

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

**The Time Has Come.** Unlike what you might have read in some publications, I believe that the time of the independent publisher is here. Years ago, it was nearly impossible to compete with the large established publishers in the book marketplace. Usually smaller publishers were content to receive some scraps while the big players kept the best parts of the main meal. This is no longer true. During the 1990's several changes in the marketplace, including expanded inventory through superstores, increased reach through internet retailers, better services through national wholesalers and stronger support through book distributors, all helped propel the best of the independent publishers onto center stage.

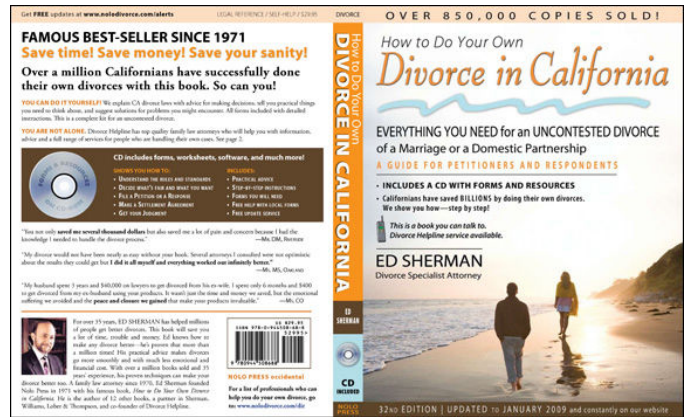
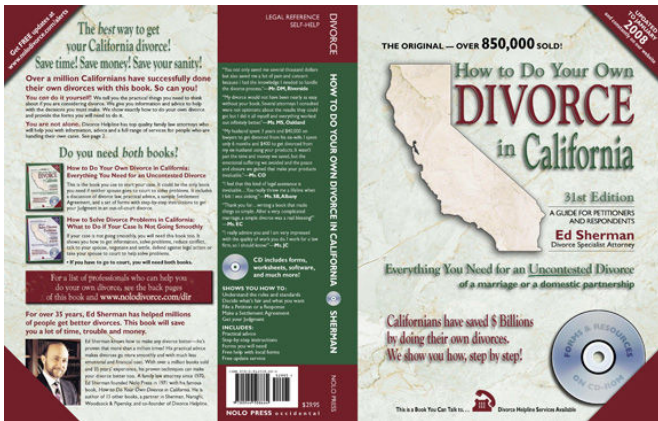
## Poynter's Pointers

(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>)

**IBPA Bookstore Newsletter.** IBPA mails a flyer offering 37 different titles to 2,600 independent bookstores. Each book is pictured and has a fifty word description including the publisher's address. Stores may order through regular channels or via PMA with a reply card. Cost of the program is \$160 per title. See [http://www.ibpa-online.org/coopcats\\_bksllr.cfm](http://www.ibpa-online.org/coopcats_bksllr.cfm)

## The Cover Story

(Dotti Albertine is an award-winning book cover designer. Contact her at [www.AlbertineBookDesign.com](http://www.AlbertineBookDesign.com) )



**Before:** This book has been an award-winner since 1971 with practical information written by a lead divorce attorney on how to do your own divorce in California. However, the old cover was tired and outdated.

**After:** The new cover spread no longer looks like a AAA book but a modern couple in California separating, not too sad, but realistic, and has an updated, appealing, less busy format.

## Marcella's Magic

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

Help the store manager create an event around your title. What different kinds of things do you do? Would you be good on a panel? Can you recommend other panel members? What other authors could you bring into the store? Who, and what else do you know?

## The Book Shepherd

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

Book signings are an event—to make you successful, you've got to get creative—don't plan on just sitting (no, you can't)—you stand to greet your buyers and chat with them, eye-to-eye)

1. **Get Active.** Don't just sit behind a desk expecting the world to come to you. Boring!
2. **If you read from your book,** make sure you read a powerful section that leaves them wanting more, asking questions.
3. **Do a mini-work shop** (my favorite) ... lead with something from your book, then launch into a few points that include your point, a story or illustration to support it, your point again, then to the next point. This is old fashion sales.
4. **Don't forget visuals** ... graphs, photos, your picture, your picture, giant poster of your book cover—at the front of the store and by you.

## You're On The Air

(Lori Dolney Levine, Senior Talent Executive, Fox After Breakfast)

*I want people who are animated, with a loud voice but not screaming, articulate but not pompous.*

## 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>)

When creating sales literature for librarians, list the publication dates for your new and forthcoming titles so librarians can be sure when your books will be available; then be sure to meet those publication dates. List the month and year of publications for your backlist titles as well; librarians like to know how current the information is in any book they order. Providing the copyright date and ISBNs also helps librarians to avoid ordering books or editions they already have.

## Interior Designing

(Dick Margulis, editor and book designer, New Haven, Connecticut.  
Contact Dick at [dick@dmargulis.com](mailto:dick@dmargulis.com))

**The color of the page:** Well, black and white, right? No, not exactly. Color comes into play in book design in three ways; actual printing with inks of two or more colors, which I'll discuss in another installment; paper and text ink color, about which I'll say a brief word here; and what typographers call the color of the page, which has to do with font choice and spacing; I'll cover that topic over the next two installments.

