

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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Upcoming Free Webinars by Brian Jud

High content with no selling – just the facts

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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>

Give Yourself a Holiday Gift – More Book Sales

The economy may be down, but your books sales can go up – if you do the right things. Start now to sell more books during the October – December Holiday buying period. In this webinar you will discover tips and actions that you can do today to maximize your sales and profits before the end of the year.

Thursday, September 17 at 6:00 pm Eastern time

Sign up at <https://www1.gotomeeting.com/register/568292288>

Notes From the Front Lines

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

Now, I believe we are entering a new phase of growth and success for independent publishers worldwide and we predict that this will mean better services and better pricing from companies providing sales and distribution. This will mean that distributors will have to become more innovative, more flexible and more competitive in support of their publisher clients. And it will also mean that the publisher will have more choice and leverage when negotiating contracts with distributors. The distributor will have to become quicker, more responsive and more transparent in the conduct of their business and it will mean more growth and success for the publishers as the support for their titles increases in the trade marketplace. I am optimistic because there is real cause for optimism.

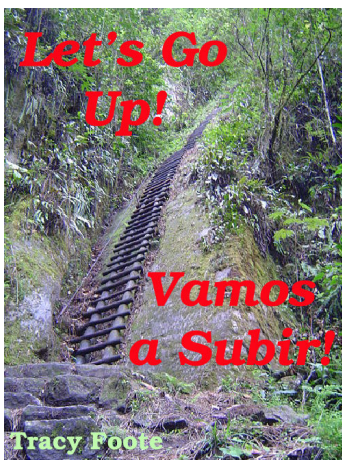
Poynter's Pointers

(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>)

Replace expensive four-color brochures with less expensive business cards. Your card should have a photograph of the book's cover, your usual contact information and a list of all the resources that can be found on your Web site. Use the cards to drive traffic to your web site.

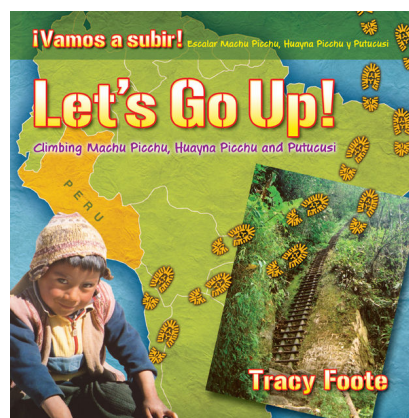
The Cover Story – Peri Poloni

(Peri Poloni-Gabriel of Knockout Design has been in the business of designing books for over 15 years. She can be contacted at www.knockoutbooks.com)



Before. Cover is unreadable over very busy background photo with red type. It also is confusing with 2 competing titles and no subtitle to explain the content of the book.

After. This book is targeting kids and parents as a bi-lingual travel book of Peru. The dimensions of the book were changed to be more child friendly. The book now conveys a sense of adventure with the boot prints trekking over the cover and throughout the book. The title has a cargo look and the English version is more prominent than the Spanish version as it is the primary language in the book. The addition of the South American map, bright colors, ladder photo, and the Peruvian child further draw you into the cover and give visual clues to the content of the book.



Marcella's Magic

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

The question of timing is a big one. It's big for the bookseller and it's big for the publisher trying to make all of this come together. That orchestration allows the bookseller to have the inventory on hand so that the book can sell, so that they can respond to the customers demand.

The Book Shepherd

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

There's Only One Hemmingway. Do your readers a favor and think "short" when you write. Short paragraphs and short sentences can work very effectively. As a columnist for the *Denver Business Journal*, I learned that a one-sentence paragraph can work effectively. So do one-word sentences. Few authors can write a coherent paragraph, or sentence, that goes on in perpetuity. Keep them shorter—your readers will appreciate it.

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>.)

Hold a contest or drawing on your blog. The comment feature on your blog can be used to hold promotional contests. For example, post a question and award a prize to the first person who leaves a comment with the correct answer. Or, write a blog post stating that everyone who leaves a comment on the post by a specific date (allow five to seven days) will be entered in a drawing to win a free copy of your book. Promote the contest on your social networks and ask your blog readers to spread the word.

You're On The Air

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

You don't want to speak too rapidly. Remember that people may be picking you up over static or while driving in their cars.

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>)

Through a network of sales representatives who sell to camera shops across the country, Amherst Media has sold over 45,000 copies of "Basic 35mm Photo Guide for Beginning Photographers." To encourage sales in non-bookstore outlets, they provide free counter-top displays with the purchase of twelve or more copies.

