

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 23, Number 189 November 16, 2009

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

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The list is too long to include here. If you would like to see the complete listing, please [click here](http://www.premiumbookcompany.com) (www.premiumbookcompany.com)

Free Webinars in November -- 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 four were described in previous issues of *Book Marketing Matters*. Here is the fifth.

Signpost #5: Sales and Distribution. Sales should really be considered from the beginning – not just when the book is ready to sell. Usually a professional sales team becomes activity involved about 5-6 months before publication, when they can preview the book with accounts and get valuable feedback. That is also when they begin to sell the book in to major accounts. Smaller publishers often hire a distribution company to handle all aspects of the selling process since they have contacts and reach with all the major sales outlets nationwide.

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>)

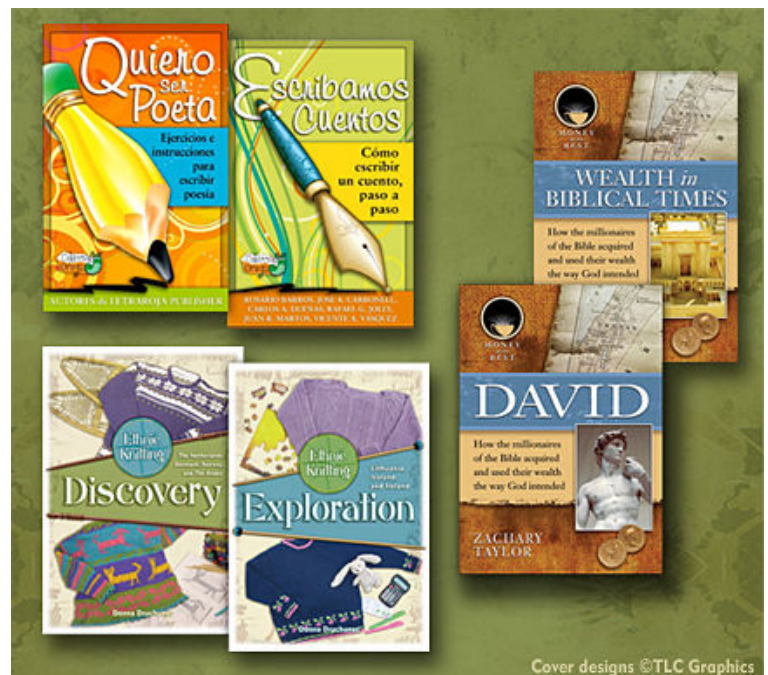
A few years ago, I was listening to a local radio station while running errands. I heard a disc jockey talking about making his first parachute jump. Since I had written several books on skydiving, I called the disc jockey, who spoke to me during record plays. An invitation was extended, and I dropped by the radio station for an impromptu interview that lasted all afternoon.

The Cover Story – Tamara Dever

(Tamara Dever, Owner/Creative Director, TLC Graphics. For more information about producing beautiful and saleable books, please visit www.TLCGraphics.com .)

Designing a successful series is all about planning - for the publisher and designer. This task can be an added challenge for your designer, as graphic elements and typography must be created to specifically work for future volumes.

At the beginning of the project, your designer will want to know the longest and shortest titles in the series to ensure titles of every size will fit in their allotted space. Color schemes will be developed. Each book can carry an identical color application or the books' colors may vary while staying within the determined color palette. A series must be visually branded. To achieve this, often a logo for the series is created as seen in the examples above. Finding several photos or illustrations of the same style, shape, and/or size will also be important for future volumes. Design parameters are more strict when creating a series, but with thorough planning, your volume of books can reflect a valuable and saleable brand, asking customers to keep coming back for more.



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

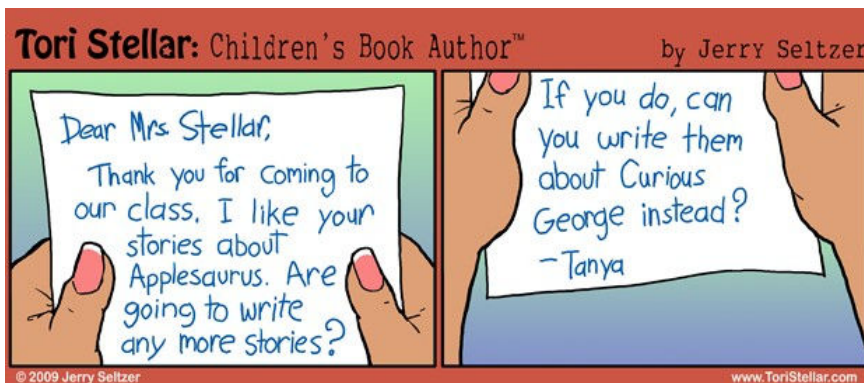
(Contact Professor Evans at Legal Write Publications, info@legalwritepublications.com or www.legalwritepublications.com; The information contained in this column is for general informational and educational purposes only and does not constitute legal advice. If you need advice regarding a specific legal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

What rights do I have if I own a copyright? Copyright is not one right but actually a bundle of rights. In general, the law gives a copyright owner the exclusive right to do and to authorize others to do the following:

1. Copy the work
2. Prepare derivative works based on the original
3. Distribute copies of the work to the public by sale or other transfer of ownership, or by rental, lease, or lending
4. Publicly display
5. Publicly perform

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)

Talk to everyone you meet, particularly those whom you might not at first think are in a position to help you. For instance, if you tell all the employees in a bookstore about your title, they are more likely to recommend it to customers. Talk to the receptionists at television and radio studios and leave a copy of your book with them. After your performance they receive calls from people looking for more information and your thoughtfulness will make them talk about you favorably.

