

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

Volume 8, Issue 15, Number 181 July 27, 2009

Do you want to sell more books to non-bookstore buyers? Join our commission-only special-sales program.

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Inquiries from the Reps
as of 7/24/2009

<u>Title</u>	<u>Quantity</u>
<i>Overcoming Metabolic Syndrome</i>	7,000
<i>Historic Photos of Broadway</i>	700
<i>Robert's Rules of Order</i>	500
<i>The Extra Degree</i>	100
<i>Cayman Islands</i>	160

Free Webinars in August -- by Brian Jud

(You don't have to pay for the phone call if you use your computer speakers)

Tips For Selling More Nonfiction Books

Different marketing strategies and actions are necessary at several critical points in order to extend your title's growth and profitability. Find out where these decisive points are, and what you can do to maximize your sales, revenue and profits for long-term success.

Thursday, August 20 at 6:00 pm Eastern time

Sign up at <https://www1.gotomeeting.com/register/503160081>

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This personal media-training course will show you how to get on more shows and appear confident while delivering your message convincingly, with your words and actions.

Thursday, August 27 at 6:00 pm Eastern time

Sign up at <https://www1.gotomeeting.com/register/992631329>

Notes From the Front Lines

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

Self-Publishing works best when your overall operating costs are low. The only way to achieve a low cost publishing paradigm is to outsource almost all essential publishing activities from editorial and printing to sales and distribution. But beware: outsourcing is a great strategy only if you are able to put together a great team. This takes time. It may mean going back to the starting block several times before the team that is just right for your publishing program, but it is essential to keep at it until you are satisfied that the team is working in concert with you.

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>)

Help people in the media quickly get the information they need about you and your book. Put your entire book on your website in a unique address section (URL) along with your promotional materials. Email a pitch letter to the editors and reviewers and invite them to your website to see your book and media kit (bio, testimonials, news releases, etc). Tell them what is in your "media kit" and remind them they will save time because they do not have to retype the material. Let them read the book free online.

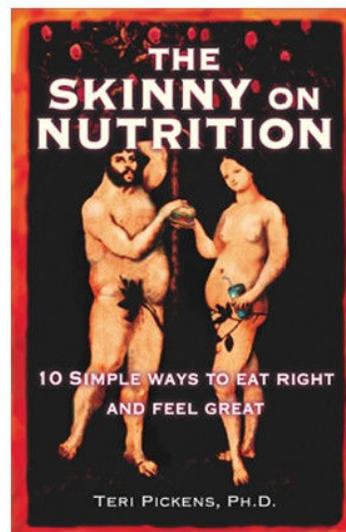
Capture the reviewer's address when they log on. Add the reviewer to your list and notify them directly when you are promoting your next book. Your mission is to design an online media kit that is so useful the reviewers will flock to use it. And, self-service will save you a lot of time and money. Invite reviewers to your site and offer to send an eGalley.

The Cover Story – George Foster

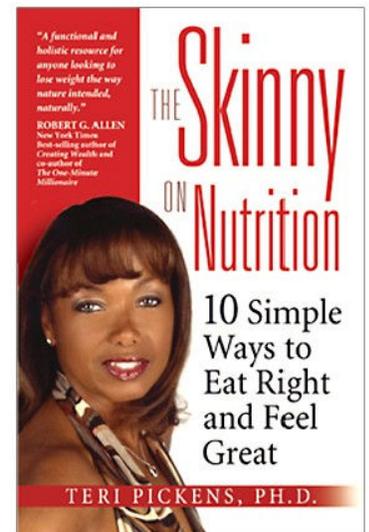
(George Foster has designed the covers for more than a thousand books and is contributing author to "1001 Ways to Market Your Books". Contact him at www.fostercovers.com)

BEFORE: Does the first cover look skinny to you? Eve is handing a hamburger to Adam, holding a can of soda, and they're both overweight. It's cute, but do you believe you'll lose weight here? Instead, you expect jokes and stories about overweight people. Be very careful with irony. It can work against you.

AFTER: Fortunately, the author looks great. Let's put her on the front cover. An attractive face always grabs attention, plus we can show that she lives what she teaches. Red gets a strong positive response from women, and white is clinical, trustworthy. Skinny letters are used in the title, and the two important words are enlarged. The layout is anchored on the left and flows to the right to add action and vitality.



Original cover



New cover
by George Foster

Marcella's Magic

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

You have heard it said that practice makes perfect. However, that is not necessarily true. Practice makes permanent, so make sure you are rehearsing the right things. Before you appear on any media event – including a bookstore event – engage the services of a professional trainer so the techniques you make permanent are the right ones.

