

# 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) )

Often we allow conventional wisdom to define what is possible and what is not. For example, independent publishers often believe they are disadvantaged in the trade marketplace because the large publishers have such a significant market share advantage. I would like to register an emphatic dissent to this perceived wisdom and provide, as a counterpoint, five real advantages enjoyed by many independent publishers. First, superstores want and need your books. The big publishers cannot fill their shelves with enough product, and independent publishers have successfully entered the breach. Second, distributors need your business and have become better at providing stronger sales support for your books. Third, bigger publishers envy your efficiency and wish they could emulate your minimalist infrastructure. Fourth, authors are seeking your help, including many who have previously been published by some of the big guys. And fifth, consumers are able to access your books through Internet bookstores as well as superstores and independent bookstores. Availability of a huge diversity of titles has never been greater.

## 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>)

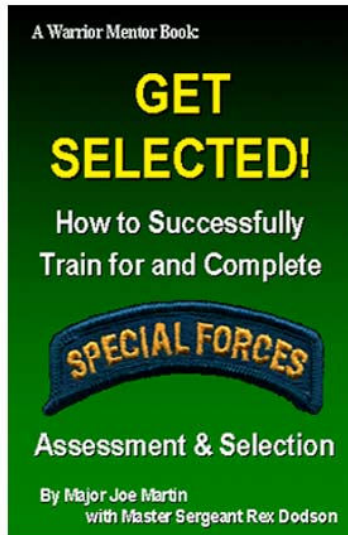
Distributors distribute books to stores - period! It is up to the author to generate interest in the book, to alert potential buyers that the book exists and tell them it is in the stores. Distributors do not promote books. Whether you sell out to a large (NY) publisher or publish yourself, the author must do the promotion. The books will sit on the bookstore shelves for one four-month season. If the author has not driven buyers to the stores, the books will come back as returns. Your distributor is your partner. Work with your distributor, support the efforts of your distributor and honor your distributor. Distributors do their part—putting books on shelves. Authors need to do their part—telling potential buyer/readers that the books are on the shelves.

## The Cover Story

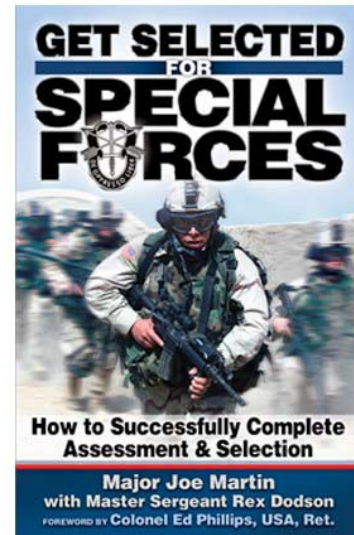
(George Foster has designed the covers for more than a thousand books and is contributing author to "1001 Ways to Market Your Books". Contact him at [www.fostercovers.com](http://www.fostercovers.com))

**Before:** We want to attract young, enthusiastic, strong males who seek action, even danger. By contrast, the first cover is low-key and somber. The Special Forces patch is stuck awkwardly in the middle of the subtitle, looking like a big frown.

**After:** Show people to themselves and you'll get a response, positive or negative. Let's go for positive by showing what our young prospect hopes to be. The photo promises action, confidence, camaraderie and purpose. The young recruit says, "That's ME!" The background is blurred, increasing the sense of motion, and the stripes at the bottom anchor it with stability, in patriotic colors. The Special Forces Seal replaces the "O" in the title.



Original cover



New cover  
by George Foster

## Marcella's Magic

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

Do you have a book about how to start a business, how to run a business, how to manage your finances, how to cook a great Italian dinner? All these things are information, things about which people want to know. You have to put that information into a presentation that you can make in a store, one that will make people want to buy the book that you've made.

## The Book Shepherd

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

**Hunkering down is the new norm.** Publishing may be the pits for many, but not for the savvy author. Bad times create opportunities. Embrace alternate sales venues. Learn to speak on your topic—no matter what the topic—if you wrote the book, obviously you believed that others wanted to read it, own it. Where are they? If you offer "hope," "answers," and "solutions," they will come.

Tough times mean you need to create a Plan—what's yours? What have you done to strategize how you are going to move/sell books in these challenging times? How are you going to drive a buyer to place that they can find your book? The Plan ... create one.

## You're On The Air

(Deborah Wetzel, morning news anchor and talk-show host on WCBS-FM, New York City)

*People are most comfortable when talking about something they love, when they are talking about something they really believe in and are passionate about.*

## 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>)

Through a network of sales representatives who sell to camera shops across the country, Amherst Media has sold over 45,000 copies of *Basic 35 mm Photo Guide for Beginning Photographers*. To encourage sales in non-bookstore outlets, they provide free counter-top displays with the purchase of twelve or more copies.

