

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 20, Number 186 October 5, 2009

New inquiries from the reps
as of 10/2/2009

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

We sell your books. We pay shipping.
All non-returnable.

New programs for marketing **FICTION**, **CHILDREN'S BOOKS** and **REMAINDERS**.
Now we offer **ESP** – a search engine only for 65,000 promotional reps

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Or www.premiumbookcompany.com

<u>Title</u>	<u>Quantity</u>
<i>Spanish Cookbook</i>	6,500
<i>Help Kids Cope</i>	30
<i>The Grief Bubble</i>	50
<i>Sad Isn't Bad</i>	500
<i>Good Grief</i>	500
<i>About the House</i>	500
<i>Healthy Cooking with 4 Ingredients</i>	250
<i>Cocina Mexicana Saludable</i>	600
<i>It's A Disaster</i>	6000
<i>Iraq: Providing Hope</i>	50
<i>Alone in Vietnam</i>	50
<i>Baghdad FTU</i>	75
<i>A Better War</i>	100
<i>Between the Lines</i>	100
<i>Dear Family</i>	200
<i>Honorable Warrior</i>	100
<i>Intrepid's Odyssey</i>	50
<i>Ultimate Basic Training Guidebook</i>	800
<i>Surviving Military Separation</i>	1400
<i>Once a Marine</i>	700
<i>Common Sense of Thomas Paine</i>	100
<i>Army's All-Black Rangers</i>	100
<i>Flying Drunk</i>	250
<i>Thunderbolt</i>	300

I have an immediate need for books on these topics:

Books on guns (history, handbooks, etc) for a national association's museum store

Cookbooks for Argentina, Brazil, Chile, Costa Rica, Guatemala, Mexico, Peru, Puerto Rico written in English, Spanish or Portuguese. If you have a relevant cookbook that is in our catalog, it will be presented to the buyers

If you have a book with applicable content, please contact me at brianjud@bookmarketing.com

Free Webinars in August -- by Brian Jud

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

How to Negotiate Large-Quantity Sales – Part Two

Once you know your buyers' criteria and have prepared your proposal (as described in Part One), it is time to present it to your prospects. There are a variety of ways to do that effectively and in a non-threatening manner. Rarely will they accept your initial recommendation, so you must negotiate the final terms and then confirm the order. There is still more to do in your post-sale follow up, and this webinar will provide you with all the basics to create a long-term relationship with recurring revenue to you.

Thursday, October 22 at 6:00 pm Eastern time

Sign up at <https://www1.gotomeeting.com/register/711790544>

(You can see Part One at www.bookmarketingworks.com)

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

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. Over the next six issues of *Book Marketing Matters* I will describe one of the remaining seven signposts on the road to good publishing. The first was described in the Sept 21 issue of *Book Marketing Matters*. Here is the second.

Signpost #2: Design. Weak, inappropriate or bad design can undermine the best book. A good publisher puts a lot of thought and energy into the overall design of the book, and especially in the book jacket. It's a shelf space business. How your book looks and what it communicates at a glance can make it stand out in the store, or get lost.

Poynter's Pointers

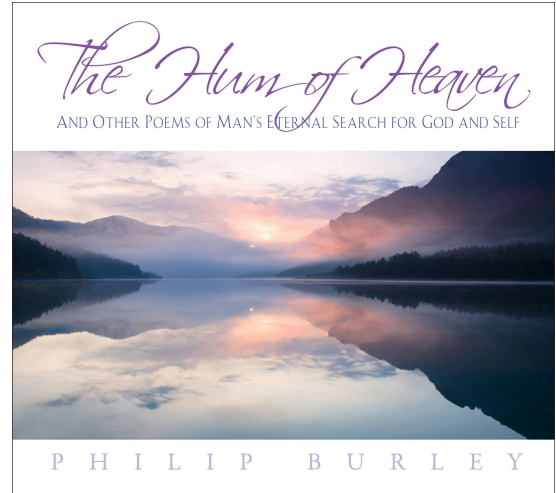
(Excerpted - with permission - from Dan Poynter's Fifteenth Edition of *The Self-Publishing Manual*: <http://www.parapublishing.com>. To receive Dan's free newsletter, *Publishing Poynters*, go to <http://parapub.com/sites/para/resources/newsletter.cfm>)

Surf the Web for sites related to the subject of your book. When you find one that matches, contact the owner and suggest a dealership. Get as many outlets as possible to sell your book.

