

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 16, Number 182 August 10, 2009

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as of 8/7/2009

<u>Title</u>	<u>Quantity</u>
<i>Café Firenze</i>	50,000
<i>Sugar Mill Caribbean Cookbook</i>	200
<i>Freeman/Friends Caribbean Cooking</i>	200
<i>Raichlen On Ribs</i>	7,500
<i>An Appetite for Ale</i>	500
<i>Beer/Food: An American History</i>	750
<i>Zen and the Art of Beer Can Cooking</i>	150
<i>Frommer's Guide Hawaii 2009</i>	200
<i>Hawaii (America Series)</i>	200
<i>Historic Photos of Chicago</i>	100

Free Webinars in August -- by Brian Jud

High content with no selling – just the facts

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

How to Sell More Nonfiction Books

Every book goes through a series of stages from its introduction, through its growth and beyond. 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. Discover what you can do to give life to your book after its birth.

Thursday, August 20 at 6:00 pm Eastern time

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

How to Get on and Perform on More TV and Radio Shows

Do you want to sell more books on TV and radio shows? 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. Learn how to use memory techniques if your mind goes blank, discover proven techniques to use when taking calls from listeners and find new ways to improve your telephone interviews for radio shows. You will also learn how to become the perfect television guest by using your body language, gestures and facial expressions strategically and confidently.

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)

What to Look for in a Distributor. At Midpoint we are undergoing a thorough review of practices and procedures. All companies need to examine the assumptions behind their business because it is so easy to drift into a *status quo* mentality that is a killer if you want to compete and grow in a challenging economical environment. We have come up with some key words to describe how we would like our client publishers to characterize us as partners in the publishing process. The six words are: experienced, motivated, responsive, candid, flexible and positive. Here is the interesting part: Once we have determined how we would like others to think of us, then we begin to set a standard based on the six words and we begin to strive to live by them. Everyone falls short of the ideal, but when you have a standard that customers expect as the norm, then outstanding results often result, creating an overall environment for excellence and achievement.

Poynter's Pointers

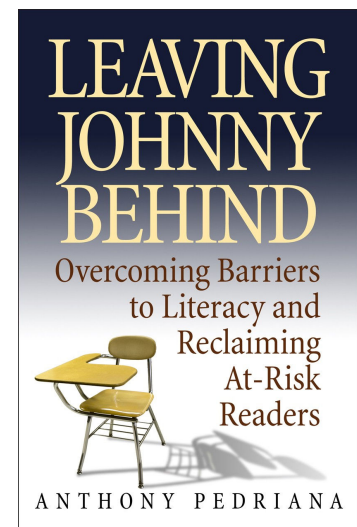
(Excerpted - with permission - from Dan Poynter's Fifteenth Edition of *The Self-Publishing Manual*: <http://www.parapublishing.com>. To receive Dan's free newsletter, *Publishing Poynters*, go to <http://parapub.com/sites/para/resources/newsletter.cfm>)

Subsidiary rights. Send an email to editors of newsletters, magazines and ezines and offer them the opportunity to excerpt parts of your book free. Ask them to include source, copyright and ordering information at the end of the excerpt. Email promotions can result in slightly fewer responses than traditional mailings and follow-up telephone calls. But the costs in time and money are far less and the responses begin immediately.

The Cover Story – Michelle DeFilippo

(Your cover is a critical part of your marketing effort. Contact Michele at 1106 Design today for book cover design with hand holding. (602) 866-3226 or <http://www.1106design.com>)

In *Leaving Johnny Behind* by Anthony Pedriana, the task was to create a feeling of abandonment and convey the author's concept that many children are not adequately served by today's educational system. The school desk was an obvious icon for education. The empty desk signifies that "something's missing" in the system. We added the shadow and placed it in a void to further support the concept.



Marcella's Magic

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

The best way to set up an appearance in a store, whether it's going to be a signing or if you are going to be a part of a panel or part of an event, is to give the store as much advance notice as you possibly can. Let them know at least a month or 6 weeks in advance of when you are planning to make your presentation.

