

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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**New inquiries from the reps
as of 9/4/2009**

<u>Title</u>	<u>Quantity</u>
<i>Ocho Loved Flowers</i>	300
<i>Irritable Bowl Syndrome</i>	400
<i>The Great Tome</i>	150

Notes From the Front Lines

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

You have a brilliant book idea. You know it will be a huge bestseller. It needs to be published immediately...but are you right? Sometimes, before you set out on the arduous journey to get your book for your anxious audience, you need to seriously assess your chances of success. Here's one approach: Try to figure out the ideal entry point for your book. For some, it might mean starting with a POD company or printing your own digital copies. For others, it might mean finding the right distributor to help you get your book properly sold and distributed in the book trade. Finally, for others it might mean finding the right agent to handle your book with major publishers. None of these paths ensure success, but all of them open up doors that might be just the right way to build toward a happy ending.

Marcella's Magic

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

The question of what makes a good book is a very large question and it's also an easy question to answer. A good book is a book that people want. How do you make a book that people want? You give them information that they need, that they are asking for, whether its a story in the form of fiction, mystery, collection of poetry, a western, or whether or not it's in a business book.

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>)

Foreign Rights. Use email to ask foreign publishers if they would like to buy subsidiary rights and translate your book into their language. Send publishers directly to a rights section on your Web site. That section will provide a complete book, author bio, testimonials, cover image, news releases, back cover sales copy and other promotional materials. Capture their address when they log on. Then follow up with email.

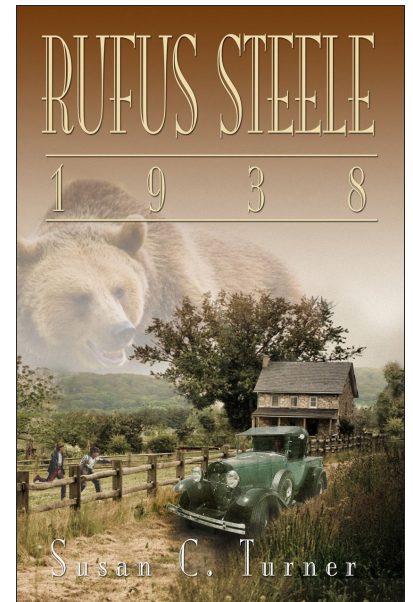
For foreign publisher email addresses, see *International Literary Market Place*. It lists publishers outside North America by country. Start with the major language groups: Germany, France, Italy, Spain and Japan. Select publishers that publish in your subject area. If you can't find many, email the national publishing association for that particular country, describe your book and ask for suggested matching publishers.

Use every means possible to send people to your site. List your URL in ads, your .sig, and anywhere you might ordinarily leave your telephone number.

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 *Rufus Steele: 1938*, a young adult novel by Susan Turner, the goal was to visually recreate the time period of the story. A classic car fit the bill nicely, since the main character is a physician who makes house calls. The story also includes a close call with a bear, so we placed this image in a size that would convey the threat, but ghosted it back into the sepia-toned sky so it wouldn't compete with the foreground. Of course, the sky is normally blue, but we chose a sepia tone to communicate that the time period was long ago.



The Book Shepherd

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

Editing Isn't a Bad Word. Why so many authors think that their friend who teaches literature at the local college, or their sister who loves everything they write and do is the perfect editor for their work is beyond me. Your editor can make or break your work—she can shape and shore it up ... or, put in some commas and check your spelling. There are now more self and independent published books than those produced by the traditional NY houses—and too, too many have minimal, if any, editing. Think “ruthless editing.” Cut and shape, hire a pro—and, when in doubt, cut it out.

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>.)

Promote Your Book With Video. Adding videos to your website and blog can help you get up close and personal with your audience. Add a video greeting to your website, offer free video tutorials, include video clips in your online media room, or create a video book promo (similar to a movie trailer, combining graphics, words, and music). Keep videos short (about 30 to 90 seconds) and be sure to include a call to action in promotional videos. People watch hundreds of millions of videos daily on YouTube, and folks who enjoy videos often forward the link to someone else, creating viral marketing opportunities. If you post your videos to YouTube first, you can embed them in your website or blog and benefit from even more exposure.

You're On The Air

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

A good guest is someone who can speak passionately, a person who communicates with the audience.

