

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>The Password Book</i>	25,000
<i>FISH The Book</i>	7,500
<i>The Miami Mediterranean Diet</i>	500
<i>The Diabetic Goodie Book</i>	150
<i>Winning the Fight Against Diabetes</i>	100

Notes From the Front Lines

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

As a distributor, we often are forced to reject books because not enough care was put into one or more of the key decisions before we saw the project. In fact, it would be best if the publisher would enlist the help of the distributor, or some other experienced advisor before arriving at a final decision. Here are the seven key decisions as I see them. **First**, print the right number of books. Err on the side of caution if you are unsure. Remainder tables are always full for a reason. **Second**, price the book for your market. If you are selling retailers, then your price should be lower. If your market is very specialized, then you may be able to price up. **Third**, use an experienced designer for your book jacket. **Fourth**, chose your printer carefully. Do they have a good reputation for service and fast turnarounds for reprints? **Fifth**, should you pay the traditional royalty rate or is there another way? **Sixth**, do you have a distributor and if not, how do you plan to sell your book? **Seventh**, what is your marketing plan? Do you know your market and do you know how to reach it?

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>)

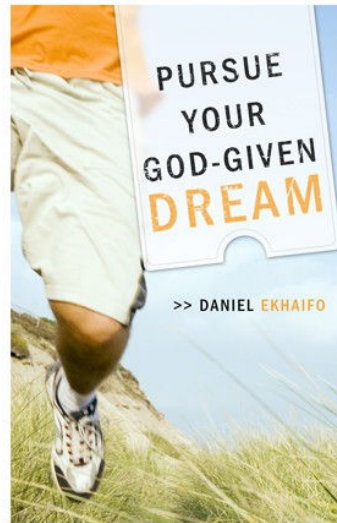
Make your publishing company Web-site centric. Put your book and all your basic promotion documents on your site and print from the site when you need hard copies. Don't maintain a stock of dealer bulletins and news releases in your office. Keep the masters in your cyber pressroom and retrieve them when required. For an example of a pressroom, see <http://parapub.com/getpage.cfm?file=pressroom/pressroom.html>

The Cover Story – George Foster

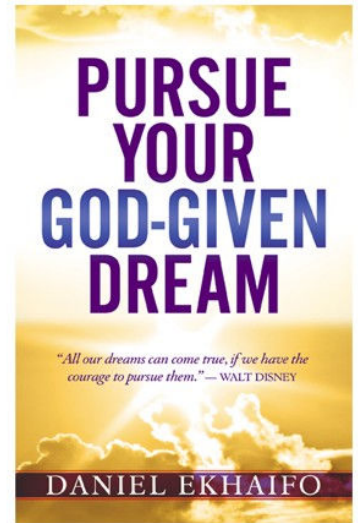
(George Foster has designed the covers for more than a thousand books and is contributing author to "1001 Ways to Market Your Books". Contact him at www.fostercovers.com)

BEFORE: This book offers Christian guidance in finding and pursuing your God-given dream, whatever it may be. This cover is very handsomely done but the title looks like an admission ticket which, combined with the runner, suggests sports competition. Non-athletic folks will likely conclude this is not for them.

AFTER: "God-Given" is the book's central focus so it is a contrasted color and the letters glow subtly inside. The golden sky and bursting light evoke God's presence and power. Violet is the highest vibration in the color spectrum, associated with the spiritual and royal, an appropriate color here, and contrasts against its opposite (yellow) for added vibrancy.



Original cover



New cover
by George Foster

Marcella's Magic

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

Many well-known authors go on a multi-city tour for the first month or two after their book is published. Since they are known to their loyal readers, the authors' objectives are to prime the book buying pump by informing their fans that their new book is out. Unfortunately, this gives other authors the false impression that they can promote their book for a short time period and then sit back waiting for sales to increase. In reality, book promotion is a continuous activity that must be conducted over the book's useful life.