The Book Shepherd

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

Books and Sponsors. If there is a possibility of connecting with a sponsor—by speaking, premium sales or corporate sponsorship—think about what your cover design. Is there room on it that a corporate logo could be placed on a special printing run?—that's worth money to you. Or, consider/offer to a key person, such as the CEO, to write a forward for a special printing run. Most CEOs don't write books—you can count on a group or company to buy lots and get behind it. Authors can earn significant moneys when associations and corporations get behind a book and decide to use it in their promotional messages.

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>.)

Social media marketing is a great promotional tool, but be careful to avoid these common blunders:

1. Diving in without a plan.
2. Trying to do too many things at once.
3. Spending too much time on social marketing while neglecting other tasks.
4. Sending friend invitations on social networks with no introduction.
5. Trying to "sell" on social sites.

Forgetting the "social" part of social networking.

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*)

Answer the questions asked of you and let the host take the lead. Follow that lead and gauge from the environment of the show how much you can get in.

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 you send out information to prospective rights buyers, include a fact sheet (or *rights* sheet) which describes the book, its author, its audience and what rights are available. This fact sheet should provide all the information a rights buyer would want to know in a clear and concise format. Be sure to include your address, phone and fax numbers, and email address.

Booklet Ideas – Paulette Ensign

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

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

Build your product and service business through alliances and joint ventures with other companies. The companies can literally be any size as long as their clients and prospects and your products are a good match for you and for your joint venture partner. How much easier can you build your business and improve your life by finding joint venture partners?

Interior Designing

(Dick Margulis, editor and book designer, New Haven, Connecticut.)

Contact Dick at dick@dmarqulis.com)

Dash it all. Here is a quick guide to using hyphens, en dashes, and em dashes.

First of all, what am I talking about? An em quad is a rectangle as wide as the letter capital M. In typical text fonts, the em quad is square. So an em of 10-point type is normally 10 points high and 10 points wide. An em dash is as wide as an em quad, although in some typefaces, it's a little shorter than that, with a bit of white on either side to fill out the width. An en quad is half the width of an em quad. And, as you would expect, an en dash is the width of an en quad. A hyphen is typically one-third of an em wide.

- The hyphen is used to separate parts of a compound modifier. I used a hyphen when I typed “10-point” above. The hyphen (technically the optional hyphen, sometimes called a bell hyphen by old timers who remember the Linotype) is also used to break a word at the end of a line of justified type.
- The typeset em dash is used to represent the grammatical punctuation mark called a dash. Often, if you are just typing an email or a letter, you might use two hyphens to represent a dash--like that. Some people type space-hyphen-space - like that. Grammatically, a dash indicates a break in thought. It can be represented on the page by an em dash or by a “spaced en dash” (space-en dash-space). The choice is usually a matter of the publisher’s house style. Most American publishers use an em dash. Most British publishers use a spaced en dash. [Technical constraints prevent my showing you an em dash reliably in this newsletter. I’ll type a dash here—but it might not appear as one when you read it, depending on which version of the newsletter you’re looking at.]
- That leaves the en dash, half the width of the em dash, but longer than a hyphen. Where is it used? The en dash has three uses: First, it is used like a hyphen to separate parts of a compound modifier, but only in the case where part of the modifier is an open compound. For example, pre–World War II has an en dash after “pre” because “World War II” is an open compound. Second, the en dash is used whenever it represents a preposition or conjunction. For example, it is used to replace “to” in ranges like 9–5 and Monday–Friday and it is used to replace “and” in constructions such as the Taft–Hartley Act or chocolate–raspberry torte. [Again, because of technical limitations, those may look like hyphens in the version of the newsletter you’re reading. But I typed en dashes.] The last use is in the spaced en dash, as described above, instead of an em dash.

And what about the minus sign? The minus sign looks like the en dash, which is often substituted. However, the width of the minus sign is based on the width of tabular figures in the typeface, which may be slightly different from an en; and its height is coordinated with that of the plus sign, which may not align with the en dash. So it’s always best to use the true minus sign where it’s called for, rather than an en dash.