## 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, which I discussed last time; and what typographers call the color of the page, which has to do with font choice and spacing; that's what I'm covering here and in the next installment.

*A little font history:* Metal types for letterpress were (still are, in the fine press world, but that's outside the scope of this discussion) three-dimensional. The type bit into the page surface, whether it was paper or vellum. Browse in a library or antiquarian bookshop and run your fingertips over the pages of old books. You'll feel the indentations made by the type. The printed image on the page was a tiny bit thicker than the top surface (face) of the metal type. A little bit of the shoulder pushed into the page and deposited ink. When digital type started to be manufactured, type foundries used the drawings they had on file for their metal types. These drawings defined the faces of the types but not the shoulders. As a result, older computer fonts are too thin in comparison to their historical namesakes. Eventually, this problem was corrected and new digital fonts were issued. The lesson here is that if you bought fonts from Adobe in the 1980s or if you are using freeware fonts that you downloaded from some anonymous site or grabbed off a five-dollar CD, you should probably discard them and purchase newer versions. Font names have not necessarily changed, but you can check file sizes, dates, and version numbers easily enough. (Modern fonts have many other improvements, too.)

*Parameter selection:* When typographers look at a page, they see a text block that has an overall color. Is the color light or dark? Is it too light (poor quality font, loose letter spacing, too much leading, poor printing)? Is it too dark (too heavy a font weight, insufficient leading, tight letter spacing)? Is it a comfortable read? Color is a design choice: you may want a lighter color for lyric poetry and a darker color for a mechanical engineering text. Choosing the right typesetting parameters to get the color you want can make a much greater difference to the appearance and readability of a page than typeface selection alone.

## 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))

Parties and events can be the ideal way to introduce your book. Launch parties are wonderful rewards for all your hard work and marvelous celebrations to share with family and friends. They can also be exceptional promotion opportunities. Think beyond the usual book-launch party. Do more than invite all your friends and contacts to a bookstore where you sit, sign away, and have little chance to talk. Be inventive; create an event or a series of events that will not only attract the media, but that will wow it. Make it memorable by thinking bigger, bolder, and brassier.

- If you wrote a book on baking, hold your party at a bakery. Overwhelm your guests with food. Serve each of the pastries featured in your book. Put on cooking demonstrations, give out recipes, and teach.
- Celebrate your vintage car book at the classic car showroom. Hire a Dixieland band. Give away miniature or model cars. Take photos of people posed behind the wheel of their favorite oldies.
- Promote your gardening book by holding a series of events in underprivileged neighborhoods. Put on demonstrations and give away seedlings, plants, containers, and potting soil. Serve some of the food featured in your book. Invite the mayor, local officials, and notables.

## The Very Idea

(Editorial by Brian Jud)

Sometimes your objective may seem far away, and dark clouds may loom on the horizon. But make the trip anyway, and enjoy the scenery as you travel. Success is not a destination - it is a journey.



## Marketing to Non-Bookstore Buyers

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

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

Shel Horowitz is the author of *Principled Profits: Marketing That Puts People First*. Before it was published, he reviewed the content and identified nine corporations that could be prospects for premium sales of his book. He and his sales agent sent letters and galley proofs to the appropriate contacts at all nine corporations. One of the nine was Southwest Airlines, which eventually purchased 1000 copies at \$5.00 each (list price \$17.50). “The president of Southwest bought it to give to VIPs and friends to demonstrate his commitment to high moral principles in business,” said Shel.

Shel learned the importance of planning for premium sales in the writing stage. “Without padding a book with too many names,” he says, “the author can mention company or brand names and sell the book to them before publication. Such a sale can cover your printing and production costs.”

## 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>)

**Why You Should Ban the Word “Free”** The word “Free” might not be a great way to engage prospects. Many marketers like offering freebies to lead potential readers to their site, but freebie seekers are just that: looking for a bargain and preferably one that won’t cost them a dime. Our site has numerous free resources (including our newsletter) but we don’t promote them as free. Why? Because tire kickers are a waste of any good marketer’s time. While we love it when folks contact us we’ve experienced the same author who contacts us looking for free help numerous times over the years, emailing us sometimes as many as twenty times in a year for four or five years. Also interesting to note that the ones who contact us repeatedly often don’t have a finished project, this means that our helpfulness enables them to an extent to keep their projects in limbo. This doesn’t serve anyone. While we love offering help, “free” doesn’t sell books or services and it doesn’t help the author move to the next level of their success. So if you’re facing the same sort of challenge consider removing the word “free” from all your marketing materials and replacing it with the word “New”. Research has shown that the word “New” is often more powerful than the word “free” - “New” attracts the kind of consumers you want: the people who will actually buy and in the end, that’s what we all want.