The Book Shepherd

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

Investing in Your Book. Creating a book isn't cheap. If you are trying to create your book on a shoestring, it might make sense to take a pass. There are costs associated with its production — from editing to layout to cover design to cover copy to printing. And that's just the beginning. Don't shortcut. If you choose the template-publishing route, you can save money. You also will have less control; the possibility of lesser quality; and your net proceeds will be less. In other words, do your homework. Being naïve isn't an option in publishing today.

Online Book Promotion -- Dana Lynn Smith

(Book marketing coach Dana Lynn Smith is the author of *The Savvy Book Marketer's Guide to Successful Social Marketing*, <http://www.SavvyBookMarketer.com>. For more book marketing tips, visit <http://www.BookMarketingMaven.com>.)

Write guest posts for other blogs and ezines. Contact the owners of other blogs and ezines that cater to your target audience and offer to write a guest article on a specific topic. Search for related blogs at <http://blogsearch.google.com/>. When you submit your guest article, include a low-resolution photo and a strong "resource box" (one-sentence bio with a link to your website).

You're On The Air

(Jim Bohannon, Host of the nationally broadcast *Jim Bohannon Show*)

In terms of belligerent callers, it depends entirely on the nature of the belligerence. If it's a personal assault, it's the host's job to avoid it. If it's a subject of legitimate concern, and the caller brings a certain passion to the topic, then I just let the guest and caller mix it up. If the guest has written a book on anything that approaches controversy, he or she must be aware of the fact that controversy will arise.

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>)

When negotiating for first serial rights, you should consider what price to ask. You don't want to price your book out of the market, but at the same time you want to get a fair price. Here are a few guidelines to use in determining your price:

- 1) The higher the circulation of the periodical, the more it can generally afford to pay.
- 2) How much of your book do they want to excerpt?
- 3) Does the publication want exclusive rights to the entire book or to just part?
- 4) For how long do they want exclusivity?
- 5) Syndication rights should sell for more than first serial rights to one publication.

Interior Designing

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

The lowly paragraph indent. Most of the time, you don't even think about it, do you? If you're old enough to remember manual typewriters, maybe you hit the space bar five times or set a tab at that point and just tabbed to it. If you're too young to remember that ritual, perhaps you just accept the default half-inch indent in Microsoft Word. You may never have thought about why it is there or what it is good for. You just know that somehow every paragraph seems to have one. In book design, the paragraph indent is important enough that you should know a little bit about it.

Semantically, the indent *marks* the break in thought we call a paragraph. In medieval manuscripts, the *capitulum* (an ornate letter C that developed into our modern pilcrow—¶) was inserted into the middle of long, unbroken text to indicate the start of a new thought. This technique is still used on occasion. Today, though, we have two methods in common use to mark paragraphs—the indent and the paragraph space. What we try to avoid is *double marking*—using both methods together.

It is a convention in certain kinds of technical books, such as computer software manuals, to use paragraph spaces. The reasoning is that the reader is unlikely to be reading the book for pleasure or in long, continuous sessions. The reader is more likely to be looking for a specific fact, and the paragraph space, together with frequent subheadings, helps the reader do that. This block style is used in a lot of business communication (letters, marketing materials) too.

In most books intended for continuous reading, though, the paragraph indent is used, and there is no extra space between paragraphs. Where there *is* a space, such as at the beginning of a chapter, below a heading, or after a list, the indent is superfluous and should not be used. The standard indent is one em (the same number of points wide as the type size). A significantly wider indent (two or three ems) can add a little visual interest to an otherwise conventional page. Or it can be an annoying affectation that distracts the reader from the text. You get to decide that one for yourself.

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)

If you're serious about getting your book published, go to bookstores and spend time in front of the shelf where your book would be housed. Read, or at least leaf through, all of the nearby books that are similar or on the same general subject, to acquire a sense of how your subject has been treated. Check tables of contents and indexes to learn the content they provide and what they omit. Note competing books' formats, designs, special features, celebrity endorsements, and how their material is presented

Booklet Ideas – Paulette Ensign

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

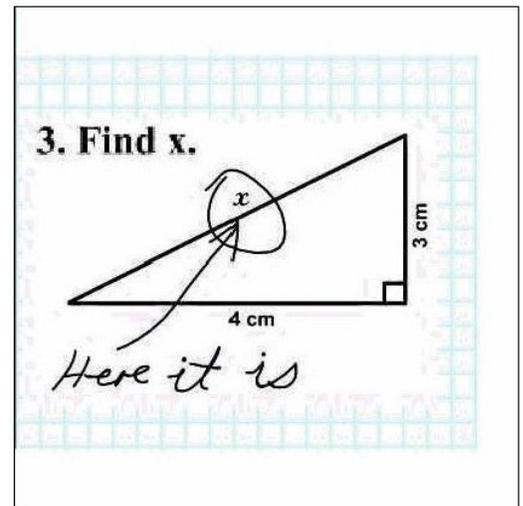
Repeat, repeat, repeat. Presenting your content in different forms gives people the chance to really learn it. The way to learn is through repetition. Talking with your buyers and potential buyers many times lets them see the value of purchasing from you. What's the next format of your product and what prospect do you need to contact again?