The Book Shepherd

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

Blogging isn't going away. Where Twitter is a mini blog, forcing you to keep whatever messages you write to 140 characters including spacing, blogging allows you to write a full article. But, if you end up going full bore with the 500-1,000 words every time you blog, you'll get burned out quickly. Vary it—many authors are quite successful in promoting their books via their blogs and other social networking tools.

You're On The Air

(Brad Hurtado, former producer of *Donahue*, *Maury Povich* and *The Charlie Rose Show*)

You have to package yourself into the time you have available. If you have one hour on a radio show, there's plenty of time. But if you've got three minutes on a national show, in a short amount of time, you have to hit the ball out of the park.

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>)

A number of U.S. library jobbers and wholesalers also offer export services. Among these is Baker & Taylor. You might want to check with them to see if they would like to participate in any joint promotions of your titles.

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)

When you forward query letters to publishers or agents, direct them to specific individuals, not to companies, "Editors," "Gentlemen," "Dear Sirs or Madams," and so on. Publishing houses and literary agencies are often large, and imprecisely addressed mailings can get lost. Busy, overworked employees may also seize upon any excuse not to open another envelope.

Address every submission to a specific recipient or it probably won't be opened or receive sufficient attention. Also, triple-check the spelling of *all* names, individuals and firms, because misspelling an agent's or editor's name could fast-track your submission to oblivion.

The Very Idea

(Editorial by Brian Jud)

Be creative --- do the unexpected and get attention. Most of us are born creative, but that flair is suppressed as we grow up with the admonition to "fit in" or to "not rock the boat." Today, **CREATE** something.

Combine several titles together as a bundle.

Reduce the size of your book, or its price, or its cost.

Enlarge your book or its price, or expand its market in special sales.

Adapt your book to other uses such as a calendar, a board game or the script for a movie or a television series.

Turnaround your thinking. Ask not only why people buy your books, but also why they do not.

Eliminate elements to reduce the cost, such as embossing, die cutting or odd shapes -- without reducing quality.



Think from a different perspective -- and have some fun in the process.

Marketing to Non-Bookstore Buyers

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

If you lose an order, follow up by asking *why* you did not get the order. In a bidding situation, you may have had the low price, but did not mention some needed service or feature. Always ask for constructive feedback by saying something like, "What would it have taken for us to reach agreement?" It might be something you can accommodate such as providing the content in another form, making the books returnable, or offering a larger quantity discount.

Savvy Self-Promotion

(Penny Sansevieri, author of *From Book to Bestseller*, penny@amarketingexpert.com.

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

Golden Rules of Twitter: Here are a few rules to live by when tweeting:

- Be Original, useful and helpful
- Every Tweet counts (don't tell people you're washing your cat) don't just tweet on useless stuff or you're lose followers
- Ask questions: you've got a network (or you want one) now use it! Ask questions, take surveys, get your followers involved in your message and marketing!
- It's not all about you (again, back to the cat) people want to know useful stuff, I know, it's getting repetitive but there's a reason: it's important
- Promote your Twitter account in your email signature line and on your blog
- Network: don't expect your followers to grow if you're not following other people. Network, search for others in your area and follow them.
- Personal is ok. Even though I said not to post useless information it's still not a bad idea to (from time to time) post a personal Tweet or two. Provide value and twitter-followers will beat a path to your door.

Keep Twittering, followers will come if you keep updating your Twitter account

Booklet Ideas – Paulette Ensign

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

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

Create many small information products instead of fewer large ones. This lets people have something to come back to and feel great about what they have already learned or experienced with you. It's a good business model for retaining clients longer. How can you slice your knowledge into smaller or shorter products?