## 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>)

Brainstorm and do market research on title ideas for your information products with people who are in your target market, and are your likely audience. They will have more valid input for you than people in the general population. Have you figured out who your target market is yet?

## 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))

**Leave a Lasting Impression.** Media professionals always need reliable sources of information to develop their stories. When you develop relationships with them, you can be the person they call for quotes. Energy and friendliness on phone interviews let the reporter know that you’re excited about talking to them. Integrity lets the media know that your message is unique and your information is accurate and credible. Looking confident and pulled-together on television puts the focus on you and what you have to say.

Make the effort to build relationships with the media, and they’ll know they can rely on you as a source. When you use these tips and make their jobs easier, you will get more interviews, more quotes, and more free publicity for your book.

## 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))

**To sell more books, move beyond the obvious.** Information, alone, is not enough to create a book that publishers will want to publish, or readers will want to buy. To become profitably published, your book must move beyond communicating mere information and, instead, must appeal to your reader's emotions.

To succeed, your book must *inspire* your readers. Every aspect of your book -- its cover, title, organization, and contents -- must communicate that the problems your readers face are solvable and the goals they want to achieve are achievable. To justify buying your book, readers have to be inspired to believe that your book's promise is attainable, possible, and realistic.

Inspiration requires simplicity. In order to appear credible, the information in your book has to be simplified, or organized, into a few key points. Contents have to be organized into chapters, and chapters have to be organized into affirmations, commitments, habits, parts, principles, questions, sections, or steps. To be remembered, shared, and acted upon, each organizing principle has to be stated in simple, everyday language.

The smaller the number, the more likely your book will survive. A few habits, pillars, principles, questions, or steps are easier to remember than a large number. As you analyze the information you want to share with your readers, ask yourself how you can organize and simplify the contents so that you can inspire your reader's by emphasizing the likelihood of success.

## **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))

**If you can't get a trial, get a one-time order.** Well, the buyer is being a real pain. He's not going along with the idea that your book is the greatest thing since Stephen King. He does not want to take any risk...so remove it! Offer to put a limited number of books into one store or a group of stores on a one-time basis, free, just to prove to the buyer that your book will sell. Offer to pay the freight in and out. The buyer only has to pay for the books that are sold and agree to bump you up to a regional test or a wider selection of stores once positive results are in.

## **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))

Seven rules will help your creative-planning sessions become more productive.

- 1) Ask questions properly. Do not say, "Where else can we sell this title?" The first response answers the question but it may not be the best answer. Instead, ask, "In how many ways can we..." thereby generating additional possibilities.
- 2) Stimulate as many responses as possible. Think quantity, not quality early in the process.
- 3) Do not judge any idea at the time it is offered, so people feel free to contribute.
- 4) Encourage far-fetched responses, many of which will not be practical. However, an implausible idea may lead to a more realistic one.
- 5) Have fun. Be creative and outlandish.
- 6) Create a graphic marketing plan. Use a flip chart, chalkboard or some other means of recording all the responses that is visible to everyone.
- 7) Once the idea-generating portion of the meeting is finished, go back and decide which of the responses is not applicable at this time.

## 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 positioning means performing *different activities* from rivals or performing similar activities in *different ways*. Tell the customers why they should do business with you instead of competitor.

## Guest Columnist – John Haines

(John Haines is the author of *In Search of Simplicity: A True Story that Changes Lives*. Visit his website at: <http://www.insearchofsimplicity.com>)

## Building an Author Platform the Fun Way

**Be patient.** It takes time and persistent effort to build an author platform, both on and off the net. The average celebrity wasn't famous overnight. Why should you be? Expect an excellent outcome, but don't anticipate instant results. Most overnight success stories followed on the back of years of persistent, often seemingly unrewarded effort. There's three years of hard work behind the average bestseller.

**Believe in yourself.** If you know that what you write is of value to others, do what you comfortably can to make potential readers aware of you and your work. There's so much out there. Why would someone listen to you? It's up to you to convince them that what you have to say is important, helpful and inspiring.

**Affirm your destination.** Then leave the details to God. Stand in front of the mirror early each morning and smile while affirming that which you would like to have happen. Keep it in the present. Begin each statement with 'I am.' Repeat each statement out loud three times as if you believe it. Smile. If you don't believe in the power of your thoughts and beliefs to change your world, read some of the many books available on the subject such as Dr. Bruce Lipton's *The Biology of Belief*.