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>)

The Hum of Heaven by Philip Burley is a spiritual poetry book. We chose a photograph that suggests the connection between our physical world, a creator, and paradise. We used a white background, which is common for books in this genre. This also served as a frame to keep the focus on the beautiful image. A flowing, calligraphic script was chosen to convey the emotional nature of the text to the reader, and by using a color from the photo for the title text we created a unified design.



Marcella's Magic

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

A book signing can work if it's part of a total promotional package -- if it's in conjunction with a radio interview that day, an interview on the local television station, an article on a local paper, or a review that appeared last week. If the signing is tied into those kinds of things, it can work and be very effective and create continuing momentum for the author and for the title.

The Book Shepherd

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

Pre-Selling Pays Your Book Bills. Get a jumpstart on your book sales by pre-selling your book before you have it in hand. Offer a discount that includes shipping. Be a little vague—instead of saying “Available October 5, 2009,” go with “Available Fall 2009)—you now have three months to get it out. Create forms; include the book cover if you have it—otherwise go with the title; use bullets to ID benefits—talk to your potential buyer; and a brief bio on you. I use a discount of 20 to 30%... it's mostly shipping. If the book will retail for \$25, I'll probably pre-sell it at \$25 net—if shipping were added, it would be another \$6 or \$31—the buyer saves 20%.

Marketing to Non-Bookstore Buyers

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

Some people looked at Goliath and thought he was too big to hit. David looked at him and thought he was too big to miss. You might look at special-sales marketing and think, “Is the non-traditional market big enough to approach, or is it too big?” The answer is yes. A market of \$14 billion is too big to pass up, but it is too big a market in which to compete profitably -- if you look at it as one goliath market. Divide your total opportunity into smaller, more manageable segments and work with each individually. Buyers in corporations, associations, schools and others all purchase for different reasons. There is no “one-size-fits-all” marketing tool.

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>.)

Twitter is a great way to develop relationships and promote yourself and your book. But it's important to avoid being seen as someone who just promotes themselves. Most of your tweets should be about helping others, but you also need to inject some personality, to help people get to know you. Here are some ideas for tweeting:

1. Link to helpful or entertaining articles, websites, and blog posts and recommend products and services you find useful.
2. Offer an incentive to subscribe to your ezine or blog, or offer a free ebook or sample book chapter, with no strings attached.
3. Announce your live and virtual events, such as book tours and teleseminars.
4. Teach a mini lesson in 140 characters.

Ask for advice or ask questions that encourage responses.

You're On The Air

(Brad Hurtado, former producer of *Donahue*, *Maury Povich* and *The Charlie Rose Show*)

You do not even have to be an author to conduct a media tour. Mass communication is perfect for anyone with a message to communicate to a large number of people in a short period of time. If you have a product to sell, a business to grow, a cause to further, a seminar to promote or an idea to communicate, you can perform on a tour. All it takes is a message that is important to some segment of the population and knowing where that segment is.

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>)

Use your book as a self-liquidator. Many companies offer special items for sale at very low prices with a small payment plus proof of purchase. Self-liquidating offers allow the company making the offer to cover some or all of its costs in buying the books and shipping them out. For example, Meow Mix offered *The Meow Mix Guide to Cat Talk* as a self-liquidator to people who bought a bag of cat food. The book was customized for Meow Mix by simply changing the title of Jean Craighead George's *How to Talk to Your Cat*.

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)

Newsletters are low-cost, high-impact marketing tools that help you publicize your book, stay in contact with those who may be interested in it, and build your list of names. E-mail newsletters are also called e-zines or 'zines. Producing any newsletter can be time consuming and work intensive, but e-mail newsletters are easier to distribute than their print counterparts. If putting out a newsletter becomes a burden, contract out all or some of the work.

