

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 22, Number 188 November 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

BrianJud@premiumbookcompany.com
Or www.premiumbookcompany.com

New inquiries from the reps as of 10/30/2009

<u>Title</u>	<u>Quantity</u>
<i>A Child's First Bible</i>	300
<i>The One Year Children's Bible</i>	300
<i>My First Holy Bible</i>	300
<i>Hands On Bible</i>	300
<i>Recetas Sabrosas para Diabeticos</i>	1400
<i>La Salud en la Mesa</i>	1400
<i>Cocina Sabrosa para la Salud</i>	1400
<i>Cocina Vegetariana</i>	500
<i>Cocina Ligera sin Grasas</i>	500
<i>Todos a La Mesa!</i>	500
<i>365 Recetas de Cocina Vegetariana</i>	500
<i>Recetas Sabrosas para Diabeticos</i>	500

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 Be More Creative In Your Book-Marketing Efforts

Hundreds of thousands of new titles are published every year. How can you stand out in this crowd? By producing creative marketing campaigns. In this webinar you will discover marketing's secret ingredient: innovation! You will learn a 7-step process to come up with imaginative, yet practical and proven things you can do to sell more of your books – and have more fun doing it. You will find out about the mental blocks to creativity and how you can break through them.

Tuesday, November 17 at 6:00 pm Eastern time

Sign up at <https://www1.gotomeeting.com/register/944036097>

How to Sell More Books in Non-Bookstore Markets

Every year, more books – fiction and non-fiction -- are sold to buyers in market segments outside of bookstores than are sold in bookstores. And they can be sold more profitably on a non-returnable basis. In this webinar you will learn how to get your share of these sales. You can do this by moving into adjacent markets with your existing titles or by creating different products for buyers in new market segments. Find out how to find these markets, create the best products for them and market your books profitably.

Thursday, November 19 at 6:00 pm Eastern time

Sign up at <https://www1.gotomeeting.com/register/290569080>

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 four issues of *Book Marketing Matters* I will describe one of the remaining seven signposts on the road to good publishing. The first three were described in previous issues of *Book Marketing Matters*. Here is the fourth.

Signpost #4: Pricing. Pricing a book requires an understanding of what each book costs to make – so you get a return on your investment; and what else is in the marketplace – so the price offers good value and is also competitive. Book-sales professionals understand the market and its fluctuations. They keep in close touch with major retail and wholesale accounts using them as sounding boards and sources of additional information. They use their knowledge to help determine the best price. Everyone wants to make money and have their book reach the right audience. Price is essential in making both happen.

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>)

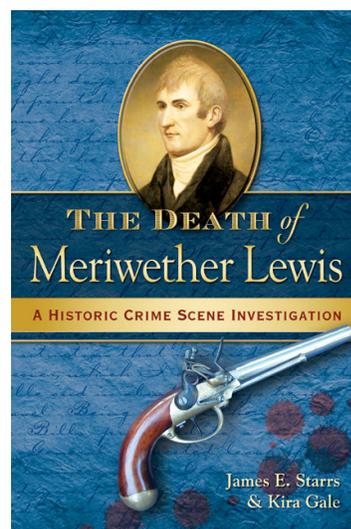
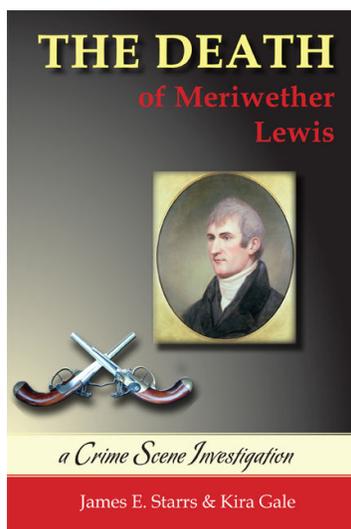
Offer your remainders and over-stocked books directly to the national and regional chain bookstores through a one-time-only "white sale." Contact the remainder or bargain-book buyer at the chains and send them a sample book and promotional material. Chain bookstores will pay slightly more than remainder dealers (wholesalers) – about 5% of list, possibly more, depending on the book.

Editor's note: You can sell your remainders and over-stocked books to non-bookstore buyers through Brian Jud's special program. For details go to <http://www.premiumbookcompany.com/Remainderprogram.html>

The Cover Story – Peri Poloni-Gabriel

(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: This book is a historical account and the original cover feels disjointed with elements that are not relating to one another. The main character in the book is subordinate in the title. This book will be the first of a series of historical accounts.