*Paper color:* For the vast majority of books that readers of Brian's newsletter are involved with, the printer will offer the choice of white or "natural" paper. In this context, "natural" is a buff-colored dye added during the paper manufacturing process; it does not describe some special environmental virtue of the paper. A great deal of fiction and some categories of nonfiction are printed on natural paper, which cuts down on glare for the reader. Science and engineering books are almost always printed on white paper, which seems to connote a reductionist, black vs. white viewpoint appropriate to the field. Books with many illustrations, particularly color illustrations, are generally printed on white paper.

Papers are white by degrees, though. Brightness can start in the 80s and range well into the 90s, as a trip down the paper aisle of an office supply store will quickly demonstrate. Printers will tell you the brightness of the various white papers they offer. Again, brighter is not always better, from the standpoint of reading comfort. Similarly, papers are available in various finishes. Enameled (coated) papers make a very heavy book (because to have paper thick enough—strong enough and opaque enough—for printing on two sides, coated papers have to be heavier than uncoated papers; the mineral coating is much heavier than wood pulp). In general, coated papers are less bright than uncoated papers. However, a high-gloss coating adds glare. Various gloss levels are available, down to a matte finish, which is excellent for low glare but eye-popping color reproduction. Uncoated papers may be smooth and thin (calendared) or soft and thick ("high-bulk").

*Ink color:* A word on "black" ink. As with "white" paper, there's black and then there's black. If there are any printers left who will vary the hue of their black ink, from blue-black to brown-black, depending on the cast of the paper, I'm not aware of them. Typically, they're all shooting for a neutral black. But both offset and digital presses vary in the density of the black applied to the paper. In the case of offset printing, inks vary in quality. When you are evaluating printed samples from printers you are considering using, take a close look at the printed page in good light. If the black is not uniformly dense and black, consider choosing a different printer.

## 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))

Publicity works best when you distinguish yourself and your book and show others why it's so special and a must read. It's the perfect opportunity to be creative; your only limits are those you impose on yourself. Unfortunately, many of us have been sold the bill of goods that publicizing our efforts or ourselves is crass, undignified, and not what respectable people do—which is just plain wrong. According to that thinking, we should sit back and wait for the world to recognize and applaud us; do nothing but let nature take its course.

However, doing nada doesn't sell books! You need to take over, to grab the reins and actively work to get publicity for your book. As master showman P. T. Barnum said, "A terrible thing happens without publicity . . . NOTHING."

## The Very Idea

(Editorial by Brian Jud)

Most non-bookstore buyers are interested in purchasing what is inside your book – its content. And the same content can have different meaning for different people. Find out what buyers in each segment want. Then customize your communication to show that you can meet their needs.



## Marketing to Non-Bookstore Buyers

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

Founded in 1924, the Association of Zoos and Aquariums (AZA) is a nonprofit organization dedicated to the advancement of accredited zoos and aquariums in the areas of animal care, wildlife conservation, education and science. AZA accredits only those institutions that have achieved exact standards for animal care, education, wildlife conservation and science. With its more than 200 accredited members, AZA is building North America's largest wildlife conservation movement. For a complete list of zoos in the U.S. go to <http://www.aza.org/Accreditation/AccreditList/>

There are two other opportunities for selling your books related to zoo topics. These include the 19 AZA certified related facilities such as the Colorado Wolf and Wildlife Center, Gorilla Haven, Have Trunk Will Travel, the International Exotic Feline Sanctuary and the Kangaroo Conservation Center represent some of these. A more complete list may be found at <http://www.aza.org/Accreditation/CertList/>. Association of Zoos and Aquariums, 8403 Colesville Rd., Suite 710, Silver Spring, MD 20910-3314, Phone: 301-562-0777, Fax: 301-562-0888; <http://www.aza.org>.

## 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>)

There's a hot new trend going on right now and it's called micro-blogging. So what's a micro-blog? And moreover, what's Twitter? Twitter is a micro-blogger platform that allows users to create entries that are only 140 characters in length. These entries are referred to as "tweets". Originally designed to keep friends and family up to date on what you're doing, Twitter can also be a great place to share your latest book project, promotional ideas as well as interacting with fellow tweets (folks who twitter) and writers. And yes, you can have a blog and a Twitter page. I have both but I feed my blog into my Twitter site so that my Twitter page gets updated each time I add new content to my blog. There's an easy application to add your blog feed to Twitter, it takes just minutes to do. Head on over to: Twitterfeed (<http://twitterfeed.com/>)

To sign up for a Twitter account just go to [www.twitter.com](http://www.twitter.com) and complete their short sign up form. Remember to brand yourself! This is important. Once you create a Twitter account you can't go back and change your name so find something that works for you. Maybe it's fictionwriter or businesswriter or whatever you want. My Twitter page is bookgal ([www.twitter.com/bookgal](http://www.twitter.com/bookgal)) which is fun play on words for what I do (and what I love). Once you have a Twitter account you can immediately start tweeting. The service is completely free and you can also keep up with other people's tweets by "following" them. Their micro-blog entries will show up on your Twitter home page so you can easily keep track of them. You can also be notified by phone when they add a tweet. You can twitter from anywhere, even your phone. I've been known to twitter from my blackberry.