The Very Idea

(Editorial by Brian Jud)

Be specific when you ask questions if you want a usable answer. The question, "Where *can* I sell my books?" is ambiguous and offers no direction, insight or instructions about what to do. Ask explicit questions if you want more ideas about where to sell your books, such as:

- Who are the best prospective buyers for the content of my books?
- Who *else* could use the information in my books?
- Where do (could) these people look for the information in my books?
- Who does not use (but needs) my content?
- Who could act as a *decision influencer* on people who could use my content (i.e., parents, teachers, counselors, physicians)?
- How can I reach these influencers?
- Who uses (or could use) my content in large quantities?
- In what form do people prefer to receive the information in my books (i.e., book, DVD, booklet, CD)?
- In how many ways can I use this information to extend my product lines, exploit new opportunities and enter new markets?



Marketing to Non-Bookstore Buyers

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

Peggy Butler (aka Peg Gregory, author of *Starfish*) has a motivating story to tell. According to Peggy, "I became a Walgreen's vendor a few years ago and that enables me to sell books on an on-going basis to any Walgreen's in the country. As I travel, I stop at Walgreen's stores to pitch my book. The individual store managers do not have to pay for them at the time because I invoice the corporate office at a 50% discount. Therefore, they are more likely to purchase a few books. I know I need only walk into any Walgreen's to make a sale. Payment is delayed a couple months, but I know it will come. For a writer who does not have a distributor and has the time to travel, this is an ideal way to get your books into a store frequented by a large segment of the population. After your initial contact with the Walgreen's store managers, they might allow you to mail future shipments with the invoice enclosed, but you have to make that initial face-to-face contact. Therefore, I do not recommend mailing a copy of your book to the store managers."

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
rbartlett@aol.com)

Create a sense of urgency. It is important not to allow the buyers to think they have plenty of time for decision making (they may decide in someone else's favor!). You need to create and maintain a sense of urgency to propel the sale to the next stage. Your goal is to walk out of the buyer's office with a purchase order in hand and a commitment to buy. You want the momentum of the sales presentation you have been making to carry on through to the close. Offering an extra incentive for placing the order now is an excellent way to create a sense of urgency. For example: "If you will let me call in an order for XXX copies today, I can get you a special offer of 1 free with every five purchased."

Savvy Self-Promotion

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

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

Five Simple Ways to Grow your Email List. If you have an email list or are thinking of starting one, congratulations! There's no quicker way to build your customer base than through an email list. But starting and growing one can be tricky. Here are the first three of five tips (the last two will be listed in the August 10 issue of *Book Marketing Matters*) that should help you not only get subscribers, but keep them as well.

- 1) What's your ethical bribe? You must have a sign up bonus or ethical bribe to get folks to leave their email address. Sure you'll get some people who are ready to sign up for anything but it's not likely that those people will buy anything from you. The tougher it is to convince them to leave their email address, the better suited they are to your customer base.
- 2) Don't hide your sign-up form. Many times web sites will have sign-ups at the bottom of the home page, which users generally won't find. If your sign up isn't clear and one of the first things surfers see when land on your page it needs to be.
- 3) Be careful what you ask for. Asking for too much personal data can be crippling to a sign-up list. Generally I'll recommend that people ask for an email and first and last name (in case your email program can customize each newsletter with the subscribers first name). Otherwise leave the extensive data gathering for another time. The quickest way to lose subscribers is to ask them for information they're not comfortable giving.

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)

Keep with the Times. Another aspect of a winning hook is newsworthiness. Media outlets love to have timely information linked to current events and trends. Exciting things happen every day all over the world: new products fill the market, technology advances, research draws conclusions, and people make things happen. Start a habit of reading the newspaper and watching the news regularly, and then adapt your ideas to the most cutting-edge information.

An excellent resource that gives you an edge with the media is Chase's Calendar of Events. This book is published annually and lists scheduled events for every day of the year. For example, did you know that November 18th is Mickey Mouse's birthday, Prematurity Awareness Day and the Great American Smokeout? With a little creativity, you're bound to find something you can use. Chase's can help you know what's happening beforehand and so that you can develop your hook around an event. When you use these listings or adapt to other events in the news, you make your hook more appealing to the media.

