

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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<i>Be In Charge</i>	2,500
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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)

Selling to the Sales People. When people approach me with a new project, they often make unsupportable claims that challenge credibility and experience. As a sales executive, I am always balancing hopes and dreams with the undeniable reality that most books rarely sell beyond their first printings. I want to help, but if I conclude that the publisher is an unrealistic romantic, then I am apt to pass his project by. I believe it would be better to modify claims to success to a level that conforms to the possible. People in my position live in the trenches of the everyday. We believe it is OK to publish a book that has modest expectations attached to it. We like to work with titles over time, sometimes taking a year or more to find just the right way to success. The one-minute atomic book is nice, but frankly, it is a rare, rare thing. In a word, keep it real!

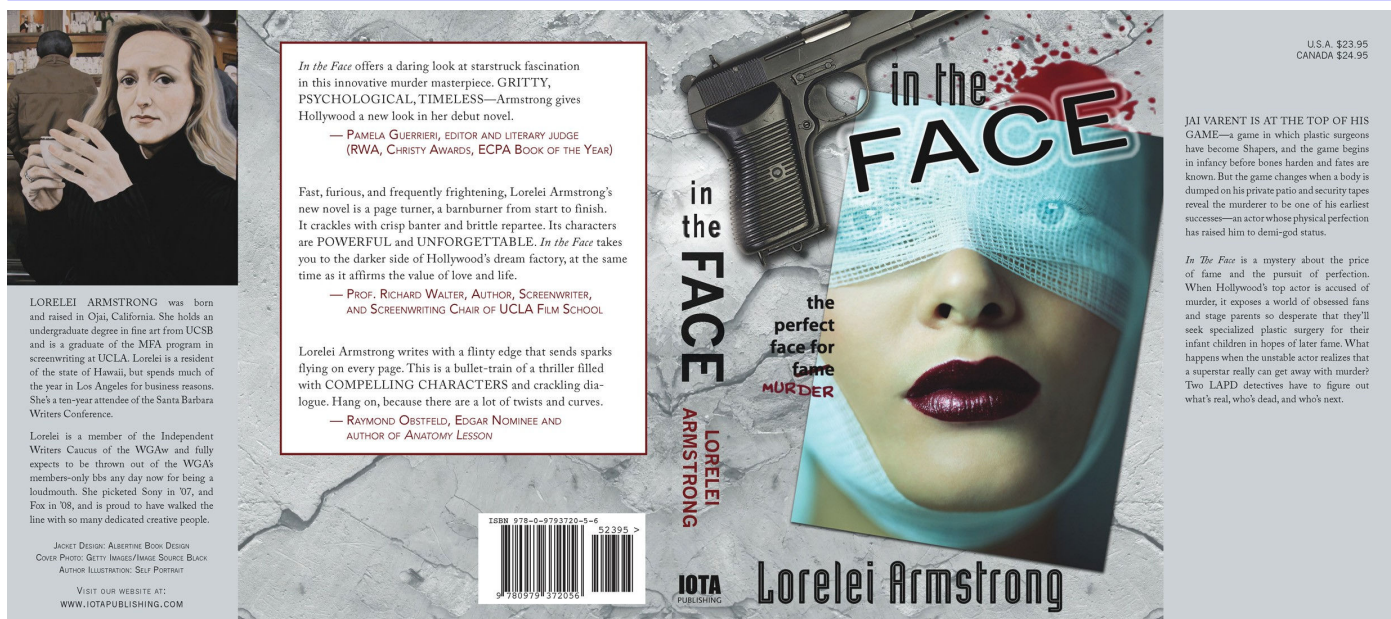
Poynter's Pointers

(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>)

The Independent Book Publishers Association rents blocks of space at select book fairs and provides services to members. Those members with just a few books may display them in the cooperative display area for \$85 each. An IBPA representative staffs the booth and will represent your book for you. All participants are represented in a catalog and orders may be taken at the show for forwarding to you. Those with more books and wishing a greater company identity may take booth space. This way, all the members are exhibiting in the same area of the trade center. More information may be found at http://www.ibpa-online.org/exhibits_ibpa.cfm

The Cover Story

(Dotti Albertine is an award-winning book cover designer. Contact her at www.AlbertineBookDesign.com)



DUSTJACKET WRAP: A hard case book needs a compelling dustjacket. Here's an example of a mystery/sci-fi cover that I designed and like a lot.

- **FRONT COVER:** This is a Photoshop montage, using about 6 separate images yet it doesn't look thrown together; it's integrated. The face pulls the reader in, then the eye is drawn to the title, followed by the subtitle, which clarifies the title.
- **BACK COVER & SPINE:** It's really good to wrap the background image around a dustjacket or paperback cover. That way if the spine does not print perfectly centered, it is not noticeable. Endorsements on the back cover are clean, easy to read and are from impressive sources. Barcode goes in lower right corner. Also the butt of the gun wraps onto the spine and makes it more interesting.
- **FRONT FLAP:** Contains a couple of paragraphs about the book, is clean and easy to read, and always has the price.
- **BACK FLAP:** Has an illustration of the author instead of the usual photo (which is fine) and there's good copy which validates the credentials/authority of the author, followed by publishing company information and cover credits.