The Book Shepherd

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

Are You Using Webinars? Continue to look for ways to position yourself as the expert. Speaking on your book can create significant cash flow. Doing Webinars on your topic can do the same ... and get your words, ideas and expertise out via the Internet without leaving your home. Some are free; most charge for them—and why not?! Webinars are a great tool to add to your speaking, marketing and branding mix, but make sure you get some help. Most of them are done poorly. You still need a plan; slides that work; presentation skills. Free Webinars are available on www.TheWebinarMentor.com on Webinar Best Practices and the 7 Deadly Mistakes you can make.

You're On The Air

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

We're just talking. The rest of the country is eavesdropping, but don't think of them. They're really not out there as far as you are concerned. We're just here and one or two of our friends will call in and talk on the radio.

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>)

As part of their ongoing public relations programs, some companies will sponsor worthy causes and special book publishing projects related to those causes. For example, Weyerhaeuser donated \$25,000 worth of paper to Melior Publications for the publication of *Washington: Images of a State's Heritage* to celebrate the state's centennial.

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)

Many agents will not accept unsolicited queries, proposals or manuscripts via postal mail and will discard them unopened. If your e-mail query stirs their interest, they may contact you to request a hard copy of your proposal or manuscript or to talk. Action Steps:

1. *Be honest.* Does the world need another book on your topic? Check bookstores and get in the know about what books exist. If you think that your book is better and brighter, then perhaps it's meant to be.
2. *Don't let anyone talk you out of your dream.* If you believe in your idea and it does not exist, then don't postpone success.
3. *Search online.* Search everywhere. Talk to bookstore owners; see what's out there. Study your competition. Learn what other authors have done.
4. *Research your book's title.* You might be surprised to find that your title already exists. Was it on your topic? The same title could be used for a book for kids and one about pets.
5. *Create an outline.* Outline your book and see if you are still glued to the project after you set up what your chapters are about, etc.
6. *Write a Dear Reader letter.* Try this assignment: write a letter to your reader and state what you plan to deliver in your book. It's a promise to the reader. You'll know after writing this letter and sharing it with others if there's a burning passion in you to write this book. Then, keep your promise!

Savvy Self-Promotion

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

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

Is Twitter a popularity contest? Yes, without a doubt. Find out how you rank in the grand scheme of Twitter fame: Twitter Quotient <http://web.forret.com/tools/twitter-tq.asp> Find out if you're a Twitter hero or BIG zero

The Very Idea

(Editorial by Brian Jud)

Good enough is rarely good enough. When something goes wrong, take the time to find and correct the cause of the problem, and then fix it properly.

If you cannot get into bookstores, re-evaluate your cover design, pricing and promotional plans. If you are in bookstores and sales are down, don't blame the stores or your distribution partner. Perhaps you need to increase your promotional efforts. Don't complain, just correct the problem. The squeaky wheel doesn't always get the most grease. Sometimes it's the first to be replaced.



Marketing to Non-Bookstore Buyers

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

Some wholesalers provide MARC records for books shipped in a variety of formats compatible with the library's management software. MARC is the acronym for Machine-Readable Cataloging. It provides the mechanism by which computers exchange, use and interpret bibliographic information and its data elements make up the foundation of most library catalogs used today. MARC became USMARC in the 1980s and MARC 21 in the late 1990s. CAN/MARC is the Canadian MARC.

Booklet Ideas – Paulette Ensign

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

Listen to the uses large quantity buyers have for your information products. They may give you ideas you had no reason to consider since you don't live in their world. A seminar company once used a booklet as an incentive for recipients to help clean up a mailing list. Unless you're in the direct mail business, you might not think of that use. What ways have your clients used your products that can be helpful to your new or current clients?

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)

Don't pass up on an opportunity to get your name in front of prospective clients. If you have appeared in their trade journal, create a nice tear sheet of the article and send it to them with a one sheet and some information on what you could offer their company. You should keep a copy of all your hits. Once you have compiled a comprehensive library, you can tailor your tear sheets to the industry you are targeting. For example, if you are sending materials to the financial industry, you can include all your articles from financial trade and association magazines, and even from some of the larger business publications.

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)

The advantages of choosing a placeholder title. There's no questioning the importance of choosing absolutely the right title for your book...but, there are times when a temporary, or placeholder, title makes sense.

A placeholder title make sense if your project is stalled by an inability to come up with the perfect title. If more than a couple of weeks go by without progress, it's time to take a break and turn to other areas of your book proposal. Sometimes, the perfect title doesn't show up until most of the book has been written, as Sarah Susanka describes in her *Not So Big Life: Finding Room for What Really Matters*.