After: Bringing history to life is the idea for the series. The graphic unit of the title, subtitle and image of Meriwether now work together. The background has added interest with an actual account written by Meriwether Lewis, given color and texture along with the blood spatters and gun to intrigue the reader. The name in the title now has the attention required as uses traditional fonts to convey the historic content of the book.

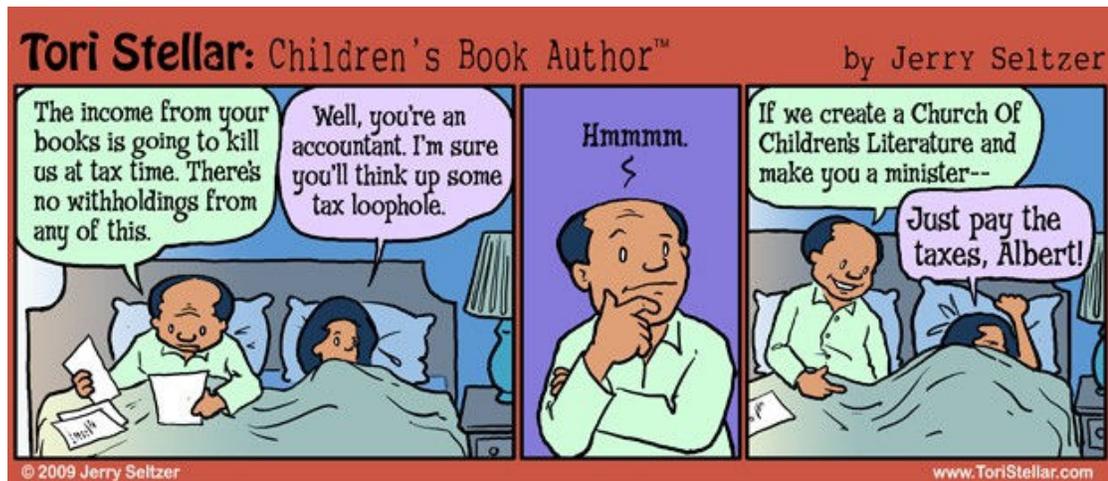
Legal Matters That Matter to Writers – Professor Tonya M. Evans

(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.)

How is copyright created? If you have created an original literary or artistic work in some tangible form – in writing or on film or tape or canvas, for example – then you don't have to do anything. You automatically own a copyright in your work.

Cartoons for Authors

(Contact Jerry Seltzer at jerry@dragonpencil.com or www.toristellar.com)



Marcella's Magic

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

Bookstore buyers read newspapers and magazines looking for new titles. You can reach these people through articles written by or about you, if you contact editors with a story idea.

The Book Shepherd

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

Illustrations Become Products. If you have created illustrations for your book, are they part of your branding? Can they be made into a sellable product that is low price and an add-on to a sale of a book or stand alone? To do this, you need to get permission of the illustrator or have it arranged up front that you own all rights for anything and everything. Many will require payment—either a lump sum or royalty arrangement. I turned one of the critters in my *Stabotage!™ How to Deal with the Pit Bulls, Snakes, Skunks, Scorpions & Slugs in the Health Care Workplace* book into a 2 x 3 pin that cost 60 cents that I sell for \$5—markets my books whenever it is displayed or worn.

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 a Facebook Group. Facebook groups are a great place to meet people who share your interests and find new friends. Search for groups by entering keywords in the Search box at the top of the page and then clicking on the Groups tab. You can gain visibility on a group page by introducing yourself on the wall, participating in discussions, and posting your book cover, photos or videos.

Consider forming your own group to focus on your book's topic or genre. To maintain interest in the group, encourage discussions and offer valuable information such as free downloads and links to resources. You can even send direct messages to your entire group.

You're On The Air

(Benita Zahn, Noon News anchor and talk-show host on WNYT-TV, Albany, NY)

For women, wear what you're used to wearing. Put on the same makeup as you always do. Nothing garish, but something you would normally wear as street makeup. For men, powder your face, just a little to cover a receding hairline and tone your face down so you won't be shiny.

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>)

Because of certain laws and union contracts, some corporations are now required to provide retirement planning for employees, as well as help for those they lay off or fire. Books are great resources for either program. Monsanto bought 800 copies of Crisp Production's *Retirement Planning Guide* to give to its employees to help them with their retirement plans.

Brian's note : How could the information in your book enable a company to help its employees? Its customers? Its suppliers?

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)

Have take-away. Readers must receive some benefit. In most nonfiction books such as business, relationship, and how-to books, readers are not reading for pleasure, but to learn. Readers also want to learn from memoirs, biographies, and autobiographies while they enjoy a good read; they want to get something from every book.