Marcella's Magic

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

Regular communication reminds potential buyers that your book is available and the information in it will improve their lives in some way. With a consistent series of promotional events you create additional opportunities. You never know who will be in the audience. There could be a publisher looking for the rights to a book just like yours, a meeting planner seeking a keynote speaker, the regional buyer for a national book chain or the person who arranges guests for a national talk show. Producers of national shows create files of people who could be potential guests, and you will improve the likelihood of getting in their files by increasing your exposure. The more publicity you create for yourself, the more apt you are to be in the right place at the right time for your big break.

The Book Shepherd

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

Ahhh, times have changed—which publishing road does an author take today? With the Internet and today's technology, traditional publishers are being turned on their heads and vanity presses have morphed into new critters. The answer is: it depends. Authors are choosing to bypass the traditional method that had been so coveted by the majority of authors just a few years ago.

The major publishing formats authors opt for, knowing that new ones will be birthed as time evolves include: *Traditional* (i.e. NY publishing that pays royalties); *Independent* (small press—could range from the NY publishing formula to a press publishing less than three books a year either of the owner or others); *Self* (usually refers to the one book publishing experience, if multiple, the author evolves to small press/independent); *Subsidy* (*aka Pay to Publish* --author pays a fee, may shop from a “menu” of options that the publisher offers—buys books at discount and can get royalties on books that the publisher sells); *Packager* (you give them set amount of money, they edit, design, lay out and print your book—some do a minimal marketing and PR strategy); *POD* (print on demand, sometimes one book at a time—guaranteed way to keep a book in print but not cost effective for large runs); and *eBook* (Internet delivery of text—eBooks often sell for the same amount as the hard copy).

POD is also used in the subsidy area, standing for “publish on demand” format. With Oprah's endorsement of all things Kindle, you will continue to see the electronic delivery system expand. Each has merits and deficits.

You're On The Air

(Suzi Reynolds, professional media trainer)

Let it sink into the audience. Don't try to say too much. Mentally edit so you work with the audience, giving them time to understand what you are saying.

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>)

Book rights can also be sold as the basis for one episode in a dramatic or informative series. Reruns pay about 20% of the fee for the original show. With the proliferation of cable channels, there are many opportunities to sell TV rights to books on all subjects, from history to gardening, from cookbooks to music.

Interior Designing

(Dick Margulis, editor and book designer, New Haven, Connecticut.
Contact Dick at dick@dmarquis.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 two installments back; and what typographers call the color of the page, which has to do with font choice and spacing; I began that discussion in the last installment and it continues here.

Ladders, rivers, and pigeonholes: Another principal aspect of typographic color is the uniformity of tone within a text block. Word processing programs generally do a poor job of controlling this. Modern page layout software generally does a good job. When you look at a page of type, you do not want to see:

- **Ladders.** A ladder is a series of four or more lines ending with a hyphen
- **Rivers.** A river is a gash of white running down a paragraph where word spaces align with each other vertically or diagonally from line to line. Word spaces should, to the extent possible, be offset from each other on succeeding lines so they do not connect in a pattern of any sort.
- **Pigeonholes.** Pigeonholes are word spaces that are so wide they gape. If a paragraph looks more like a jack-o'-lantern than like smooth, gray rectangle, you've got pigeonholes to fix.

Hanging punctuation or optical margins: When you scan down the right edge of a block of justified type, the short glyphs (period, comma, hyphen, quotation mark, apostrophe) form little visual nibbles in the margin. By allowing those characters to extend partly or fully into the margin, you can create the optical illusion of a block of type with a straight edge. This technique, called hanging punctuation, was not generally available, except at extra expense, during the age of metal type (it actually arose quite by accident, through a misunderstanding of a technique Gutenberg used in the Mainz 42-line Bible). Today it is available at the click of a checkbox. It's not appropriate everywhere, but it's a good thing to know about.

Author 101

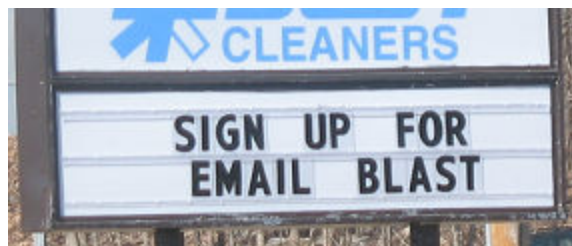
(Excerpted - with permission - from *Author 101: Bestselling Book Publicity*, by Rick Frishman and Robyn Spizman; contact Rick at FRISHMANR@PlannedTVArts.com or www.author101.com)

Web sites are more than extensions of individuals' or businesses' identities; they are major parts of their identities. When parties are interested in an individual, a product, a service, or a business, they frequently go to its Web site. At the least, the Web site tells them about their target's accomplishments and how they present themselves. New York City literary agent Richard Curtis told us that when he first speaks via telephone to editors about an author and the author's book, he frequently hears their keyboards. The editors, according to Curtis, go straight to the author's Web site and then frequently discuss information it provides with Curtis.

