

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

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New inquiries from the reps
as of 9/18/2009

<u>Title</u>	<u>Quantity</u>
<i>Historic Photos of The Opry</i>	600
<i>Fighting for Your Marriage</i>	900
<i>Help Kids Cope</i>	700
<i>Cayman Islands</i>	160

Upcoming Free Webinars -- by Brian Jud

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

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>

How to Get on and Perform on More 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.

Thursday, October 29 at 6:00 pm Eastern time

Thursday, October 29 at 6:00 pm Eastern time

Sign up at <https://www1.gotomeeting.com/register/984051033>

Notes From the Front Lines

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

The Seven Signposts on the Road to Good Publishing. Publishing books is like taking a journey. You need a map to point the way; or signposts to guide you. For example, when I backpack I look for blazes on trees. Or, if I am above the tree line, I seek out cairns or stone markers that I follow with care so I stay on the trail.

As with any journey, a good publisher knows he must follow certain signposts to successfully produce, sell, and market his books. Ignore an important signpost and you can get lost, or go in the wrong direction. Each marker represents a decision you must make – sometimes on your own or with the advice and counsel of someone with more experience. Over the next seven issues of *Book Marketing Matters* I will describe one of seven signposts on the road to good publishing. Here is the first.

Signpost #1: Editorial Content. You know what you want to write. But no book should be published before it has received good editorial input and direction. A seasoned editor brings objectivity and can lend clarity, coherence, and structure to what you have to say. If your book isn't accessible, it won't get good reviews and come to the attention of your audience.

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>)

New computer programs, new printing processes and the Web are transforming the writing, producing, disseminating and promoting of information. Books will never be the same. The winners are author, publishers and readers. In the future, nonfiction book publishing will see minimized inventories and maximized relationships between authors and customers (readers). Publishing will become customer-centric and "books" will thrive on uniqueness, customization and variety. Book writing, publishing, selling and promoting are changing—for the better.

The Cover Story – Tamara Dever

(Tamara Dever, Owner/Creative Director, TLC Graphics. For more information about book design and publishing development, please visit www.TLCGraphics.com.)

As the subtitle says, "What is Everybody Celebrating?" In the first cover, I have no idea. There's nothing here to celebrate! OK, the title and author's name are readable. While suitable, the map is neither compelling nor original as the cover's sole artwork.

The use of bold colors, appropriate Mexican objects, and photos from celebrations and Cinco de Mayo locations in the final cover share the excitement of this topic. Their arrangement is dynamic and elements are cleverly placed to point to the ever-important title. While developing your book's cover, you and your designer should be aware of how color, scale, font and image choice, and placement of these affect the reader's impression of your product.



Marcella's Magic

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

It takes a great deal of time and effort to orchestrate a successful series of media performances. When you are finished with each tour, you will realize the enormity of what you have accomplished and experience a sense of self-satisfaction and euphoria. Bask in that feeling, but do not get caught up in it. Evaluate your performances by objectively critiquing yourself and practicing what you can do to improve the next time. Subsequently, you will grow personally and professionally.

The Book Shepherd

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

Are You Speaking On Your Book? Speaking is a terrific way to position yourself as the verbal expert on your topic and sell tons of books. Finding your market—your niche—and the groups that do programs that bring in speakers can deliver huge payoffs. It doesn't happen overnight, but once you start connecting with "your crowd," your book sales will increase exponentially. Be savvy and get some coaching on your speech and speaking.

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 in Virtual Reader Communities. Virtual reader communities are a specialized type of social networking site where readers and authors network, and readers recommend books to others. Many reader community sites allow authors to set up a profile page, create a "friends" network, and join groups composed of readers and authors of a particular genre.

For authors of fiction and children's books, reader communities such as Goodreads, LibraryThing, and JacketFlap may be even more effective than the more general social networking sites like Facebook. For a list of reader communities, visit <http://bit.ly/readers>.

You're On The Air

(Lori Dolney Levine, Senior Talent Executive, *Fox After Breakfast*)

The most important thing is to have fun, relax. This is only television, it's not a big deal. Have a good time.

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>)

While the major mail-order catalogs drive a hard bargain – requiring as much as a 60 to 70% discount – they can move a lot of books. Not only that, but the exposure they give your books to their customers will often result in spillover sales through bookstores. Where else could you find outlets that are willing to pay you so they can advertise your books to as many as five million people?