The Very Idea

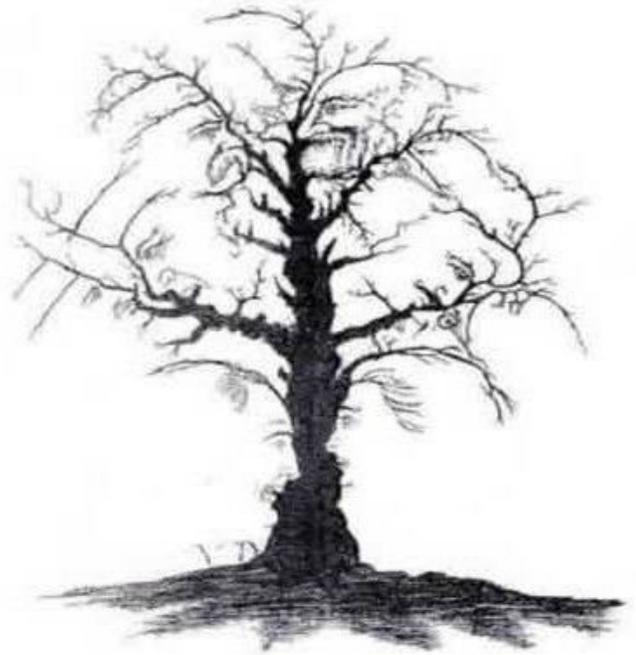
(Editorial by Brian Jud)

How many faces do you see in this illustration?

Do you see ten faces, or do you just see a tree? Things are not always as they appear to be at first glance. Sometimes you have to look more closely to see what is *really* there. Some publishers look only to bookstores for selling their books. Yet, there is an enormous opportunity in the hidden market for non-bookstore sales.

For example, you may say you want to sell to libraries. But if you look more closely, libraries represent a target market of 117,378 locations, divided into many sub-segments. In addition to the 9,207 public libraries, there are libraries in colleges, as well as public and private schools. Libraries serve governmental agencies (i.e., prisons) and the armed forces personnel. And there are special libraries including corporate, medical, law, hospital and religious libraries.

Special-sales marketing is not a separate way of doing business. It is not even a new way of doing business. It is an integral part of overall marketing strategy, an extension of what you are probably already doing. Where else could you sell your books? For more information go to www.premiumbookcompany.com



Marketing to Non-Bookstore Buyers

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

According to *The Encyclopedia of Associations* there are over 135,000 nonprofit membership organizations worldwide, representing a significant opportunity for marketing directly to a niche audience with very specific demographics. There are two aspects to consider when selling books to associations. The first is termed “cause marketing” where you donate a percentage (or fixed amount) of each sale to a charitable, non-profit organization to help finance their cause. The other approach is to sell books directly to the association.

Savvy Self-Promotion

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

There are some hard and fast rules when it comes to good keyword searches. Here is a tip that should help you understand, define, and implement your own keyword searches: *Keywords are just that: words*. They can be single words or keyword strings. Either way you’ll want to find the perfect term for you. Don’t get hung up on finding the single perfect word, instead look for search terms or patterns.

Booklet Ideas – Paulette Ensign

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

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

Offer to add your client's logo and/or company information to their large quantity information product purchase. This is an easy and valuable service to provide them so they can use your product to promote their own products, services, or causes, and is more distinctive than receiving an imprinted pen, coffee mug, or baseball cap. Have you increased your sales by asking your clients what they would like to have imprinted on or in the information product you produce for them?

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)

Utilize press releases. A press release is a great opportunity to get your name in front of multiple newspapers on a topic that is timely. For example, if you were an expert on industrial safety and there was an explosion in a mine, causing 10 miners to be trapped underground, you should send out a press release that positions you as an expert. You can discuss a wide variety of topics: what safety gear the miners should have had, what kind of violations might have been present, what conditions the miners will be facing, what can be done going forward to prevent such accidents and more!

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 Your Newsletter Timeless. Would you buy yesterday's newspaper, or read a month-old newspaper? Probably not. Even if the articles were interesting, you'd view them as "old news." Your marketing newsletters, however, can easily be made "timeless." The trick is to focus each issue on helpful, relevant, "evergreen" information, topics that won't immediately go out of date.

Providing helpful, relevant, timeless content in your newsletters lets you promote and distribute each issue for months- -even, years- -after its initial publication. In addition, if you are distributing your newsletters as formatted and downloadable PDF files, avoid adding the current month and year to each issue. Instead, use a number to identify each issue. For example, you could use 2-06 to indicate the sixth issue published in second year of your newsletter's publication.

With a little advance planning, you can even re-use topics first written for your newsletter as chapters in upcoming books and e-books, or as articles, blog posts, podcasts, or speeches.