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)

Monitor the Readability of What You Write - - For Free! Hidden inside Microsoft Word's Tools menu is a powerful feature that can help you monitor the readability of your writing. Readability is a measure of how easy, or difficult, readers are likely to find your words. The easier it is to read your words, the more likely your words will be read. The harder it is to read your words, the less likely your words will be read (and acted upon).

Microsoft Word includes two widely respected readability tools, the Flesch-Kincaid Reading Ease test and the Flesch-Kincaid Grade Level test.

Reading-Ease. High scores in the Flesch-Kincaid Reading Ease test indicate easy-to-read passages. Low scores indicate hard-to-read text.

Grade Level. The Flesch-Kincaid Grade Level test indicates the number of years of education generally needed to understand the text. Low scores indicate easy-to-read text; higher-grade levels indicate fewer potential readers.

To measure the readability of a Microsoft Word document using the Flesch-Kincaid tests, select Tools, Spelling and Grammar, and Options. When the Options dialog box appears, click the radio button next to Show Readability. The next time you spell-check your document, Word will analyze its readability. You'll be given a chance to correct potential trouble spots before you're presented with the Ease of Reading and Grade Level scores.

Note: the above passage's Reading Ease was 50.1, its Grade Level was 9.4 (i.e., high school freshman.) The relatively low score was a result of too many sentences, 18%, with passive verbs.

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 to market your books is like preparing an item to be painted. The preparation usually takes longer to do than the actual painting, but it has to be done in order for the end result to look good.

Marketing Strategy

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

Creative marketing discovers and produces solutions that customers did not ask for but to which they enthusiastically respond. You are marketing to people, not segments. Creatively interpret market feedback so you fully understand the consumers who comprise a segment.

Guest Columnist – Patricia Fry

(Patricia Fry is the author of 29 books including "The Right Way to Write, Publish and Sell Your Book"
www.matilijapress.com. Follow her informative blog at www.matilijapress.com/publishingblog)

Attract more interested followers (readers) by making your public presentations, websites, newsletters and books interactive. Invite audience participation when you speak on the topic of your book--bring costumes and give members of the audience reading parts, for example. Create a website with games, contests, forums and so forth. Publish customer interviews, reader comments and articles, answers to the question of the week, etc. in your newsletter. Consider providing a workbook to accompany your book and/or include an invitation toward the end of your book for readers' feedback. Let readers help you to create the outline for your next story. When readers feel as though they have some sort of connection with you -- the author -- they will become assets to your marketing efforts.

Helpful Website of the Week

Book Editing Associates

www.book-editing.com

If you are looking for a qualified editor in almost any genre, this is the site for you. Book Editing Associates is a network of professional editors who must apply to become members. It is one of the most reputable groups out there.

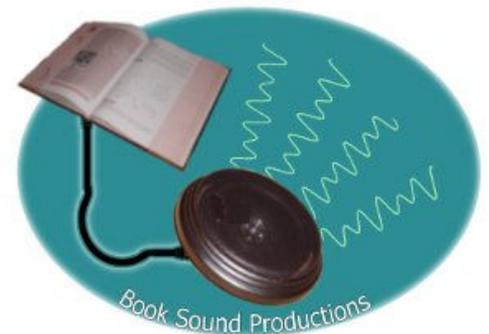


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<http://www.booksoundproductions.com/index.asp>



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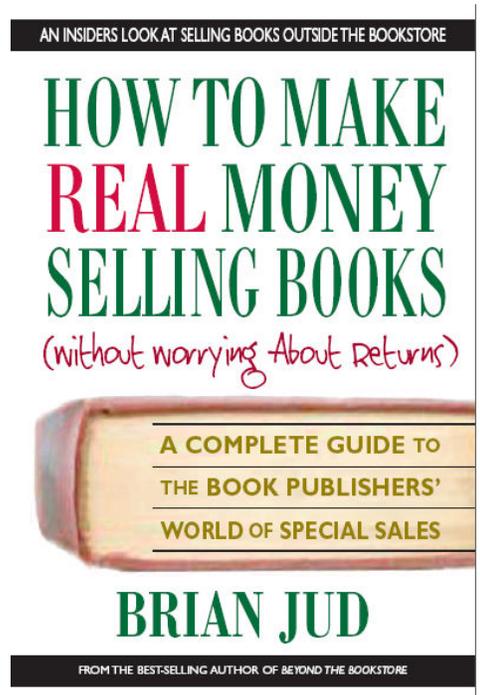
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Do you need a jump-start to get your sales moving?

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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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>