

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>Historic Photos of Salt Lake City</i>	500
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<i>Ultimate Book of Fly Fishing</i>	5000
<i>Insiders' Guide to Salt Lake City</i>	3500

Notes From the Front Lines

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

Should You Attend Book Expo America? Many independent publishers feel they do not belong at Book Expo. They opine that the Show belongs to the big boys, that it is way too expensive and that there is little tangible to be gained from it. Well, all of this is true in a way, but my own experience with the Show tends to override the negatives in some very important ways. Let me explain. The "BEA" used to be a Show run by booksellers for booksellers. Publishers were invited guests who would take booth space to introduce their fall titles to the community of booksellers in attendance. All of this worked beautifully for years and the Show grew in size and importance and it was almost mandatory to attend. But in the late 1980's or early 1990's huge changes became evident both on the bookselling and the publishing side of the market equation. On the bookselling side, the superstores began cutting into the independent bookstore's market share and on the publishing side, more independent publishers began entering the fray. For BEA it took many years to adjust to the new realities and during that period the importance of BEA was diminished. But to me all that has passed and the BEA Show has become, once again, one of the most important events in the publishing calendar. What about you? Should you go? By all means, because this is a networking business and BEA has become a wonderful networking Show. It is a great time and place to discover new markets and new sales opportunities and make new friends. I suggest you seriously consider attending in New York City from May 29 – 31, 2009.

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>)

When you write a manuscript, you are creating a *Work*. The Work may be published in several different formats (editions): hardcover, softcover, audiotape, eBook, magazine condensation, newspaper serialization, movie, translations, etc. These are called "subsidiary rights". By having your book translated into other languages, more people will benefit from your message, you will gain a new profit center and the sale counts as an "endorsement". In book publishing, success breeds success. The more you sell, the more you sell. Publishers would sell more foreign rights if they just took the time to let international publishers know of their books.

The Cover Story

(Tamara Dever, Owner/Creative Director, TLC Graphics. For more information about book publishing and design, please visit www.TLCGraphics.com)

A great photograph does not make a great book cover, although you'll see the assumption that it does time and again. The book on the left screams "I'm self-published!" The reason? There are many! The design lacks readability, clarity, direction, flow, and overall curb appeal. It uses far too many fonts, and the designer relied on obvious bells and whistles in the computer program instead of using good design principles. There's nothing to tie the photo with the rest of the cover, the title is hard to read, and the dingbats are distracting.

The final solution marries a subtle romantic pattern on top, an appropriate combination of readable script with a clean sans serif font, and gentle curves. Using the cream color in the title that's also found in the photo helps tie those elements together. The blue helps attract male readers without turning away the main, female audience. The design of the published book actually augments this striking photograph.



Marcella's Magic

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

Are you planning to go on tour? Decide early in the process what you intend to accomplish and then outline how you will go about achieving it. You will prevent many problems if you answer these questions before you begin your promotional activities: 1) Is a tour the best way to promote your book? 2) Is your distribution in place?

The Book Shepherd

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

If you want to write a book, you've got to love the topic/cause. If it's just something to do, my question to you is, "Why do it?"

What topics, areas do you know about—either by schooling, life experiences, the school of hard knocks? Are there subjects that you just seem to gyrate toward or that others tell you that you are a wiz at? Is there a deep burning desire to advocate a cause or reach out to help others? Passion comes in to play.

Contrary to popular belief, not everyone should write a book, attempt to create a small press or become an independent publisher. Maybe someone said you should ... the real question is, should you? Is there an internal drive that is deep and telling you, "Yes, your thoughts, your words need to be read, seen or heard." Then go for it. Embrace

You're On The Air

(Excerpted from Brian Jud's e-booklet, *It's Show Time: 493 Tips for Performing Successfully on Television and Radio Shows*; www.bookmarketing.com)

Two concepts determine your relative success in answering questions on the air: preparation and flexibility. You may or may not know the questions you will be asked, nor the person asking them. But if you know your topic and know what you want to get across to the audience, you will be able to perform more than adequately in any situation.

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>)

How to blog effectively. To create an effective blog, one that will get you noticed and linked to, you have to think like a blogger. Here are a few basic actions that should help your blog get noticed:

- Post every day.
- Interview interesting people.
- Use a layout that makes it easy to read your blog.
- Stir the pot. Poke fun at something.
- Recycle content.
- Post a blog roll – a list of other blogs you find interesting.
- Comment on the content of other blogs.
- Link to your website.
- Be truthful.

Interior Designing

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

Controlling page depth: In traditional book design, facing pages should be balanced. That is, they should be the same depth. This rule does not apply at the end of a chapter, but it applies almost everywhere else. So when you are laying out a book (or evaluating a layout job someone did for you), you should always view it as a series of two-page spreads, with the odd-numbered page on the right (“recto”) and the even-numbered page on the left (“verso”), and you should check that the text block starts at the same place at the top of every page (with the exception of chapter pages) and that facing pages end at the same distance from the bottom of the page.

Nominally, you want all pages the same depth throughout the book. That is, you want to maintain a consistent bottom margin. However, there are considerations that can make this trick hard to pull off. So the commercial standard is this: Facing pages must balance; however they can run one long or they can run one or two lines short of the nominal margin. However, two successive spreads cannot vary in depth by more than one line.

What does this mean? Well, suppose pages 8 and 9 are one line short. Then pages 10 and 11 can be two lines short or they can be one line short or they can be the normal depth, but they cannot be one line long.

To be continued...

