

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 21, Number 187 October 19, 2009

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 10/16/2009**

<u>Title</u>	<u>Quantity</u>
<i>Handguns & Rifles</i>	500
<i>The Gun Owners Handbook</i>	500
<i>It's A Disaster!</i>	1450
<i>Simple Simon Mildly Brilliant</i>	700
<i>Bible</i>	3000
<i>A Big Little Life</i>	100
<i>The Noticer</i>	250
<i>Joel Olsten Becoming A Better You</i>	300

Free Webinars in October -- 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 five issues of *Book Marketing Matters* I will describe one of the remaining seven signposts on the road to good publishing. The first two were described in previous issues of *Book Marketing Matters*. Here is the third.

Signpost #3: Printing. How do you pick a printer you trust? And how many copies should you print? These are two big financial decisions that can support or undermine the entire venture. A good publisher understands how to evaluate and choose what to invest in terms of paper weight, opacity, and binding. Even more important is the question of how many copies the first printing should be. You must be able accurately predict the quantity you can sell within the first four months. That is what you need to print to cover immediate demand without being stuck with excess inventory.—and lost revenue. Just in time printing saves you money and worry. Having a professional sales team takes the guesswork out arriving at that number.

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>)

Promotion services. Do not hire the spammers who flood your email box with offers to promote your site or product. Doing so will cost you a lot of money, incur the wrath of potential customers and will encourage more spam.

Direct Contact Media Services will send out your news release to carefully selected media via fax and email. Paul Krupin will rewrite your news release to make it more useful to the media. He will send the announcement to 1,500 to 2,500 targeted print, radio and TV outlets. 1500 one-page releases cost \$300. Contact him at dircon@owt.com and see <http://www.book-publicity.com>.

For more ideas on promoting books online, see *U-Publish.com* by Dan Poynter and Danny O. Snow. See <http://www.u-publish.com>

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 September 15, 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%.

Marcella's Magic

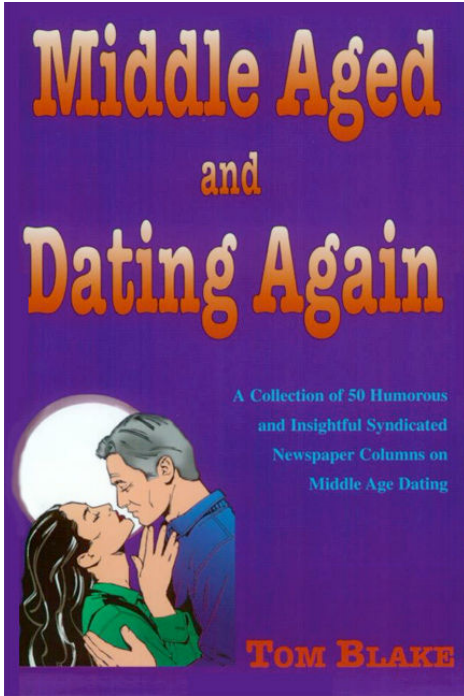
(Marcella Smith, Small Press Business Manager, Barnes & Noble)

You may sell ten copies at a book-signing event, but if there's no energy around the event that causes people to come back and ask for the book, then all you've sold is those ten copies.

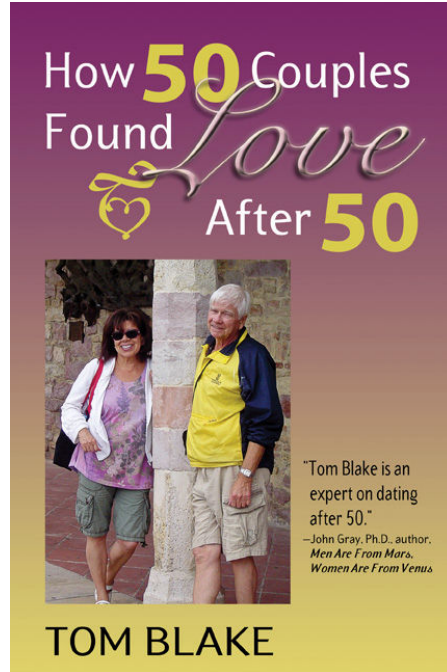
The Cover Story – Dotti Albertine

(Dotti Albertine is an award-winning book cover designer.
Contact her at <http://www.AlbertineBookDesign.com/or> 310-450-0018)

Correction: The cover design in last month's edition was incorrectly attributed. The cover design for *The Hum of Heaven* by Philip Burley was created by Michelle DeFilippo at 1106 Design <http://www.1106design.com>



BEFORE (designed by author)



AFTER (professional design)

My client, Tom Blake, writes a column for the *Orange Coast Register* on dating after 50. He's written a couple of books including the one above, *Middle Aged and Dating*. To save money he did not have this book professionally designed. He used some free clip art for the image and a Photoshop filter for the title. It looks ok, but it definitely looks "self-published".