The Very Idea

(Editorial by Brian Jud)

People buy for their reasons, not yours. If you want them to do something, tell them why it is in their best interests to take your recommendation. This dry cleaner might get more people to sign up for its email blast by telling them they would receive discount coupons via email. Similarly, tell people how they will benefit by purchasing your books.



Marketing to Non-Bookstore Buyers

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

Niche markets are made up of identifiable groups of people with a common interest. This interest might be photography, cooking or playing tennis, and the practitioners may congregate in camera shops, cooking school or tennis clubs. Marketing to these segments entails identifying groups of people interested in your topics, finding out where they gather together or seek information on that topic and making your books available in those locations.

There could be many opportunities to market your titles based upon their topics. As appropriate, you could sell your books in home-improvement centers, pet shops, auto-supply stores, drug stores, camera shops, toy stores, garden supply stores or computer stores. The possibilities open an entire new world of opportunity as endless and as fertile as your creativity.

Every store that sells a product on your topic can be a source of sales for your books. You can sell your cookbooks at food stands or gourmet shops, your book about dogs or cats to pet shops, your book about foot care in shoe stores. Your opportunities are limited only by your creativity.

Savvy Self-Promotion

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

How to Use Twitter Effectively. 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.
- Use Twitter as a news source: you can easily announce news both from your world (as long as it relates to your topic) and from the world of your expertise. So for example I've done tweets on book industry stuff, breaking news, etc.
- 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 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.

Booklet Ideas – Paulette Ensign

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

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

Early in the 1990's, the owner of an electrical manufacturer's rep firm in San Juan, Puerto Rico placed a single order for 2500 copies of my one and only tips booklet, *110 Ideas for Organizing Your Business Life*, to use as that year's holiday greeting to his client and prospect list. He wanted the booklets imprinted with his company's logo and contact information, and was happy for my company's contact information to remain in the booklet. That was the early fork in the road for my publishing journey. It was a large quantity to a single buyer who never would have made it to my target market list in a million years. Hardly anything remotely related to a bookstore, wouldn't you agree? Plus every one of those booklets promoted my company as well as his to people who never would have known about me otherwise.

This became one of many ways the booklet and other forms of that same information have been sold ever since. The message reaches many more people this way, makes more revenue, and the copies are non-returnable. None of that is the reality of a bookstore or other retail environments.

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)

Editors and reporters care less about the length of your resume or how much you've published and more about your ability to deliver timely, interesting, audience-centered information that makes their jobs easier to do. So don't worry if you don't have a book out yet. You can still attract plenty of attention if you market yourself and your ideas well.

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)

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)

You are your company. Leave a strong take-home message. Realize that you are your company and the impression you leave in the buyer's mind is the impression they will retain about you, your company and your product line. So be very careful to make your take-home message as powerful and as persuasive as it can be. That's what will be left in the buyer's mind, along with the picture of your back as you leave his office.

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)

Planning is a process, a description of how to proceed under various conditions, a set of policies that establish the parameters within which you may operate your business. It keeps your attention focused on important matters that prevent unanticipated, significant opportunities from escaping unnoticed.

Marketing Strategy

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

The Marketing Concept takes an outside-in perspective. It starts with a well-defined market, a focus on customer needs, and then integrates all the activities that will affect customers and produces profits by satisfying customers.

Guest Columnist – Liz Nakazawa

(Contact Liz at liznakazawa@gmail.com or go to www.marketmybooks.com)

There are over 117,000 libraries nationwide so it makes sense to include marketing to libraries in your overall marketing plan. Libraries have an annual acquisition budget and it's best to approach them at the beginning of their buying cycle, or end, when they might have leftover funds they need to use up. Often their cycle is from June to July of the following year but every library system is different.

When approaching libraries, be sure to ask for the acquisition librarian, and then ask if you can send your one-page book sheet, which describes your book and has ordering information. He or she is in charge of buying books for their library. Then ask if you can send your information via e-mail, an efficient way for you to market your book. A follow-up phone call after a week or two always helps clinch a sale.

Helpful Website of the Week

African American Literature Book Club

<http://writers.aalbc.com>

The AALB is dedicated to promoting African American literature, and to serving as a resource for and a vehicle of aspiring and established writers. It is a source of author profiles, book recommendations, active discussion boards, writer resources, informative articles, videos, and book reviews. Some content is free.



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>

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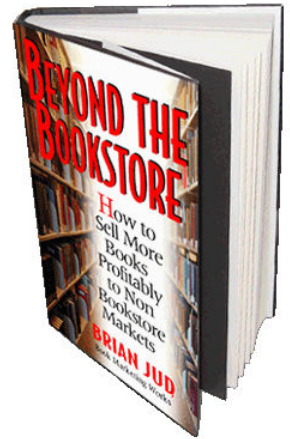
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Check out the Writers and Publishers Bookstore and give your favorite books a “Thumbs Up Rating.” Discover and rate the best books on writing, publishing and marketing (<http://www.bookmarketingworks.com/bookstore/bookstore.htm>)

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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

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>