Marketing to Non-Bookstore Buyers

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

Timing may be as important as content in gift-store mailings. Once you locate your target companies, implement your direct-mail campaign well before the major holiday period for which your title is appropriate. Create a high-quality catalog listing your titles that are appropriate for the gift trade and include it in your mailings and personal visits. Be prepared to leave sample books with the potential buyers. Payments are typically made in net 120 days, but you can try to negotiate more favorable terms.

Interior Designing

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

The ties that bind. One of the features that separate commercial-quality typesetting from amateurish work is the use of ligatures. Look closely at a page of text from a major publisher. Find an instance of the letter combination fi or fl. In most text typefaces, the arm of the lowercase f extends to the right far enough that it crashes into the dot on the lowercase i or the ascender on the lowercase l. This is less than graceful, so type designers long ago came up with the solution of combining the fi and fl into single designs called ligatures. The standard set of ligatures consists of ff, ffi, ffl, fi, and fl. There are others in some typefaces, such as ft, fb (found in the word halfback, for example), and ij (used in setting Dutch).

Ligatures are cumbersome to implement in a word processing program like Microsoft Word. They're also not a feature of the coding used for web pages and email, so you won't see them here. But they are a standard feature of an advanced page layout program such as Adobe InDesign.

Why does it matter? The same reason any number of minor subtleties matter in book design. Such niceties usually fall below the conscious notice of the reader; but taken together, they impart an overall sense of quality work. And the book connoisseur, such as a wholesale buyer or anyone in the book trade, is likely to notice if they're not present. That could be the feather that tips the balance in the direction of not making the purchase.

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)

For radio and TV, call producers, not hosts. Call them after their shows have run because that's when they usually have time. Prior to their shows, they're usually totally occupied by details required to put on their programs. When you call, chances are you won't get through. At that point, you can leave a message or ask to have them paged. In all contacts — by e-mail or phone messages or when speaking with the media — give or recite your silver bullet. Say, "This is Robyn Freedman Spizman. My book *Make It Memorable* tells you how to give the most meaningful and memorable gifts on earth." Then add, "I'd like to send you a press release telling you all about it."

Savvy Self-Promotion

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

Are you ready for CNN? CNN launched iReport.com which has been getting quite a bit of buzz. The site is driven entirely by uncensored, user-produced news. They're open to receiving all sorts of news and information which allows user to post any content (although CNN does monitor this for inappropriate or objectionable material). If you're ready to become news, then head on over to <http://www.ireport.com/index.jspa> and check out how to upload your slice of news.

Booklet Ideas – Paulette Ensign

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

Leverage your products and expand your business by licensing your products into other languages. Your licensee can be granted specifically defined rights to do all the work, and pay you for those rights. Who do you know who wants to reach a non-English speaking population in your own country or elsewhere in the world?

The Very Idea

(Editorial by Brian Jud)

There are five basic elements of marketing. If you can integrate all these into a simple marketing plan, you are well on your way to publishing success

- 1) **People** – Define your target readers and where they look for the information you have in your books. If it is supermarkets, gift shops, bookstores or military exchanges, then that is where you need to be selling your books.
- 2) **Product** – Do not think in terms of books, but in terms of the content of your books. Do not sell what your book *is*, but it *does*.
- 3) **Promotion** – Promote the benefits of your content, using an assorted mix of publicity, advertising, sales promotion, direct marketing and personal selling.
- 4) **Pricing** – Do not base the retail price on your costs or what your competition is charging, but on the value your content provides to the readers.
- 5) **Place** – Create distribution for your books through trade, Internet and special-sales channels.



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)

When you're talking to the media, always be prepared to back up your claims because reporters want facts. Instead of saying, "The majority of people do this..." say, "85% of my clients do this..." And be sure to stick to the facts. Don't overload the reporter with unnecessary information that is not directly related to the story.

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)

Watch the buyer for signs. Don't press on blindly if you're getting negative signals. Is the buyer looking at the clock? Yawning? Fiddling with items on the desk? Recognize that this means it's time to conclude...fast! Do not tell your buyer "I only have one more item to present." Your time is up when the signals are being given.

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 typical marketing plan has three major parts. The first is direction – describing where your business is going. The second is a statement of *what* you are going to do and the third describes *how* you will do it. Begin your marketing plan with a sentence stating your mission and overall objective for the upcoming period. Next, make a list of strategies that outline your general game plan. Finally, describe your tactics, which are the specific actions you will take to fulfill your strategies and achieve your objective.

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)

What's the most popular word found on the back covers of best-selling books? Experienced authors know that one of the best ways you can get a head start on writing and promoting your book is to write the back cover copy first.