Author 101

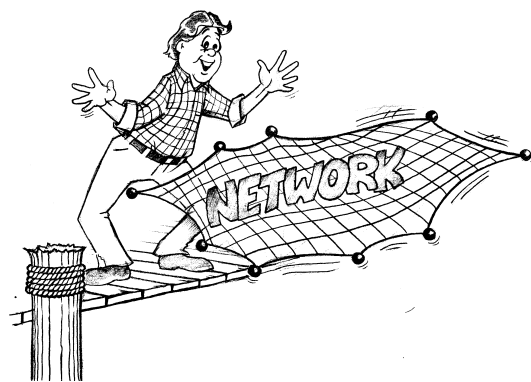
(Excerpted - with permission - from *Author 101: Bestselling Book Publicity*, by Rick Frishman and Robyn Spizman; contact Rick at FRISHMANR@PlannedTVArts.com or www.author101.com)

How Is Your Book Distinctive? When publishers receive interesting book proposals, they bring them before in-house committees and editorial boards. These groups are composed of individuals from various in-house departments, including sales and marketing people. Since everyone at these meetings is involved with books, they tend to think in terms of comparable books, especially those that are currently on the market. They will say, "Oh, is it like _____?" Or "What makes it different from _____?" Publishers also are trend oriented, so they look to publish books that will build upon or capitalize on themes of successful books. For example, publishers rushed to get on the chick-lit bandwagon, and after the success of *The Da Vinci Code*, they clamored for similar books.

The Very Idea

(Editorial by Brian Jud)

Networking is an organized method of making links from the people you know to the people they know, gaining and using an ever-expanding base of contacts. It is the personal process of connecting with others to exchange information, advice, contacts and support. Networking is essential to creating visibility, professionally and personally, and sales. Regardless of where you network, there are several rules to which you must adhere if you expect to create a list of beneficial contacts:



Be creative. People offer information from their own perspective. Analyze their comments and apply it to your particular circumstances. Frequently ask "What if..." questions.

Be positive. Use networking meetings to discuss opportunities, not problems. Accept help graciously, criticism constructively and rejection in stride.

Be prepared. Before attending a trade show, make a list of the people you want to reach and their booth numbers. Arrange appointments beforehand and take many business cards.

Be reciprocal. Networking is more effective if it is not one-sided. Willingly share any (non-confidential) information you have that might be helpful to others.

Be resourceful. Look for networking opportunities everywhere, such as on airplanes, at your gym and Twitter, LinkedIn, etc.

Be respectful. If you call someone, make sure it is a convenient time for him or her to talk.

Be thorough. Keep records of all your contacts in a form that is easy for you to use. This could be on index cards, in a loose-leaf binder, in a contact-management system or on your computer.

Marketing to Non-Bookstore Buyers

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

Robert Pelton sells his historical cookbooks and Christian biographies (published by Infinity Publishing) to more than 40 National Parks. These include the Appomattox Court House, Kings Mountain National Historic Park, Yorktown Battlefield Colonial National Historic Park and the Lincoln Memorial. "I also sell to other, privately owned historic sites that have gift shops or book stores such as Natural Bridge of Virginia, Mount Vernon, Museum of the Confederacy in Richmond and enjoy excellent sales," says Robert.

Savvy Self-Promotion

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

The Yellow Pages for Twitter: If you're trying to find something or someone on Twitter, you'll be glad to know that there is now a search engine dedicated to all things Twitter. Twellow <http://www.twellow.com>

Booklet Ideas – Paulette Ensign

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

Customize your information products by industries, interests, or psychographics. One of the best examples of this is the "Chicken Soup" series. Time Management for Accounts, or for Quilters, or for Baby Boomers would all be examples of doing that. What are some of the more likely ways you can do this with your information 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)

Fame and name recognition take time and repetition to build. In fact, a person will need to see your name around six or seven times before they actually remember it. So regardless of what you've heard, there's no such thing as an overnight success.

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)

Ask a question and another and another. When making a sales presentation it's important to ask questions partly because you want to make sure that your buyer is doing some of the talking. Otherwise, how do you know if her or she is listening, paying attention, and caring about what you're presenting? Try asking questions to ascertain the buyer's limits, reaction to your product, and degree of interest in buying it. When you see that the response is positive, start pressing for the close.

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)

Use White Papers to Test Market & Promote Your Book. White papers, 12-page educational documents, offer many advantages--before and after your book's publication.