Tom has made multiple appearances on the Today Show (NBC-TV), and was interviewed by Diane Sawyer on Good Morning America. So, he decided it was time to hire a professional designer for his third "dating over 50" book – and bring it out in hard cover.

For *How 50 Couples Found Love After 50*, Tom asked me to design the cover and the interior. He wanted to

use a picture of his newfound life partner and himself on the cover, using themselves as examples of "real" people. As you can see, I used the colors in their clothing to give an integrative color scheme. I also suggested that he use a quote he already had from John Gray on the front cover. John Gray is an expert on marriage/family and author of the famous "Mars-Venus" book. Using the number "50" to bring interest to the title, I then softened it with a script font for the word "love". I like to make titles as much a part of the cover art as the image. Tom is having phenomenal success with this new book and doing a lot of PR. He LOVES the cover as do his readers... and best of all, the bookstores are happy!

You're On The Air

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

Producers want a good segment, but sometimes you have to get the discussion back to where you want it. It may not come off as planned, but if it's a good show, it's still good television.

Legal Matters That Matter to Writers – Professor Tonya M. Evans

(Contact Professor Evans at Legal Write Publications, info@legalwritepublications.com or www.legalwritepublications.com; the information contained in this column is for general informational and educational purposes only and does not constitute legal advice. If you need advice regarding a specific legal matter, you should consult a lawyer as each case is fact-specific.)

Intellectual property is defined loosely as property created with the mind, as distinguished from real property (land) and personal property (laptop).

- **Copyright:** A copyright protects an author's original artistic or literary work, whether published (meaning distributed to the public) or unpublished (not distributed at all or only to a few people). Under copyright law, the term "author" has a special meaning: the creator of an original literary or artistic work.
- **Trademark:** A trademark protects a word, phrase, symbol, or device – the mark – used in business to identify and distinguish one product from another.
- **Service Mark:** A service mark protects a word, phrase, symbol, or device – again, the mark – used in business to identify and distinguish one service from another. The purpose of trademark law is to avoid consumer confusion.
- **Patent:** A patent protects an invention by granting the inventor the exclusive right to exclude others from producing or using the inventor's discovery or invention for a specific period of time.

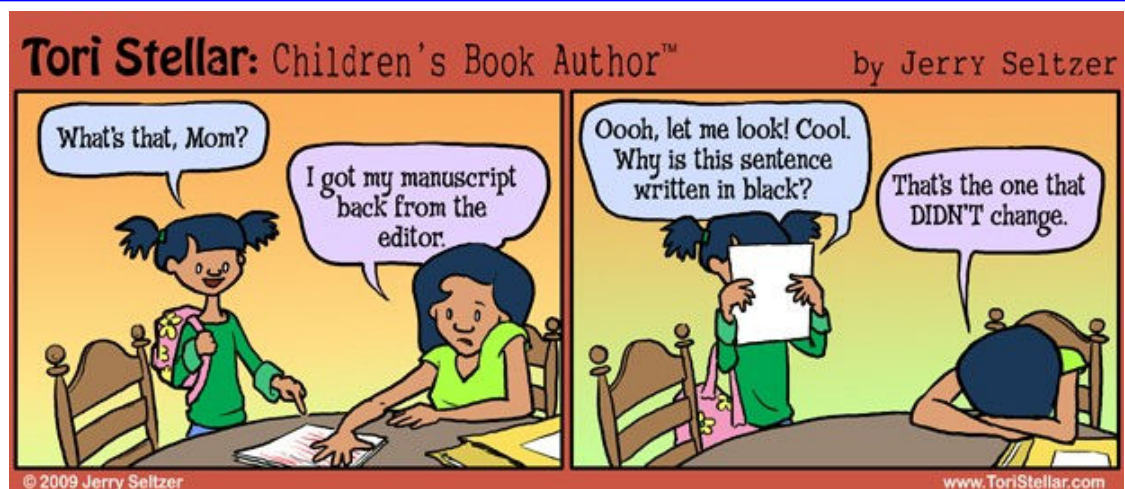
Kremer's Korner

(Excerpted - with permission - from John Kremer's Sixth Edition of *1001 Ways to Market Your Books*. Contact John at <http://www.bookmarket.com>)

First serial rights are the rights sold to magazines and newspapers to excerpt part (or sometimes all) of a book before its date of publication. While most first serial rights are sold for anywhere from \$400 to \$5,000, they have gone for as high as \$200,000. *Woman's Day* paid that much for exclusive rights to excerpt Rose Kennedy's autobiography, *Times to Remember*.