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)

What makes you unique? What is your hook for various media? Email me at Pam@prpr.net and I'll be glad to give you a form I've designed to calculate your hook. Say you've written a health book. If you were to go on *Oprah*, you'd pitch "What's a healthy lifestyle? Not just a fad diet." Pitch *Larry King Live*: "What is the truth about yo-yo dieting?" *The Today Show*: "Nutritional supplements that can boost your health." *The View*: "Breathing tips for reducing stress anywhere." Can't you just see all those ladies on *The View* doing the breathing exercises with you? *Forbes*: "How to stay healthy while stressed out at work." *Cosmopolitan*: "Tired all the time?" *Wall Street Journal*: "How to reduce stress at work for more productivity."

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)

Find the time to get more done--by pruning your " reading" list. Chances are, your in-box contains numerous unread newsletters, or subscriptions to blog posts. You like to read them, and profit from the information they contain, but you just haven't had found the time.

Unfortunately, each day, additional e-mail newsletters and blog posts arrive, adding to your "to read" list. And, each additional unread e-mail newsletter adds frustration and stress, adding to your guilt of not getting everything done.

I've found that the solution is to track the true value I'm receiving from my incoming newsletters and blog feeds. Which ones consistently provide the most helpful, relevant information? Which ones, on the other hand, cover familiar ground, or spend too much time trying to sell me something?

By taking a hard look at my incoming mail, and identifying the most valuable sources of information, I've been able to create more time for the most useful blogs, as well as more time to devote to writing my own newsletters and blog posts.

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)

KISMIF. The "Keep it Simple, Make it Fine" rule of thumb for powerful presentations is to cover only one or two important points per topic. That's all your audience is likely to handle and remember. Of course, we all have more than one or two points to make, so let your collateral literature continue to sell for you after you leave the prospect's office. I like to underline and add lots of stars and arrows to draw attention to the most important benefits. This technique will allow you to verbally address the most important points and still leave a half-dozen or more behind.

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)

Entrepreneurial planners are like photographers, focusing on one point in time and translating that moment into reality. A photograph, once taken, becomes the past. The photographer moves on to the next shot seeking a new perspective. Planning directs that movement toward the accomplishment of pre-determined, worthwhile goals.

Marketing Strategy

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

Strategy defines how all the elements of your marketing mix fit together. This involves making choices that are interdependent because your marketing activities must be mutually reinforcing. Your channels of distribution, for example, should reflect your target-market decisions. You would probably use different networks for selling to bookstores, libraries, mass merchandisers and academic markets.

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. Three have already been published, and here is Number Four.

Micro-managing the team of experts. A good cover designer and copywriter can take your ideas and expand them to work far better than your original concept. That's their job. You can always find a designer to lay out what you have in your mind, or a copywriter to say what you think is important. However, that's only gaining 25% of their value to you. The best approach I've found is to give your professional team the essence of what you want to accomplish and then let them take it to execution. You'll pay them the same whether you give them very specific ideas and hold them to those ideas, or give them broad strokes and let them put their creativity to work for you. Their job is to know what sells. Let them do that for you.

Helpful Website of the Week

Successful Blog

www.successful-blog.com/categorywriting

This is a blog about blogging for bloggers. What makes it a good site, also one of the top dozen, is its captivating way of blogging stories and its creative approach to blog writing. All in all, it's a good source of inspiration.



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

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...

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(For information on advertising in this newsletter, contact BrianJud@bookmarketing.com)

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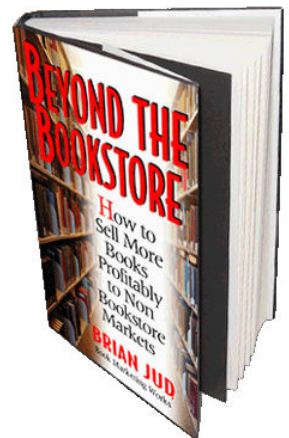
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Check out the Writers and Publishers Bookstore and give your favorite books a "Thumbs Up Rating." Discover and rate the best books on writing, publishing and marketing (<http://www.bookmarketingworks.com/bookstore/bookstore.htm>)

Brian Jud's *Beyond the Bookstore* 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>