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>)

Offer free excerpts of parts of your book to any magazine or newsletter that expresses an interest (or to those that reach your target audience). Stipulate that they may reprint the excerpt free as long as they provide a statement at the end of the article describing how the book may be ordered. That statement should include the title and author of the book, the name and address of your company, and the price of the book, plus any other appropriate ordering instructions

Marketing to Non-Bookstore Buyers

(Excerpted from *How to Make Real Money Selling Books* (September 2009), by Brian Jud <http://www.bookmarketing.com>)

Content is king in the non-retail sector. Companies and associations want to use the *information in your books* to help them sell more of the products or services they offer. Your content may be re-purposed as a premium, as a fundraiser or other device. In the case of schools, your content could help the teachers improve the education they provide their students. Government agencies purchase books, but they also seek publishers to create and deliver content that does not exist in the form in which they need it. The opportunity to increase your revenue and profits is limited only by your creativity

Savvy Self-Promotion

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

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

If you're still confused about what Twitter is, check out this easy-to-understand YouTube video: Twitter in Plain English: <http://www.youtube.com/watch?v=ddO9idmax0o> Ready for more fun Twitter applications? TwitterMail: <http://twittermail.com/> - supplies you with a personal email address. If you send an email to that address it will be posted to Twitter.

Interior Designing

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

It figures. One of the features of modern, high-quality Open Type fonts is the availability of different styles of figures, as shown [here](#).

1111	1111	I I I I	I I I I
2222	2222	2 2 2 2	2 2 2 2
2001	2001	2 0 0 1	2 0 0 1
Tabular Lining Figures	Proportional Lining Figures	Tabular Oldstyle Figures	Proportional Oldstyle Figures

In designing a book, it's typical to select which figures to use for different purposes based on the nature of the book. It would be typical in an engineering text, for example, to use lining figures, just as it would be typical in a history book—especially one with dates scattered about every page—to use oldstyle figures.

0123456789	0123456789
Tabular Lining Figures	Tabular Oldstyle Figures
0123456789	0123456789
Proportional lining figures	Proportional Oldstyle Figures

Tabular figures line up in columns, which is important when presenting numerical data in tables (including the table of contents, by the way). Tabular figures are also typically used for folios (page numbers). Proportional figures help maintain the even color within a block of running text.

A word about superscripts, subscripts, and fractions: These features are set with their own special sets of glyphs, and the design is almost always of the tabular lining variety. It's generally a mistake, though, to use the full-size tabular lining figures and just scale them down and fiddle with the baseline. It's always better to use the glyphs designed for the purpose, as they'll be much more legible.

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)

Test your book ideas to determine if they're sufficient for an entire book. Many great ideas are simply not meaty enough for a book, even a short book. They may make gripping articles but involve only one or two interesting points that can be covered without going into great depth. A book needs legs; it has to hold readers from beginning to end, not just engross them for a few early chapters and then put them to sleep.

Look for ideas that have depth, several layers, and can't be fully covered in a few pages. Ask whether your book idea involves questions and information that will hold both your and your readers' interest. Although ideas for books don't have to be overly complex, they must involve different facets that give the book substance and weight.

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)

Realize that in the media world, there's no such thing as off the record. So always assume that everything you say is on tape and will be put into print. Also, don't ask the reporter to send you a copy of the story for your approval. While this may seem like a reasonable request, it will only offend a seasoned reporter. But do ask for a copy of the magazine to keep as a souvenir. This will show how pleased you are that the reporter has given you the opportunity to get quoted in the publication.

The Very Idea

(Editorial by Brian Jud)

**Your business card can be a portable, affordable and versatile marketing tool.
Here are 10 Tips for using it effectively.**

1. Never leave home without it -- keep extras in your car, purse, and briefcase; store them in a card case to prevent damage
2. Insert a business card with all correspondence
3. Use proper business card etiquette – take a moment to study a card when handed to you; don't force yours on others
4. Be generous – hand them out at trade shows, personal presentations and networking meetings
5. Have a professional card with complete, updated contact information in a readable type size; not dog-eared or worn
6. Consider a magnetized card to place on a refrigerator – a reminder of your book on diet, nutrition or appliance repair
7. Give one to receptionists after your media events to reference when listeners call later to ask about you
8. Make notes on others' cards – remember what you discussed and when/how to follow up
9. Give people a reason to hold on to your card -- write a personal note on the back or a code to receive a discount when ordering
10. Place them on bulletin boards at local restaurants, supermarkets, libraries, your gym and other public places



Booklet Ideas – Paulette Ensign

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

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

Create information products that are "evergreen," that have no time sensitivity to them. This allows you to sell them forever. A booklet about organizing the time, paper, and space involved in your business life can be valid forever as long as you don't mention specific technology. How can you lengthen the life of your information products by removing time-sensitive references?

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)

Avoid Truth Statements. When buyers hear "truth statements" such as "Let me be perfectly honest with you...", or "To tell you the truth..." they may think, "Well, if he says he's being honest now, was he being dishonest before?" Don't even put this thought in your buyer's mind!