Cartoons for Authors

(Contact Jerry Seltzer at jerry@dragonpencil.com)



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>.)

Build Your Author Platform With Online Forums. Forums are free online communities where people who are interested in a particular subject can ask questions, offer solutions, and share experiences. They are also called discussion groups, list serves, bulletin boards, and newsgroups. Some are web based and others function as email lists.

Forums are a great way to network with people who share your interests, build your reputation as an expert, learn from others, and subtly promote your book. To find forums related to your topic and target audience, search Yahoo Groups at <http://www.groups.yahoo.com> and Google Groups at <http://groups.google.com>

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)

We're sorry to have to tell you that publishers, even the biggest of them, don't promote all of their books. And, they probably won't publicize yours, especially if you're a first-time author, except perhaps for the first few weeks out of the gate. The top brass at publishing houses usually determine which books and authors they will publicize and how extensively.

Publishers also don't invest the same amount for publicity in all titles they release. For example, they may authorize extensive campaigns for Titles A, B, and C, but provide little, if any, publicity for the other new releases on their lists. They may not even send out a press release when a particular book is about to come out. Furthermore, if a publisher decides to promote a book, its efforts may not prove sufficient or successful, and you might have to jump in and try to save the day. Although the amount of promotion a publishing company provides will differ from house to house, book to book, and author to author, most publishers will usually:

- Announce the deal to publish the book in Publishers Lunch
- Announce the publication of the book in their catalog for that season
- Include the book on their publication list
- Solicit endorsements or blurbs for the book
- Send free advanced reader copies to selected reviewers, the media, and those who could influence book sales

Marketing to Non-Bookstore Buyers

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

Case Study – Premium Book company

A local bank used a personal finance book as a business gift to new clients opening saving accounts. The promotion was geared towards high school and college graduates. The book featured information on loans, investing and saving techniques as well as information on stocks, bonds and other investment vehicles. The bank realized that an educated customer is a long term customer... and focusing on young clients insured years of good relationships. Over 7500 books were sold on short discount.

The Very Idea

(Editorial by Brian Jud)

Sometimes it feels like the money you are spending is going in deep hole with no apparent results. Since most of us have limited budgets, it is necessary to perform some marketing triage.

Look at the five major areas of marketing. Did you **plan** your efforts? Is the **product** right (cover, title, layout, binding)? Is the **price** correct? Are you using the best **distribution** channels to reach all retail and non-retail segments? Did you implement an assorted **promotional** effort using the right amount of publicity, advertising, sales promotion and personal selling?



Also consider the productivity of expenditures since not all expenditures have an equal return on their investment. Evaluate your actions to determine what is working and what is not. Then do more of what is working. Do not be too quick to pull the plug on those actions (i.e., publicity, special sales) that have long a long lead time between implementation and results. Finally, know when to quit.

Savvy Self-Promotion

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

Addicted to Twitter? You're not the only one. Check out the most popular micro-blogs on Twitter: <http://www.twitterholic.com/> Ready to update Twitter from your phone? Check out Twitter Fone: <http://www.twitterfone.com/>

Booklet Ideas – Paulette Ensign

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

Take excerpts from your own information products to promote the products. An article that is "7 Ways to Solve XYZ Challenge" lifts what you already wrote and markets that larger product when you include contact information at the end of the article. How many articles can you develop from the content of a single information product you already created?

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)

At the conclusion of an interview, always provide personal contact information for follow-up questions. Often, reporters will sit down to write an article and find gaps in their story. If you are accessible and open to follow-up questions, you will have the opportunity to offer even more expertise as well as get in a reporter's "good graces" for future articles.

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)

A co-author's platform can be as important as their writing ability! When considering a co-author for your next book, evaluate the size and quality of their online presence. Ask yourself questions like:

What kind of blog and website do they have?

