reader from the content, then the typography is not serving its primary purpose.

Consideration of those four functions (*Readability, connotation, cost and aesthetics*) drives the form of the page. It does not define the form. By that I mean that two skilled typographers, looking at the same manuscript and considering the same functional requirements, can nonetheless come up with quite different and equally successful designs.

Does all of this sound like something that you, as a self-publishing author, want to tackle for yourself? If so, I encourage you to try. Look at the books on your own shelf with a fresh eye. Visit the library and the bookstore to look at other books and see how well their designers produced forms that followed function. Read books about typography. Try some small projects for practice. Then tackle your own book. If you get stuck, ask questions. I'll do my best to answer. © 2006–2008 Dick Margulis

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 publicity, your message is delivered through the media and through channels such as your networks and your contacts' networks. In contrast to advertising, you don't pay the media to deliver your message, but convince it to deliver it in its articles, reviews, and programs. The media may deliver the exact message you provide, or write or present information about your book in its own words, style, or format.

Publicity is effective because the public tends to think of information it gets from the media as news. So, it gives publicity more credence than advertising does, which the public knows is bought and paid for by advertisers. Advertising is perceived as being big on hype and short on truth, while information provided by the media is generally accepted as true.

The Very Idea

(Editorial by Brian Jud)

You don't always need a lot of words to get your point across. As the saying goes, "A picture says one thousand words." A well-placed, dramatic photo can quickly demonstrate the benefits you offer. It can also turn a negative into a positive. How can you make your point more quickly, perhaps on your website?



Marketing to Non-Bookstore Buyers

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

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

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 sale.

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.

Booklet Ideas – Paulette Ensign

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

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

You've heard that writing articles is an ideal way to get your name out there. And, as a booklet author, it's one of the easiest and quickest ways to market yourself and get tons of publicity, and sales. You've already got the guts of the articles from your booklet, whether you've completed your booklet yet or not. Now it's a matter of learning how to best utilize what you've got for the greatest return on your time and money. I've personally made sales from people who have read articles posted online and then came to my site or telephoned me. Lots of other booklet authors have, too. Now it's your turn.

A couple years ago, I met Jeff Herring, The Internet Article Guy. He is THE go-to guy for this. I thought I knew a lot about writing and distributing effective articles. Not even close to what Jeff teaches. While he's got quite a complete line of products and services to guide you on your article writing and distribution journey, the starting point that he suggests is his Instant Article Templates

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)

Buy reprints: Most magazines offer reprint packages so you can get a set quantity of your article professionally laid out with the magazine masthead. This is usually much less expensive than buying 500 copies of the magazine. Or, you can simply ask the magazine editor if it's okay to photocopy the article and use it for your marketing purposes. Then send reprints or copies to past clients, current prospects, and anyone else on your mailing list.

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)

Test several blog post title variations for SEO effectiveness. Search Engine Optimization is one of the most important marketing tools available for authors. Many authors pay a great deal of attention to choosing page titles and keywords that clearly speak to their prospect's needs and the contents on each page.

Yet, the same authors who painstakingly target their market by choosing and testing the right keywords and page titles often neglect SEO when writing their everyday blog posts. Often, because of time constraints, there's a tendency to dash off a blog title, without thoroughly examining it for keyword relevance and consistency with the blog post that follows. Instead of using the first blog title you come up with, consider copying your original title to your word processor, and making a list of 4 or 5 variations on the title.

The limitations, or strengths, of your first-draft title will become far more obvious when you see the original title in the context of your better thought-out variations. Evaluate each of your blog post titles in terms of their keyword relevance as well as how often the terms used in the title are repeated in the first paragraph of your blog post.

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)

Make your appearance the best it can be. I don't believe that you have to be gussied up or wear a tailored, \$800 suit, but a poor appearance hurts you from minute one. If your hair is mussed, if there's a spot on your shirt, if your makeup is not on straight, it will be noticed. The buyer naturally fixates on what is out of place and not on your presentation.

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 executive summary of your business plan should concisely explain your company's current status, its products and services, promotional programs, the benefits to the customers, personnel strengths, the financial forecasts, your objectives in three to seven years, the amount of financing needed and how the investors will benefit.

Marketing Strategy

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

Years ago, Charles Revson, then CEO of Revlon Company, was asked to describe what his company sold. He responded, "In the factory we make cosmetics, but in the stores we sell hope." He knew that people do not buy a *product*; they buy what the product *does for them*.

Guest Columnist – Liz Nakazawa

(Liz Nakazawa, liznakazawa@gmail.com , www.marketmybooks.com)

Although author websites are often informative, librarians and bookstore owners are too busy to take the time to go into a multiple-page site. Instead, consider drafting a one-page “book sheet” that describes your book and which can be sent by e-mail to potential buyers. Some of the components of a persuasive book sheet include: a small photo of the cover, a brief description of the book, your bio and contact and ISBN information. After making a brief initial contact by phone, follow up with your book sheet and another phone call. It is a great and proven way to generate sales!

Helpful Website of the Week

Internet Public Library

<http://www.ipl.org/>

The Internet Public Library is a public service organization and a learning/teaching environment founded at the University of Michigan School of Information and hosted by Drexel University's College of Information Science & Technology. The IPL is the first public library of and for the Internet community featuring books, magazines and newspapers on any subject under the sun.



Buy Lines -- Free Information to Help You Sell More Books

**Learn How to Make More Money Selling Your Books
IBPA Publishing University -- May 26-28, 2009 at the Roosevelt Hotel, NYC**

The three-day conference is an excellent opportunity to learn how to sell more books, run a more profitable publishing company, meet the industry's pros and network with your peers between sessions and during the social events planned before, during and after hours. Go to <http://thepublishinguniversity.com/> for more information and to register

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>

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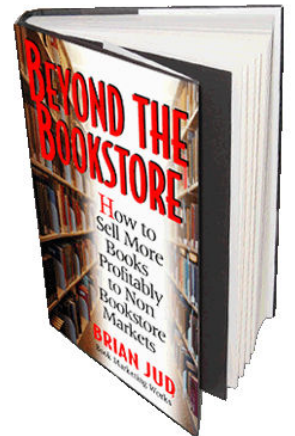
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Check out the Writers and Publishers Bookstore and give your favorite books a “Thumbs Up Rating.” Discover and rate the best books on writing, publishing and marketing (<http://www.bookmarketingworks.com/bookstore/bookstore.htm>)

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

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Contact Information for Brian Jud

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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>