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 helps you prioritize resource allocation among competing opportunities. Without some means for ranking your projects you might allocate too much time or money to those with less economic or psychic return. Under each priority level, do the first things first. Do that which is more important to your business before that which is more enjoyable.

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 make the most of online coaching sessions. Online coaching sessions permit you and your book or marketing coach to view the same documents--ideas, book proposals, mind maps, or table of contents--on your computer monitors while talking together.

You and your coach can make much faster progress when you can both see and hear your ideas taking shape. At the end of the call, your coach will send you an e-mail containing the document, or action plan, you worked on during the call. Here are 3 simple steps you can take to make the most of your online coaching calls:

1. Have a clear agenda for each call. Review the mind map or document you and your coach created during your previous call, and know what you want to accomplish on your upcoming call.
2. The afternoon before each call, communicate your goals, concerns, and questions to your coach. This gives your coach time to prepare a new mind map or agenda for the call and review anything you might want to go over with your coach.
3. Log-in about 5 minutes early to the screen-sharing URL which will display your coach's screen, or--if desired--your computer screen. This is particularly important if you have not had previous experience with screen-sharing programs like www.gotomeeting.com.

With a little preparation, you and your coach can make the most of your time together and enjoy a happy, productive call. After the call, your coach will send you a copy of the action plan, or other documents, you created together.

Marketing Strategy

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

There is a difference between the words *action* and *accomplishment*. You can be busy doing something without accomplishing anything. Planning actually saves time by directing your actions to accomplishing your objective.

Guest Columnist – Liz Nakazawa

(Contact Liz at www.marketmybooks.com)

When preparing for a radio or T.V. interview about your book remember that you are the one that is going to control the interview. Prepare ahead of time the main five points you want to get across about your book. Sometimes interviewers are not well prepared, or worst, haven't even read your book ahead of time. In that case you would want to take their very general question and answer in specifics, the specifics you decide ahead of time. At the end of the interview be sure and mention where your book is sold.

Helpful Website of the Week

Rockefeller Foundation Bellagio Center

http://www.rockfound.org/bellagio/bel_arts.shtml

August 17 through November 30, 2010, Italy
Bellagio creative arts residencies for novelists, playwrights, poets and other artists allows time for disciplined work, reflection and collaboration. The center offers one-month stays for three to five creative artists of significant achievement from any country.



Brian Jud's Free Webinars and Personal Presentations

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

Sell More Books in the Fourth Quarter Holiday Period

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>

How to Negotiate More Profitably With Special-Sales Buyers

Selling books to non-bookstore buyers is not difficult if you know how to do it. In this webinar you will discover a step-by-step system to find the names of people to contact, prepare for the sales call, make your presentation and negotiate the sales. This webinar is designed for the author or publisher that wants to sell directly to prospective buyers..

Thursday, September 24 at 6:00 pm Eastern time

Sign up at <https://www1.gotomeeting.com/register/911487657>

Brian Jud is the Keynote Speaker at
Infinity Publishing's 10th Annual Gathering of Authors
Friday, September 25 – Sunday, September 27, 2009
Park Ridge Hotel and Conference Center, Valley Forge, PA
www.authorsconference.com

Join Brian Jud, Tom Antion, Pat Williams and others
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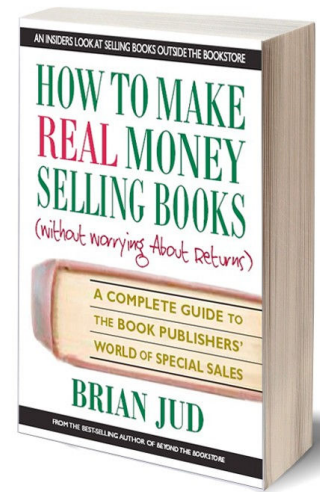
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Publishing Education for Authors, Publishers and Self-Publishers

The Florida Publishers Association, Inc. will hold its 2009 Publishing Ed-U-Conference on September 26 at the Helmsley Sandcastle Hotel on Sarasota's Lido Beach. Speakers include Eric Kampmann (from Midpoint Trade Books, a distributor, who will talk on publishing options and necessary steps to take), Pam Lontos (from PR/PR, specializing in author PR and placement), Frank Gromling (publisher at Ocean Publishing, past president of FPA), Dr. Dennis Fried (publisher at Eiffel Press and a local author who sold his self-published book to Simon & Schuster) and Warren Caterson (publisher of Winfield and Scott Press, and IBPA Pub-U Scholarship recipient to tell us what he learned in NYC this past May). Evening book awards banquet. To receive a brochure and registration information, email Betsy Lampe at FPAbooks@aol.com. www.FLbookpub.org

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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Contact Information for Brian Jud

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I won't share or sell your email address.

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>