

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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as of 5/18/2009**

<u>Title</u>	<u>Quantity</u>
<i>It's a Disaster</i>	10,000
<i>Working As One</i>	4,500
<i>Archibald's Swiss Cheese</i>	50
<i>The Vascular System</i>	5,500
<i>Get Ready –First Grade</i>	50
<i>Overcoming Metabolic Syndrome</i>	10,000
<i>The Nutritional Bypass</i>	10,000
<i>Quipnotes About Dad</i>	150

**This Month's Free Webinar by Brian Jud
Books For Business,
How To Use Your Book To Build Revenue For Your Business**

Thursday, May 21 at 6:00 pm Eastern time

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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)

Inevitably we must face up to the question of "how many books should I print?" If you ask your printer, they will suggest more rather than less because, they say, "your unit cost will be lower." If you ask the author, they will generally push for more because they are going to go out and push their book everywhere. And if you ask your distributor (if you have one), they will return the favor by asking you "how many do you want to print?" Let's face it, fixing on just the right number is not science. Each book is different and requires its own unique set of calculations. But there are a few general rules to follow. First, be conservative. You can always reprint. Second, if your book is aimed at the bookstore market, never print more than six months anticipated supply. If you are reprinting predictable backlist, you might print up to a year's worth of inventory, but remember you are tying up cash. Third, use the sales history of similar books to judge your needs. Ingram's ipage is a great reference resource for such purposes. Finally, books depreciate faster than new cars. If you are forced to remainder, you will do it at pennies on the dollar.

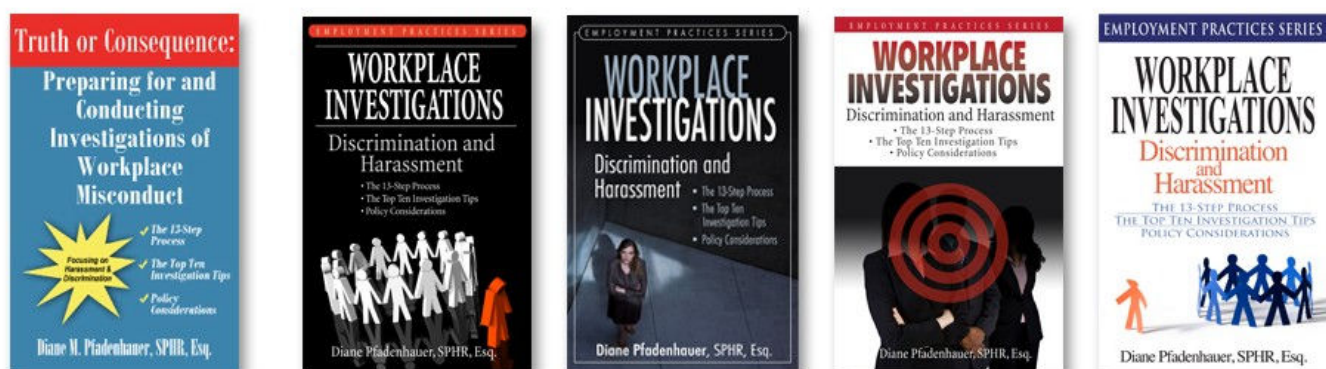
Poynter's Pointers

(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>)

Broadcast email, done properly, is not spam. Book announcements should only be sent to existing customers, potential customers on opt-in lists and targeted members of the press. Most of these people are in your personal address book. Match your offer to those who have already expressed an interest in this type of information.

The Cover Story – Michele DeFilippo

(Your cover is a critical part of your marketing effort. Contact 1106 Design today for book cover design with hand holding. <http://www.1106design.com>)



Original

Four alternative concepts

A book cover is like a billboard. Title and design must quickly communicate what the book is about to busy buyers. Book covers that are too complicated or contain too much information confuse buyers and cause them to move on to another title.

In the original cover at left, which is the first in a series, the title is too long and not search-engine friendly. Few people looking for help in conducting a workplace investigation would search on the term Truth or Consequence. The subject of this particular volume, Discrimination

and Harassment, is hidden far below in the yellow starburst. The colors are stark, and the type is not well crafted. The “hard-sell” appearance is inappropriate for the content, which offers serious advice to executives whose companies have just become the target of a lawsuit.

Each of the four alternatives to the right immediately communicates the series title and the volume title. The graphics provide an interesting focal point and a place for the reader to pause, and the conservative textbook-like design tells the buyer that the information inside is trustworthy and credible.