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)

Enlisting the support of well-known and/or well-respected individuals can help book sales. Such individuals can help in many ways, by writing your book’s foreword, preface, or introduction. Or they can provide an endorsement for your book that can be placed on the book’s cover, back cover, first few pages, and/or promotional materials.

Endorsements usually help when they’re from individuals that most people recognize or who have a large following. However, the head of your local Chamber of Commerce, a city Supervisor, or another local bigwig may love your book and have lots of clout close to home, but if your writing doesn’t target your local area, their endorsements may not carry much weight with agents and editors.

The Very Idea

(Editorial by Brian Jud)

Most buyers in special markets care less about your cover design than they do about the content of your book. They want to know how your information can help them increase sales, motivate their employees or help them become more profitable. Also, bookstore buyers want to know how you can help them increase store traffic; librarians want to know how your content can help their patrons.

Peel away that which is not important and focus on the meat of the issue – what you can do for them. Appeal to them with reasons why your content is different from and better than competitive titles. Demonstrate your competitive advantage so they know your book is the best of the bunch. Do that and you can quickly become the top banana in your target markets.



Marketing to Non-Bookstore Buyers

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

Alliance Entertainment Corp. maintains the largest in-stock catalog of CD titles and DVD titles in the US—a combined total of more than 335,000 titles. Trading partners include the major record labels and movie studios. Alliance Entertainment provides backroom services for almost every major domestic music CD and video e-commerce site. In addition, NCircle Entertainment, an Alliance division, licenses family, children and special interest programming products to the home entertainment market. Headquartered in Coral Springs, FL, Alliance Entertainment was acquired by Source Interlink Companies, Inc.. To set up a new account call 800-635-9082 (www.aent.com)

Savvy Self-Promotion

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

Why on Earth Would you Want to Twitter? When Twitter first started, people were a little perplexed. I mean why on earth would you want to blog in 140 characters? Well since the site emerged in 2006, it's grown enormously in popularity. With Twitter pages from sites like CNN and every one of the political candidates, the sites popularity can't be overstated. Nor can its applications for the future. Also, even if you don't have a ton of people following your tweets, keep in mind that Twitter search sites are popping up everywhere. This means that if you tweet using keywords that matter to your reader/market, you could be found and followed! For one such search site check out: <http://summize.com/>. Also, if you're trying to gauge the popularity of a certain word or phrase and how often it's being used or referred to, you can head on over to Tweet Volume and find out (<http://www.tweetvolume.com/>). Just plug in your search term or terms and up will pop a list of results!

Booklet Ideas – Paulette Ensign

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

You may think a company would jump at the chance to buy a copy of your publication for every one of their employees to help increase their productivity. The human resources, personnel, or training departments would be the likely doors to approach. While those deals are usually non-returnable, they are often much smaller and more difficult to make than when your publication is used by the sales or marketing department to help them sell more of their product. Asking for an introduction to those departments is a much better way to go.

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)

You need constant exposure in a variety of media to achieve what is known as “top of mind awareness.” When you have this, you're on your way to being a household name and achieving status and longevity you won't get from a single interview in a huge-circulation national magazine or popular interview show.

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)

Ask a question and another and another. It's important to ask questions partly because you want to make sure that your buyer is doing some of the talking. Otherwise, how do you know if her or she is listening, paying attention, and caring about what you're presenting? Try asking questions to ascertain the buyer's limits, reaction to your product, and degree of interest in buying it. When you see that the response is positive, start pressing for the close.

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)

A basic tenet of marketing is to give your customers what they want, not only what you have to sell. Creative marketing discovers and produces solutions that customers did not ask for but to which they enthusiastically respond.

Marketing Strategy

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

A successful book must satisfy some market need, have a unique point of differentiation and be produced in high quality.

Guest Columnist – Ellen Reid

(To learn more about Ellen please visit www.bookshep.com and e-mail Ellen at bookshep@mac.com or ellen@bookshep.com)

The Seven Deadliest Mistakes Authors Often Make. The world of publishing is changing on what seems like almost a daily basis. And a rapidly growing percentage of the 400,000 new titles reaching bookstores annually are independently or self-published. So if you are considering putting out your own book, there are a number of pitfalls you can avoid to save you time, save you money, and give you a far better shot at success. There are seven deadly mistakes I have seen new authors make, with ideas to help you avoid them. One will be described in each of seven installments, and here is Number Two.

Designing your own book cover (or having a designer friend do it). It's true that computers give us a lot more capability for producing book covers that appear to be pretty good. However, you would be astounded to see how a professional book designer can drastically improve your design. There are secrets and tips that book designers know that other graphic designers may not know — and that you almost certainly don't know. Cover design is one of the key factors in attracting browsers. Mediocre will not get you where you want to go. Find a professional and let them do the design.

Helpful Website of the Week

All Freelance

<http://allfreelance.com/indexx.html>

This site offers a plethora of information on jobs, resources, self-promotion tips, contracts and insurance for freelance graphic designers, web designers, artists, illustrators, and other self-employed home-based small business professionals. Much of the 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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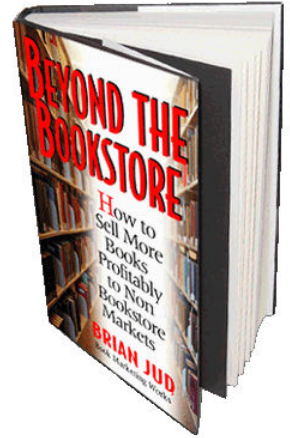
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Brian Jud's *Beyond the Bookstore* is now available in softcover and as a pdf document

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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>