Build a subscriber list by collecting lots of names. Also ask your friends and colleagues for names. Your publisher and publicist should be willing to give you access to their lists, and you can buy lists of names from services that compile them by demographics and subject areas.

The Very Idea

(Editorial by Brian Jud)

Expect the unexpected. Even the best plans cannot anticipate everything that might happen, so you have to improvise as you go forward. Your marketing plan can help you if you use it as a working tool. Do not think of the word *plan* as a document. Instead, think of it as a verb – a process that helps you recognize and deal with problems as they occur. That same process could also point out potentially profitable opportunities as they present themselves.



Savvy Self-Promotion

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

Ready to follow some other Twitters but not sure who you should be following? Head on over to Who Should I Follow (<http://www.whoshouldifollow.com/>), plug in your Twitter user name and it'll pop up results appropriate to your Tweets.

Booklet Ideas – Paulette Ensign

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

Over the years I've talked about selling booklets, selling as many of them at a time as you can. That way you can reach more people with your message and make more money when you do it. That is still the primary teaching. However, it's become more and more obvious that much is to be gained in giving your booklet away. Those gains often come from places and situations you'd never imagine, and can come from giving away the downloadable PDF, the printed copy, or both. Here's a few possibilities to ponder:

- Offering the booklet as a gift for completing a survey is one of the best forms of market research you can do to guide you in creating and launching your next product or service.
- Sending a booklet to past clients frequently generates immediate new business because you came back on the radar of your buyer. In some cases it can prompt the creation of completely new booklets because your client wants something you have yet to develop and is willing to order now.
- Distributing your booklet as a gift to key referral sources encourages those people to send you business, business that you might not ever otherwise see.
- Delivering a booklet to a member of the media can get you publicity that then prompts business. That can be radio, television, print, or online media.

These are some ideas to generously provide your information to people who want it, and people who want what else you've got. Think about who to give it to, in what format, in what context, and in what time frame. You can create multiple campaigns throughout the year to keep your name and your business in front of people, leading you to successes beyond your wildest dreams.

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)

Why authors must blog about their book while writing it. It's no longer sufficient authors to begin promoting their book as its publication date approaches. More and more authors are recognizing the importance of blogging about their book while writing it.

Here are some of the reasons, revealed during recent Published & Profitable author interviews that blogging should begin as soon as authors commit to their book project.

1. Test market your ideas before it's too late. Sharing your ideas with potential book buyers as early as possible attracts search engine traffic and builds anticipation for your book. By sharing your ideas and drafts of your chapters as you write them makes it easy for you to profit from reader feedback while writing your book, when there's time to act on your reader's preference.

2. Apply the power of attraction to potential publishers. Not only will your blog posts attract potential readers, your posts will also attract literary agents and publisher's acquisitions editors who are looking for authors and experts in your field. Interviews with authors like Gar Reynolds, author of Presentation Zen, and his editor, Michael Nolan from New Rider's, attests to the power of a blog to launch a best-selling author's career.

3. Prove a market exists for your book. When David Meerman Scott approached Wiley with his proposal for The New Rules of Marketing and PR, he was able to point to the fact that over 50,000 of his followers had already downloaded sample chapters from his book. Since everyone who had downloaded sample chapters was a potential buyer, and was on his e-mail marketing list, this provided proof that the book would be an immediate success.

4. Make your book easier to write. Perhaps the most convincing reason of all is that blogging about your book provides you with the ability to write your book as a series of short, daily posts, rather than in long, stress-filled "writing marathons." Writing your book as a series of short topics, or posts, keeps your brain constantly engaged with your project. While driving, sleeping, and watching TV, in the background your brain will be thinking about your book and organizing ideas for the next writing session.

Today, it's a new world for authors. It has never been easier to plan, write, promote, and profit from a book as it is now, with the latest Web 2.0 tools available to help authors write and publish a brand-building and business-driving 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)

Rehearse, rehearse, rehearse. Professional speakers say that they have to rehearse an average of 8 to 10 hours for every one hour of face-to-face presentation time. That's a ton of work, but in the professional speaking game, the payoffs can be tremendous.