Writing the back cover copy as soon as possible forces you to describe your book, your intended market, and the benefits that readers will enjoy, as concisely as possible. Once you've described your book, its readers, and its benefits, you have the foundation for a book proposal and a starting point for writing and marketing your book.

In analyzing dozens of examples of back covers of best-selling books, I've discovered that "whether" is the most frequently encountered word. "Whether" makes it easy to target your intended readers without excluding anyone.

For example, on the back cover of Chip Heath and Dan Heath's *Made to Stick*, the first sentence begins, "Whether your a CEO or a full-time mom..."

From the back cover of Shel Horowitz's *Grassroots Marketing for Authors and Publishers*, "Whether you published traditionally, use a subsidy house, self-publish, or run a small/mid-size press..."

From the back cover of Janice (Ginny) Redish's *Letting Go of the Words*, "On the web, whether on the job or at home..."

Take the time to carefully study the words on the back cover of successful books. Chances are, you'll frequently encounter "whether" used to define either the intended readers or the situation that you're addressing in your book.

Marketing Strategy

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

Do not automatically go where everyone else is or do what they do. Look everywhere for innovative ways to market your books and achieve what others are not. Trust your intuition, make creative choices and implement them courageously. New ideas are neither right nor wrong -- they are simply different. They are odd-shaped pegs that do not fit into round or square holes.

Guest Columnist – Marika Flatt

(PR by the Book, LLC marika@prbythebook.com/ www.prbythebook.com)

Two months is a really short amount of time for a publicity campaign as it does not leave time to do much follow up, which is oftentimes very crucial to getting media attention. Therefore, we only recommend this option to those who want to help with their own follow up. This is a good "testing the waters" option for novelists or others who aren't sure how the media will react to their pitch. Also, a radio-only or online-only campaign is a great option for those on a tighter budget.

Helpful Website of the Week

The Next Big Writer

<http://www.thenextbigwriter.com>

This is a private community where writers can post work to receive feedback from writers and readers. You can share ideas, network, build a fan base and get rewards, including cash prizes and publishing contracts. This is a validated, password-protected site to protect authors' rights, and is one of the best out there. But, as always, be cautious when submitting your work anywhere online.



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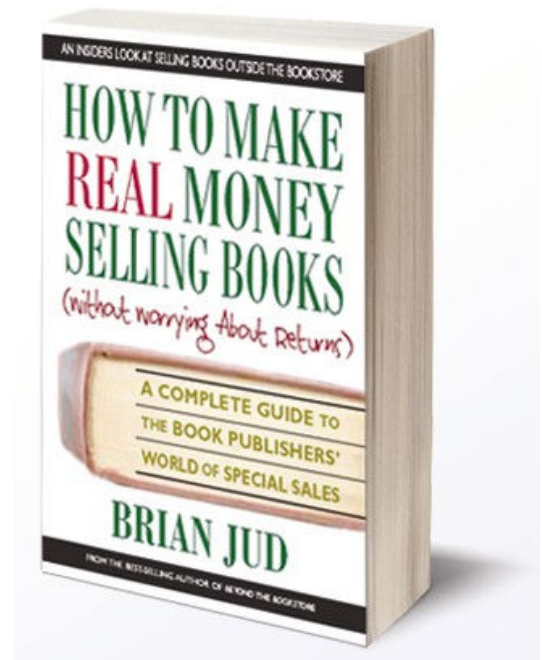
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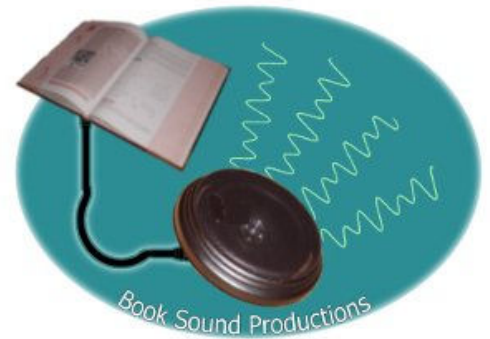
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<http://www.booksoundproductions.com/index.asp>



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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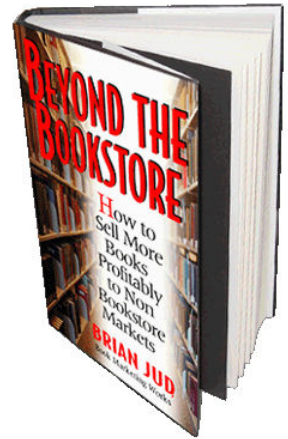
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Discover even more information about non-bookstore marketing by visiting the *Special-Sales Tip of the Week* at www.bookmarketing.com

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>