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 decide not to go the proposal route, as so many self-published authors do, you will have to write a complete manuscript. Since you won't have a table of contents, you will have to build it from scratch. In addition, you won't have chapter summaries, which outline the content of each chapter. So, to lay out your book and identify your needs, you will probably have to conduct preliminary research.

One of the major difficulties in writing a manuscript is that it's often a big, daunting task that requires planning and organization. Many books are information intensive, so they can be overwhelming and cause writers to go off course. To avoid such pitfalls, break your work into smaller, more achievable chunks that you can attack one by one. Completing individual portions will be encouraging and can build your confidence and resolve. And the list of the pieces you tackle can help you write your table of contents, the road map for your book.

The Very Idea

(Editorial by Brian Jud)

A good cover is critical for attracting the attention of people browsing the shelves in a retail outlet. It can get their interest, but it is the content – what is inside your book – that makes them buy. In the non-bookstore market the cover is less critical. Buyers look at your content and how it can help them in some way. They seek information to use as sales awards, premiums, ad specialties, corporate gifts, spirit awards and safety awards. Since books have broad appeal, they can be the top banana in any promotional campaign.



Marketing to Non-Bookstore Buyers

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

Do not think your sales are restricted because you do not live in or near a large city. Author of his self-published memoir, Nolan Lewis lives in a very small town (less than 1000 people) so his chances for making large sales to his local supermarket are limited. But he has sold books there. According to Nolan, "My local grocer has sold over a hundred copies of one of my books. A small local museum buys my books in boxes of 50 that cost me \$3 per book and I sell them for \$11.95 each. They just bought their third case. The book qualifies as a local history so it is fairly evergreen."

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)

Know your medium: radio is constantly looking for people to interview, but it is entertainment. Look at your topic. If you have a heavy, heavy business topic, radio may not be right for you, since it reaches the masses, not a business-oriented niche. But if you're an expert on diet, romance, sex, making money, all of those things (and others like them) are great for radio, And remember, when you call up, they are looking for ratings. Tell them how you'll get high ratings for them, and you'll be on your way.

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 last two of five tips (the first three were listed in the July 27 issue of *Book Marketing Matters*) that should help you not only get subscribers, but keep them as well.

4) Overpromise & overdeliver. If you're going to do this, do it right. Don't gather email addresses only to offer something of minimal value in the way of a newsletter. Make sure your readers know exactly what they'll be getting in fact, why not offer to let them scan some back issues so they know right up front what to expect. If you overpromise and underdeliver, you'll not only lose subscribers but valuable readers as well.

5) Say please, say thank you. You've already said "please" with your ethical bribe, now make sure you say thank you for signing up with a robust sign up page. Depending on what your goals are for this newsletter your sign up page can reflect this. Perhaps your book cover or some other information? While you don't want to overwhelm folks, a blank sign up page is a little lackluster in its delivery and should be avoided at all costs. If you just want to say "thank you" that's fine too but make sure they have a way to get back to your home page.

If you still find that you're getting a lot of unsubscribers, take a minute to email them and find out why. It's possible they've changed their interests but in case it's something you've done, you'll want to find out what happened so you can avoid it in the future. Sometimes you will learn the most from the folks who decide to go, rather than those who have been with you for a long time.

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)

How to profit from Amazon.com's "Search Inside" feature. The text and graphics on the back cover of your book should be viewed as prime advertising and marketing space. The front cover of your book attracts attention online and in bookstores, but the back cover is where the sale is made -- or lost. Bookstore browsers typically turn a book over in their hand, to learn more about what's inside the book. They also want to find out more about the author's qualifications and what experts in the field, and other readers, have to say about the book. If the back cover does its job properly, readers will take step 3, and open the book to "test drive" a couple of pages.

Online, the "Search Inside" feature found on selected books at Amazon.com and the "Look Inside" feature found on many books at www.Barnesandnoble.com permits you to "turn the book over" and examine the contents of the back cover.

Click the "Search Inside" symbol attached to many book covers online. When the new screen opens, click the "Back Cover" or "Back" links. When the back cover is revealed, examine the headline, content features, and advance reader testimonials. Use what you see as the basis for the back cover of the back cover of your book.