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)

Listen up. Good sales people almost always have trouble listening. It's one of the hardest things for us to do because we all tend to be Type A personalities who have to tell the buyer everything about our products! But the best one-on-one presentations are interactive, with lots of give and take. You need to give the buyer plenty of opportunity to express likes and dislikes. Listen carefully and then rephrase the point the buyer is making as a question: "Did I understand you correctly when you said ...?" The only way to make sure you understand the buyer is by closing your mouth and listening, really listening. (Because I have great difficulty in remembering to listen, I frequently hold my finger across my lips when the buyer is talking to remind me to "keep my mouth shut!")

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)

Have you ever looked at a photograph taken of your kids, pets or trees years ago? You were probably amazed at their growth over the years because you were unaware of their minute, daily changes. Your marketing plan can have the same impact on you. If you look back on your plans made years ago you will see how far you have come.

Marketing Strategy

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

Help Your Titles Grow. Titles are like people in the sense that they will grow according to their individual needs and circumstances. Each title you publish may flourish by using habitual marketing techniques, but in most cases each one will be different enough to require a unique growth plan. Define the unique benefits each title offers its target readers, design a dual distribution network (bookstores and special markets), price each according to the value it provides readers, and create a distinctive promotional plan using publicity, advertising, sales promotion and personal selling.

Guest Columnist – Liz Nakazawa

(Contact Liz at www.marketmybooks.com or liznakazawa@gmail.com)

If you have self-published your book and have many books to sell it is not a good idea to send a sample copy out to every prospective buyer. You will lose a lot of money this way. Instead, consider creating a one-page book sheet in PDF format that briefly explains your book and gives the ordering information at the bottom of the page. Librarians and bookstore owners are often too busy to go into websites and look around for your ordering information. If you send the book sheet by e-mail it saves them the trouble of navigating a multiple-page website. Keep it to one-page so they will take the time to read it!

Helpful Website of the Week

Goodreads
www.goodreads.com

Goodreads is the largest social network for readers in the world. Members recommend books, compare what they're reading, track what they've read and would like to read, form book clubs and more.



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

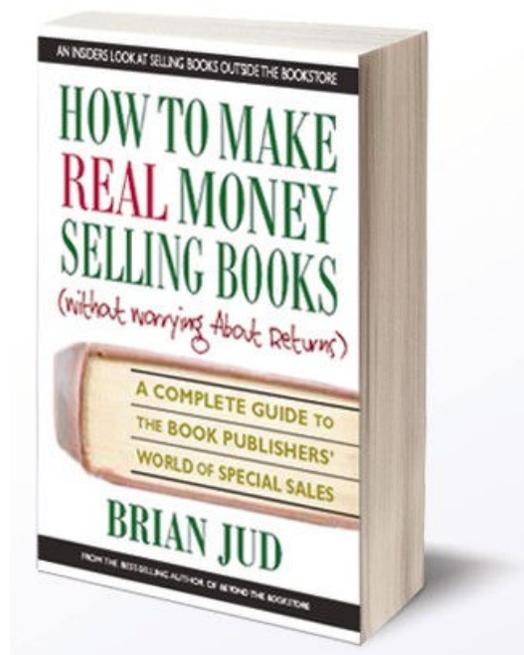
Sell more books, more profitably to non-bookstore buyers

The most current and complete resource for increasing your sales and profits in non-bookstore markets.

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The National Indie Excellence Awards (NIEA) are designed to bring recognition to titles from independent publishers. The contest recognizes small to mid-sized presses and independent and self-publishers who are emerging as a significant force in the book-publishing world. Their work is making up a greater percentage of the total marketplace than ever before. Visit www.indieexcellence.com to find out more and submit your books.

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

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Book Central Station™

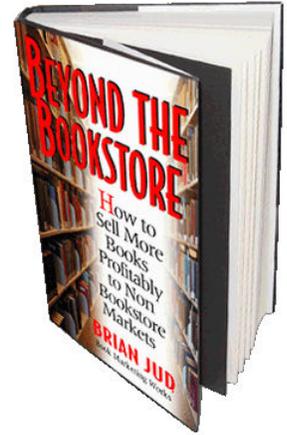
The place to find book-publishing suppliers, based on referrals from previous users. *Book Central Station* is the only place where you can find people to help you write, publish and market your books – with ratings posted by previous clients. At *Book Central Station* you can scan a list of suppliers, 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>

Check out the [Writers and Publishers Bookstore](http://www.bookmarketingworks.com/bookstore/bookstore.htm) and give your favorite books a “Thumbs Up Rating.” Discover and rate the best books on writing, publishing and marketing (<http://www.bookmarketingworks.com/bookstore/bookstore.htm>)

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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>