Marcella's Magic

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

Regular communication reminds potential buyers that your book is available and how the information in it will improve their lives in some way. A consistent series of promotional events provides free exposure. This free exposure can reap the equivalent of tens (if not hundreds) of thousands of dollars in publicity by informing people about your book and where they can buy it.

The Book Shepherd

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

Web 2.0 is the Wild West for book selling. You've got to be cautious in how you market yourself and your work. It makes sense to be on Facebook and MySpace, send out tweets on Twitter, create videos for YouTube and actively use your website (you do have a website, yes?). If you have a new book, make sure you get it posted, with cover on your main pages within these groups.

You can get the word out about your books via participating on content sharing sites that would in turn, be able to link back to you. Check out HubPages.com and Squidoo.com—post tips and tidbits—views will get use to seeing your name, reading your words and then find your work.

You're On The Air

(Larry Kahn, Director of Talk Programming at Westwood One Entertainment, the company that produces and distributes talk programming for *Larry King Live* and *Jim Bohannon*)

People respect those who are discrete and style themselves in a good-mannered way. Over-promoting yourself is a negative on a radio talk show.

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>)

Most mass-market paperback rights are sold for a term of five years to seven years. Other rights might be sold for the life of the copyright. Others, such as serial rights, are only for one-time use.

Interior Designing

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

Controlling page depth: This is a continuation of a discussion begun in the two issues back...

Adjusting head spacing: Some page designs don't allow for pages to run long or short. For example, if margins are narrow or the page has both running heads and running feet, there is really no way to cheat on the fixed boundaries of the text block. So this kind of page design is not a good choice if the book consists of long stretches of continuous body text, as you would expect in, say, a novel.

But in many kinds of nonfiction, it's typical for the text to be broken up by various levels of headings, lists, extracts, and other styles. Nearly all of these text elements have some defined space above them, below them, or both. These spaces are available for adjustment to help the compositor balance the pages and force them to the standard depth. You can add space (evenly) above the headings on a page, adjust the space above and below a list or the items in a list, and so forth. As long as there's a visual break defined already, the reader will not be confused if it's slightly larger on one page than on another.

Feathering: Feathering consists of making a small change in the line spacing on a page to change the number of lines that fit within the margins. The main problem with this technique (there are others) is that it changes the color of the page (discussed previously) in a way that's distracting to the reader. Feathering is not acceptable in fine typography. Don't do it.

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)

It's essential to remember that the media is fickle. When your story is hot, the media will doggedly court you and lavish attention on you. You will become its best friend, its darling. But when the media feels your story is played out, it will move on to the next hot story so suddenly and fast that you'll feel abandoned and let down. Plus, it rarely looks back. When you deal with the media, you have only a brief window of opportunity, a short period in which to get coverage. So, you better have a plan and be ready to make the most of it.

The Very Idea

(Editorial by Brian Jud)

You publish a *book*, but different people see it differently. They are looking at it from their perspective. A bookstore buyer is looking at how your book can help build store traffic or increase their profit per square foot. Librarians want to know how your content can help their patrons. Corporate buyers want to know how your book might be used as a premium to sell more of their products. TV and radio hosts want to know if your content is appropriate -- and of sufficient interest -- to the people in their audiences that it can help increase their ratings. Stop selling your books and start selling what the information in your books can do for others.



Marketing to Non-Bookstore Buyers

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

Books are considered impulse items in museum stores and should be priced accordingly. In addition, to a low price, buyers look for quality of production and content. The information in a new title is expected to be precise, and it may be subjected to a formal review process. Your submission to the buying authority should include a statement that facts and dates have been checked for accuracy.

Savvy Self-Promotion

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

The Best Promotional Tool on Amazon is Free (well, almost). If you've ever bought a book on Amazon (and who hasn't) you know that aside from the paid for promotion on the site, much of the sales are driven by reviews. So here's how you can use this system to gain attention for your own book. First, find a high-ranking book in your market. Next, make sure you're a registered reviewer on Amazon. This means that you have a profile, as long as you have a profile you can review the book. Third, buy the book and read it. No, I'm not kidding. Don't just write a review on a book you haven't read. Once you've read it (and assuming you like it) then pop on over and write a review. When you do keep this in mind: either in your email signature line or somewhere in the review you'll want to reference your book title and always, always write the review not from the reader's perspective but that of an authority on the subject. Often you'll find that readers of a particular topic will buy everything they can find on that topic so if they see your book referenced and your "take" on this title, you could make a sale too!

Booklet Ideas – Paulette Ensign

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

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

Give small pieces of information in your first information product. This whets the appetite of the newcomer so that they want more of what you've got and allows them to digest new information at a comfortable pace. How would you feel if someone gave you lots of in-depth information on a topic new to you the first time you had exposure to them?