Before publication, offer a downloadable white paper on the topic you address in your book. This allows you to test market interest your book and gain early reader feedback on your ideas. White papers are certainly easier and faster to write and produce than a book, which makes them ideal for testing the waters of reader interest. In addition to helping you fine-tune your book's title, content, and marketing copy, you can use your download data to prove the popularity of your topic to prospective literary agents and publisher acquisition editors.

After publication, your white paper will continue to help you attract potential book buyers and build your mailing list. When website visitors download your white paper, you can include an extra page describing your book and its contents in detail.

You can also use additional white papers to test the market for information products that leverage off your book, such as worksheets, in-depth reports on special topics, audios and videos, and yearly updates.

To succeed, your white paper must educate and inform, rather than sell. Start your white paper by describing, in an editorial format, one of the problems or goals your market faces. Follow-up with an analysis of previous attempts to address the issue and a description of a new and better way of addressing the problem. All of this should lead up to a description of your book on the last page. For more information on Whitepapers, please visit www.whitepaperdesign.com

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)

You can do three things to create a sustainable publishing business: 1) publish for uniqueness, 2) develop a distinctive competence, and 3) create competitive advantage.

Marketing Strategy

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

Find new titles to bring to market (or new markets for existing titles), different distribution channels, novel ways to offer price incentives while maintaining your margins and original ways to promote your titles above the ever-increasing clutter of competitive advertising, sales promotions and publicity.

Guest Columnist – Dr. Wayne Dyer

(Author of *Your Erroneous Zones*, *The Sky's the Limit*, and *Real Magic*)

I was told that the only way you could talk to everybody in America was to get on all the big talk shows. But all the big talk shows never heard of Wayne Dyer. So there's another way to talk to everybody in America and that's to go to everybody in America. Go on every little radio show in every town across the country. Most of them, like AM Columbus and Good Morning Jacksonville, if you've got a new avocado dip they'll put you on. Take the books with you. Just do it, and don't tell yourself, *I've got to struggle*.

Helpful Website of the Week

BlogCatalog
www.blogcatalog.com

One of the largest blog directories on the Internet, BlogCatalog helps users search blogs, connect with bloggers, learn more about the process and promote their sites.



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

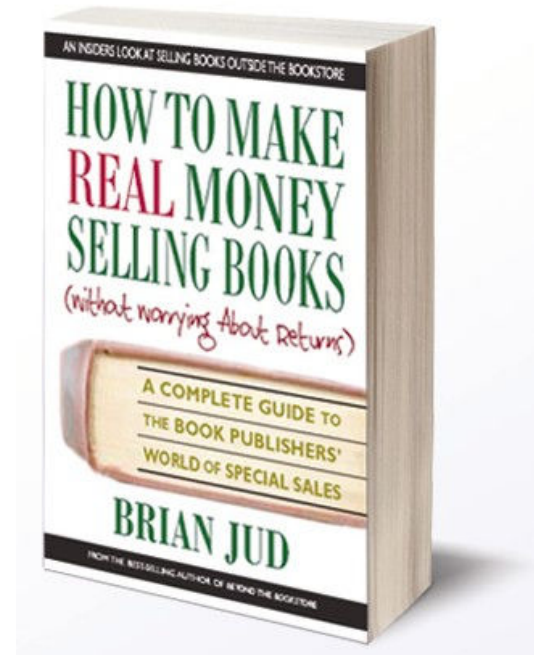
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**Brian Jud is Speaking at
Infinity Publishing's 10th Annual Gathering of Authors
Friday, September 25 - Sunday, September 27, 2009
Park Ridge Hotel and Conference Center, Valley Forge, PA
www.authorsconference.com**

**Join Brian Jud, Tom Antion, Pat Williams and others
2nd Annual Author Marketing Summit™
October 9-10, 2009 - Charleston, South Carolina
<http://www.authormarketingsummit.com/>**

**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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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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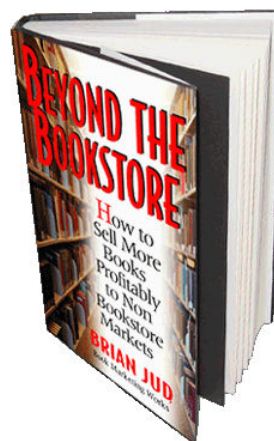
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Contact Information for Brian Jud

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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>