Do they have a large and enthusiastic following?

How relevant and recently updated is their website?

Are they active bloggers, as shown by frequent posts and reader comments?

What kind of Facebook, LinkedIn, and YouTube presence do they have?

Platforms count, because when you write with a co-author, you're forming a partnership with them. Ideally, they'll expose your book to their clients, prospects, and readers, contributing to a strong launch of your book. Given the choice of two equally qualified co-authors, preference should be given to the co-author who commits to promoting your jointly written title, before, during, and after its launch.

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)

What do you want the buyer to do? If you are having trouble closing the sale, ask yourself: "what do I want this buyer to do?" Then try to find a creative way to phrase the question. A simple summation and direct request is usually the best: *"Mr. Buyer, I think I've explained all of the benefits of my product quite thoroughly, will you be able to give me a purchase order now or will you fax or mail it to me?"*

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)

Do the right things, and do them right. Put your plan into action. Without action, planning only gives the illusion of progress.

Marketing Strategy

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

Define your prospects and customers demographically (sex; occupation, income, education), psychographically (attitudes, beliefs and habits) and geographically (i.e., regional pockets of opportunity). Of all the books facing people browsing the shelves in a bookstore, why should they choose yours?

Guest Columnist – Patricia Fry

(Excerpted - with permission - from Patricia Fry's latest book, "The Right Way to Write, Publish and Sell Your Book."
Contact Patricia at plfry620@yahoo.com or www.matilijapress.com)

3 Tips For Establishing Your Platform

- 1: Hone your public speaking skills. Whether you will be promoting a nonfiction book or reading your novel before groups, be the best that you can be by learning and practicing good speaking habits. For speaking opportunities and constructive feedback, join a Toastmasters club near you. www.toastmasters.org.
- 2: Establish and keep adding to your mailing/emailing list. A mailing list is pure gold. Collect business cards everywhere you go. Log contact information for everyone you meet, particularly customers and those who attend your presentations and readings. Send notices to your list when your book is published, when you are scheduled to speak, etc.
- 3: Start NOW submitting articles or stories to appropriate magazines, ezines, Web sites and newsletters. Get published and you will become known—you'll start establishing a following. As a nonfiction author, you will also gain credibility in their field.

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.



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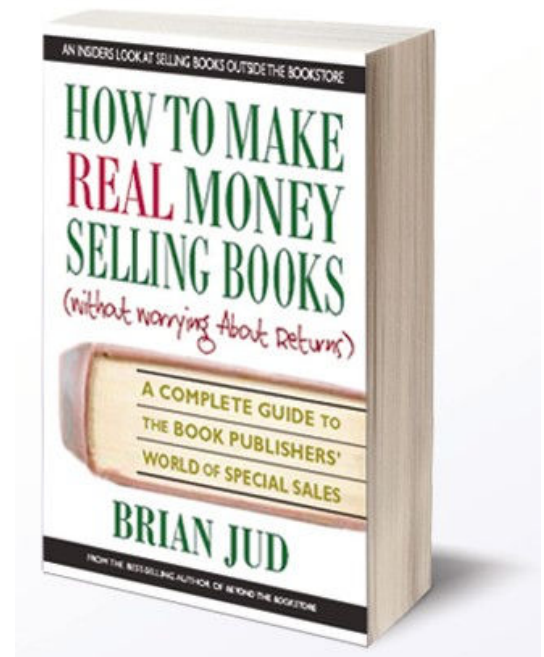
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Do you need a jump-start to get your sales moving?

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>

RSS

Book Central Station™

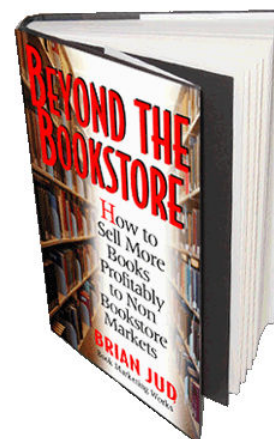
The place to find book-publishing suppliers, based on referrals from previous users. *Book Central Station* is the only place where you can find people to help you write, publish and market your books – with ratings posted by previous clients. At *Book Central Station* you can scan a list of suppliers, look at reviews of their work and make an informed decision to choose the ones with which you will work. And you can post your own experiences with them, too. Sign up for your FREE trial at <http://www.bookcentralstation.com/trial.asp>

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Contact Information for Brian Jud

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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>