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)

Be early. Why is being early so important? It takes the pressure off your meeting. It allows you to set up your materials in the meeting room. It gives you time to discover someone doing something well or talk with subordinate staff. It allows you to go to the rest room and check yourself in the mirror. Look around the office. See what's new. What displays are up? What is being emphasized? Pick up some ideas for creative opening lines.

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 customer-focused vision statement moves you in a direction that is best for your long-term growth. It also guides your actions so the focus remains on your customers and their reasons for buying your products.

Marketing Strategy

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

When you focus your attention on beating the competition, then strategy gets defined primarily in terms of the competition. This leads to price cuts, discounts, lower revenue and profits. View competition not as an obstacle but as a motivator to innovation. Instead of copying your competition, create a formula that works and stick with it. Why do what others may be doing wrong?

Guest Columnist – Jeniffer Thompson

(Monkey C Media <http://www.monkeycmedia.com>)

It's true that outbound links do not help much when it comes to search engine optimization (SEO), but they are still good things. Here's why: Search engines are looking to see if you are offering something of value on your site, chances are if you offer outbound links, Google will see that as a positive. Every little bit helps.

Be sure to have links open in a new window so you do not lose your visitor. And be careful that you do not send them away from your Index page - a great place for links is on a *Resource* page.

This is a great way to give your visitors added value. Just be sure that your links indeed offer something of value! Also, remember to check your site for broken links at least once a month. Broken links affect how search engines Index your site and can hurt your page ranking. Here's a **FREE** tool to check for broken links: <http://www.dead-links.com/> Also, your Web master should be running a test as well.

Helpful Website of the Week

Write and Publish Fiction

www.write-and-publish-fiction.com

This site has a lot of practical advice for writers, most of it free. Although there is some shameless self-promotion, it contains much good information about writing and writing resources. It's a good place to browse.



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

Coming This Month

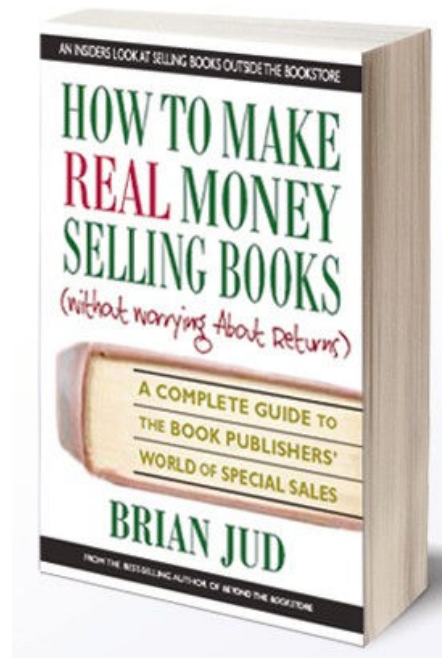
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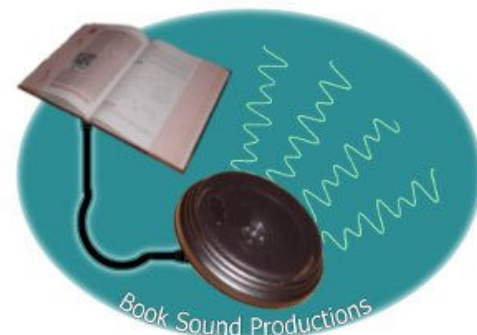
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Do you need a jump-start to get your sales moving?

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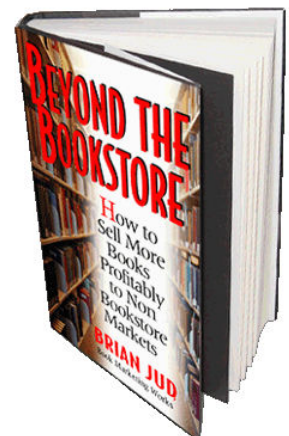
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Check out the [Writers and Publishers Bookstore](#) and give your favorite books a “Thumbs Up Rating.” Discover and rate the best books on writing, publishing and marketing (<http://www.bookmarketingworks.com/bookstore/bookstore.htm>)

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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>