## Booklet Ideas – Paulette Ensign

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

Listen carefully to what your prospect is saying. Even with whatever resistance they are offering, things change in the months, weeks, days, and even hours later – a new use, a new budget, a new moment's mood.

Call 5 or 6 months later if you hear "call me the same time next year." They rarely know when you first called them. You may or may not have lost the sale when they say to call back next year. You can be amazed how much can change from the original call.

## 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](http://www.prpr.net))

**Take Time to Prepare for the Interview.** Whether you're meeting the reporter for a cup of coffee or conducting the interview over the phone, you must be prepared. Before the interview begins, write three to five main points that you want to cover on an index card. That way you won't struggle with an answer during the interview and you won't forget to mention any important topics.

## 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))

**How to Avoid the Information Trap.** Information is not enough when writing a nonfiction book. You can sell more books, for longer periods of time, by wrapping the information you want to communicate in a package that emotionally resonates with your intended readers.

Often, the starting point is to identify the core benefit your book offers. The core benefit is the emotional reward that readers will enjoy when they have put the information in your book to work. Once you identify the core benefit, it becomes relatively easy to state that benefit in a title and supporting subtitle that quickly and memorably communicates the core benefit and sets the book apart from the competition. Examples include:

- Get Clients Now! A 28-Day Marketing Program for Coaches, Consultants, and Self-Employed Professionals
- Book Yourself Solid: The Fastest, Easiest, and Most Reliable System for Getting More Clients Than You Can Handle Even if You Hate Marketing and Selling
- Guerrilla Marketing: Easy and Inexpensive Strategies for Making Big Profits From Your Small Business
- Looking Good in Print: A Guide to Basic Design for Desktop Publishing
- The Not So Big Life: Finding Space for What Really Matters

In each case, the book titles communicate on an emotional level than would be communicated by straightforward titles like Marketing Handbook for Coaches, Marketing Your Small Business, or How to Design Ads, Brochures, and Newsletters. The best book titles move beyond the information communicated in a book and paint an emotional picture of the benefits the book offers, or the approach described in the book.

## 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](mailto:rbbartlett@aol.com))

**Shake hands.** Never miss an opportunity for a handshake and use its power to transmit nonverbal warmth and energy. Make sure that you get a full palm-to-palm grip. Simply look at the other person's hand as you begin to shake and aim your hand for his or hers. I realize this sounds obvious, but how often do you miss and get a four-finger grip?

## 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 purpose establishes your foundation. Your plan translates this vision into the physical impetus that fuels your sustaining passion. Your mission may be to make obscene amounts of money or to become the world's largest publisher. But such missions will rarely sustain your passion along the arduous path towards their accomplishment.

## 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))

If you are publishing a book to make a quick profit, you may be making a mistake because successful book marketing requires a long-term perspective and persistence.

## Guest Columnist – Lin Lacombe

(Lin A. Lacombe is a marketing and public relations consultant, literary publicist, writer, speaker and activist.  
Contact Lin at [llacombe@earthlink.net](mailto:llacombe@earthlink.net))

**Conferences and Trade Shows - Whether to Go - What to Know.** When considering whether to attend a conference, look through writer's publications (Writer's Digest, Poets and Writers) or reference guides (The Encyclopedia of Associations is excellent) and pick shows you think suit you and your book. Talk to others who have attended. Check the Conference website and note the Purpose and Who Should Attend sections. Also check the Exhibitors List. Do many of them interest you? And last but not least, if you want to meet editors, agents, or publishers, will the ones you want to meet be in attendance? Then think about the return on investment for you to attend, given the outlay of money, time, and energy. While there, be a sponge, ask questions, listen, take business cards, take notes, take your time, follow up, and always say "Thank you!" and mean it. Oh, and have fun!

## Helpful Website of the Week

**Book Editing Associates**  
[www.book-editing.com](http://www.book-editing.com)

Editors are a knowledgeable group and usually have the inside track on websites related to their craft. But for those who may be considering the editing field or who may want to dig deeper, this is a great site to visit or revisit. Book Editing Associates is a network of professional writers and editors who must apply to become members, so this is one of the most reputable groups out there.



## 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

### 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**

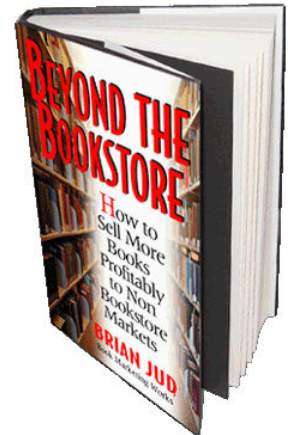
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previous clients. At *Book Central Station* you can scan a list of suppliers, look at reviews of their work and make an informed decision to choose the ones with which you will work. And you can post your own experiences with them, too. Sign up for your FREE trial at <http://www.bookcentralstation.com/trial.asp>

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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](http://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](http://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](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>