**Stay focused. Stay on track.** When you are wholeheartedly doing the right thing and loving it, the universe bends over backwards to support you and you are guided by synchronicities, by coincidences. And remember: there are no coincidences.

**Do something every day.** Call a newspaper editor. Submit one of your blogs to another website. Do a phone interview. Exchange links. Write a press release with an interesting and timely twist. There is virtually no limit to what you can do each day to improve your profile.

**Honestly assess your strengths** and do what you're best and most comfortable at. I host a weekly radio show simultaneously broadcast on local cable television. I'm not only comfortable in the media of radio and television, I absolutely love it. It's logical. I'm an Aries "Look at me" kid grown up (sort of). We're not all the same. Find the aspect of promotion you love and do it wholeheartedly. Be persistent, but not at the expense of doing what you love.

**Enjoy the journey.** The journey is more important than the destination. In fact, enjoying the journey is the destination. Take time to smell the roses. Take time off each week to spend quality enjoyment with your partner and family. They're part of your journey. Don't be one of the people who work hard and spend their health trying to achieve wealth; then retire and spend their wealth attempting to regain their health.

## Helpful Website of the Week

### Authorlink

<http://www.authorlink.com>

Authorlink offers news, information and marketing help for editors, literary agents, writers and readers. Many of the services are free.



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



**2009 Frankfurt/foreign rights program A focused, full service foreign rights opportunity for nonfiction titles in business, psychology/self-help, personal finance, parenting, personal development, relationships, education, health and other selected categories.**

The Frankfurt Book Fair is undeniably the world's biggest and best venue for the sale of foreign rights. Believe it or not, it is twenty times larger than the London Book Fair and ten times larger than BookExpoAmerica. It's a "business only" event which this year will run October 14-18, attended by nearly 400,000 publishing people from every corner of the world who have only one purpose----buying or selling foreign rights! Virtually all foreign rights sales are initiated at the Frankfurt Book Fair. Last year was one of my most successful ever! I have written over 3,500 rights sales for my clients with some advances exceeding \$25,000. Initial royalty checks for one of my clients have been well into six figures! Mine is a focused, full-service program, not simply a display service.

I will again be representing a select group of nonfiction titles at this year's Fair, which will be my 29<sup>th</sup> during my 40+ year publishing career! I would like to invite your title(s) to once again be among that select group. Here's how my Frankfurt/Foreign Rights Program works:

- Our print catalog is distributed on-site at the Fair to foreign publishers and agents worldwide and our electronic catalog is emailed to more than 1,000 foreign publishers and agents four months prior to the Fair, as well as posted on our web site for a full year. This stimulates interest for appointments at the Fair as well as many actual sales well before the Fair even opens and long after.
- Because we select only nonfiction titles in specific categories our full schedule of appointments at the Fair is with foreign publishers and agents specifically interested in titles in those categories.
- Your book is professionally displayed in our good-looking, centrally located booth at the corner of two heavily trafficked aisles. (Visit our web site to see...[www.bob-erdmann.com](http://www.bob-erdmann.com) and click on the Frankfurt Foreign Rights Program icon.)
- We provide you with personalized letters to include with review copies to send to interested foreign publishers and agents.
- We follow up with regularity and professionalism to ensure that your book is thoroughly reviewed and kept of the "front burner" at the foreign publishers and agents in order to secure offers for your book and report back to you the status.
- We negotiate offers for foreign rights agreements to your maximum benefit.
- Upon your agreement to accept an offer we prepare the foreign rights contract, obtain necessary signatures, and secure prompt payment of the advances.
- I will provide you with simply the best you can get from start to finish.....complete personal, professional representation of your title(s), not simply displaying them.

Although it may seem early I urge you to reply promptly. My Program has a proven track record of success and consequently fills quickly. And remember, it's a focused, full-service program.

Regards,  
Bob Erdmann

Visit My Website For More Info & Photos  
[Bob@bob-erdmann.com](mailto:Bob@bob-erdmann.com)  
[www.bob-erdmann.com](http://www.bob-erdmann.com)

## **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](http://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**

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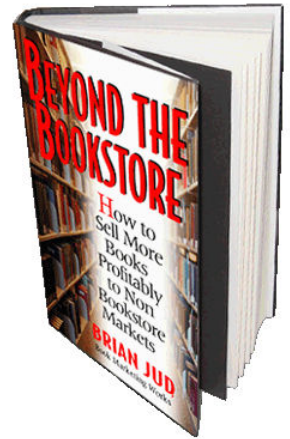
The place to find book-publishing suppliers, based on referrals from previous users. *Book Central Station* is the only place where you can find people to help you write, publish and market your books – with ratings posted by previous clients. At *Book Central Station* you can scan a list of suppliers, 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>

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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. [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>