As you practice, (1) Write down your beginning and end paragraphs and memorize them. (2) Give your presentation in front of the mirror, then your spouse, and then a small group of colleagues before you give it to your prospect(s). (3) Anticipate questions and rehearse the answers. (4) Always compliment a person who asks a question on the quality of their question, (especially if it is one of the ones you have rehearsed!) (5) Make sure your conclusion packs a big, strong, memorable verbal punch. (6) Rehearse again, and again, and again!

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)

Your marketing plan should constantly keep your objective in sight and provide a daily reminder of what you should be doing to achieve it.

Marketing Strategy

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

Action is not synonymous with accomplishment. You may be busy promoting your book but you may not be getting closer to your goal.

Guest Columnist – Patricia Fry

(Patricia Fry is the Executive Director of SPAWN -- Small Publishers, Artists and Writers Network -- www.spawn.org. She is also the author of 29 books and has been quoted or mentioned as an expert in dozens of others. Visit her informative publishing blog at www.matilijapress.com/publishingblog)

Get additional exposure for your nonfiction book and more credibility as the author by positioning yourself as an expert in your field. How? Use the same tactics you would use in book promotion: publish articles on your topic, become known at related websites, blog often, comment at the blogs of other experts in your field, offer tons of professional resources at your website, arrange to speak at appropriate conferences, join publishing organizations and those related to your topic. Soon you will begin to receive invitations to speak, authors will automatically include your book in their resource chapters and you will be quoted by other experts in a variety of venues.

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)

If you're interviewed on TV, send the right message about who you are, what you think, and how strongly you believe what you're saying.

DON'T wear

- Red, black, white or patterns.
- Noisy, shiny or distracting jewelry
- Shiny, slinky materials like silk, satin or polyester
- Tinted lenses
- Bulging pockets

DO wear

- Simple, tailored clothes in natural fabrics and basic colors
- Minimal prints
- Minimal jewelry
- Dark suits – but not black
- Light shirts or blouses – but not white

Helpful Website of the Week

Freelance Writing Gigs

www.freelancewritinggigs.com

This is a blog, but you wouldn't know it — it's an extensive and well-organized site that includes loads of free information on freelance writing tips, tools and jobs, blogging gigs, markets, writing tips and gigs, article-writing tips, queries, inspiration, job hunting tips, the writing life, blogging, community building, contests, networking tips, business tips, customer service, community and discussions, contests and giveaways, gifts for writers, videos, and information on scams and cheaters.



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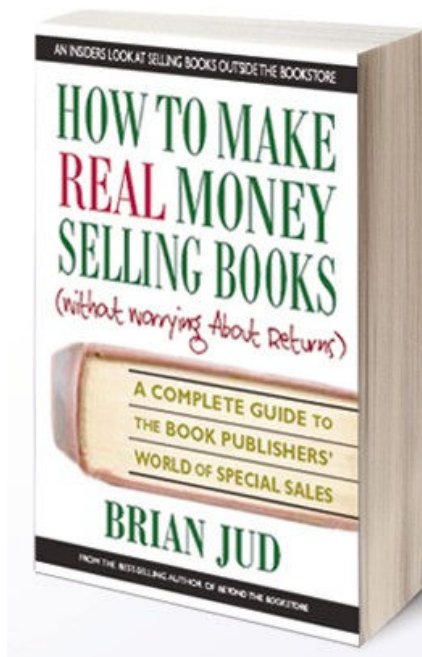
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Do you need a jump-start to get your sales moving?

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.](#)

(<http://www.bookmarketingworks.com/ConsultingServices.htm>)

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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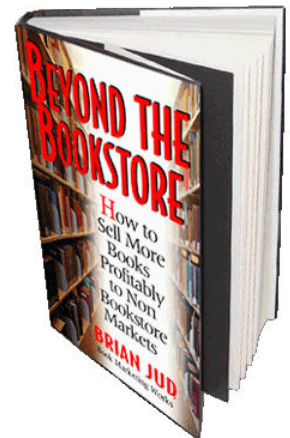
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Contact Information for Brian Jud

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To subscribe to *Book Marketing Matters* click here: <mailto:brianjud@comcast.net?subject=subscribe>
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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>