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)

Incorporate personal experiences into your responses. Audiences love to hear firsthand accounts of experiences relating to the topic. It helps them feel as if they know you personally. But make sure you stay on topic and don't get distracted with your story.

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)

Creating an Author Profile Page at Amazon.com. One of the most effective free promotional tools for authors is to create a profile page at Amazon. Any author who has ever registered at Amazon.com and purchased a book can create a profile page containing content that will show up on the pages where their books appear.

Author profile pages can be created by all authors who have published a book as well as authors who have signed a publishing contract for their book. The sign-up process involves listing your books and submitting the names and e-mail addresses of several industry sources, i.e., agents and editors. Amazon will contact them to confirm that you are, indeed, the author of the published book, or about-to-be-published book.

You can do more than just describe your background on Amazon's author profile pages. You can list your friends or important people and create a calendar. Amazon also provides built-in software for creating a blog. Best of all, you can run an RSS feed from your existing blog to Amazon, so that every time you update your main blog, the Amazon blog will automatically be updated.

More important, your profile and blog will appear on each page where one of your books is displayed, greatly expanding your visibility at no cost to you.

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)

Rehearse, rehearse, rehearse. Professional speakers say that they have to rehearse an average of 8 to 10 hours for every one hour of face-to-face presentation time. That's a ton of work, but in the professional speaking game, the payoffs can be tremendous.

As you practice, (1) Write down your beginning and end paragraphs and memorize them. (2) Give your presentation in front of the mirror, then your spouse, and then a small group of colleagues before you give it to your prospect(s). (3) Anticipate questions and rehearse the answers. (4) Always compliment a person who asks a question on the quality of their question, (especially if it is one of the ones you have rehearsed!) (5) Make sure your conclusion packs a big, strong, memorable verbal punch. (6) Rehearse again, and again, and again!

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)

You could logically plan different marketing tactics for different segments for the same title. This would be the case if you promoted one title to bookstores with an exhibit at BEA, to libraries via direct mail and to corporate buyers through personal sales calls.

Marketing Strategy

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

Positioning strategy (marketing) is not identical to product strategy (publishing), but derives from it. Product strategy creates the physical differences (size, shape, content), and positioning *explains the differentiation* in a meaningful way to the readers.

Guest Columnist – Liz Nakazawa

(Contact Liz at liznakazawa@gmail.com or visit her website at www.marketmybooks.com)

Acquisition librarians select books that will meet the interests and informational needs of their patrons, regardless of their own personal likes and dislikes. Librarians who choose books often decide on a book after it has garnered positive reviews, such as in Library Journal, local newspapers, or other reputable publications. This helps them get a better indication of potential interest. Local authors are often a favorite so be sure to approach your libraries in your city and state prior or close to your book's publication date.

Selection, however, is always more of an art than a science and even if your book has not been reviewed it is a good idea to approach libraries with your book sheet, your one page description that describes your book. Be sure to include your ISBN and other pertinent information and follow up within a week of sending it.

Helpful Website of the Week

The Market List

www.marketlist.com

Started in 1994 as an online e-zine, this site is a writers' resource for all genres of fiction. It boasts a comprehensive, online writers' market guidelines index. Most of the information 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

Do you need a jump-start to get your sales moving?

Do you have a quick question or two about how to get started in special sales?

If so, consider a one-hour consultation with Brian Jud. Get answers that will ignite your sales efforts. Brian can help you create a quality product, distribute it to markets you may not even know exist, price it profitably and promote it more effectively so you can...

Sell more books
Beat your competition
Become more profitable
Sell in untapped, lucrative markets
Minimize -- if not eliminate -- returns

[Click here for more information.](#)

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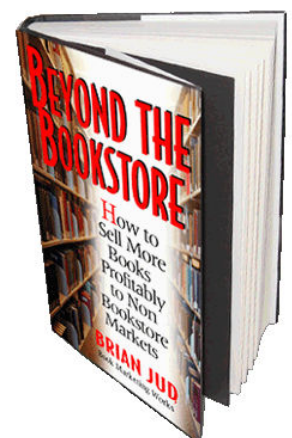
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Check out the Writers and Publishers Bookstore and give your favorite books a “Thumbs Up Rating.” Discover and rate the best books on writing, publishing and marketing (<http://www.bookmarketingworks.com/bookstore/bookstore.htm>)

Brian Jud's *Beyond the Bookstore*
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document

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Contact Information for Brian Jud

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<http://www.bookmarketingworks.com/mktgmatters.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

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>