After completing all of the other chapters, Sarah was writing the Introduction to her first, brand-building, book, *The Not So Big House*, when the perfect title "just showed up on my computer screen." Suppose she hadn't completed her book proposal and book; suppose she had delayed moving forward on her proposal and manuscript until after she had identified the right title? Her book still might not have appeared!

The act of writing takes authors on a journey into the unknown, and it's the "unknown" where the strokes of genius often appear!

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)

Expect curve balls. A good one-on-one presenter keeps the agenda flexible. If you are probing and asking questions for confirmation, then you will probably start to find out what criteria are most important to the buyer. At this point, you may need to change your presentation so that it addresses the buyer's needs, concerns or objections. Don't be so rigid in your pitch that you can't roll with the punches. If you anticipate sharp curves in the road, you won't be surprised when they happen.

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)

A tactical plan should answer the question you should ask yourself whenever you are in doubt about what to do next: What is the best use of my time right now? In each of the four strategic areas (Product, Place, Price, Promotion), describe innovative and specific actions you will take to employ your marketing weapons.

Marketing Strategy

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

Your strategy must enable your publishing firm to deliver a unique array of benefits for a particular set of customers. Strategic thinking defines how you will price, distribute and promote your titles to each target

Guest Columnist – Peter Fogel

(You can reach Peter "The Reinvention Guy" Fogel <http://www.publicspeaklikeapro.com/gold-package.html>)

5 Way to Brand Your Message with Your Audience. If you are an author and you want to sell loads of books, one of the quickest ways to do that, (plus create expert status for yourself) is to give speech. And the quickest way to give a truly effective speech is to get into the hearts and minds of your audience *by branding your message into your listener's consciousness!*

A proven technique to use is to create a "Show Me the Money" phrase. How can you NOT remember that line from the movie, "Jerry McGuire?" It struck a chord with society just like Trump's, "You're fired!" has. Here are five kick-start ways to help you develop your "Show Me The Money" phrase that will deliver you a large dividend.

1) It Should Be Catchy Both your message and phrase should be synergistic. "Catchy" with no thought attached is meaningless. In trying to discover yours, keep asking yourself: "What's the point of my talk?"

2) K.I.S.S (Not The Rock Band). Keep It Simple, Silly! Try using five words or less, like Governor "Ahnold" saying "I'll be back!" or Squinting Dirty Harry repeating time and time again, "C'mon, make my day." Or how about Billy's Crystal's, "You look Maaaaaaaaaaaaaavelous!"

3) Use a Syncopated Rhythm! "It don't mean a thing if it don't have that swing." That's why we can recall nursery rhymes today. (Remember your ABC's?) Slogans with a musical rhythm to them are easier to grasp, remember, and internalize. Just try getting a certain song out of your head that you like. ("Everybody was Kung-Fu Fightin'") Go for an Iambic Pentameter feel if you can.

4) Use One That's Only Fits Your Story like a Glove! Your speech... your slogan. Do not come up with one that has been done to death... even if it is perfect for your speech. Be organic. Giving a speech on how to improve self-confidence in the competitive business world? How about "First Believe...Then Achieve?" Or if you're discussing nutrition: "Look Before You Eat!"

5) Use Alliteration! Using alliteration sounds better to the ear: One phrase that I described in an article was where I discussed incorporating a story into your speech so that your core message will have a greater audience impact. I called it: "Massage Your Message." Giving a talk on retraining your pet? How about "New Leash on Life?"

Know this: Brand your message and you will suddenly find yourself getting more speaking engagements, selling more books, and getting more fans who LOVE your work. And isn't that what it's all about?

Helpful Website of the Week

How to Plan, Write and Develop a Book
howtoplanwriteanddevelopabook.blogspot.com

This is a blog, and one of the best on novel writing. Written by author Mary Carroll Moore, this blog could not only get you started writing your next novel, but it could help get you through the entire process from start to finish. The common sense tips are indispensable.



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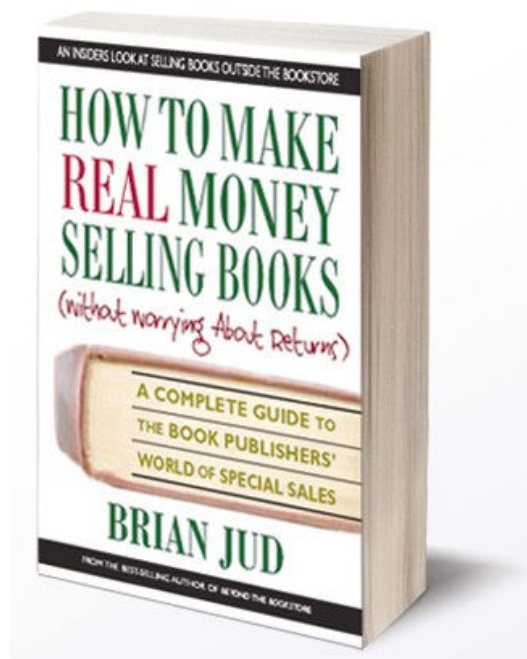
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For several years, I've been after my friend, Roger C. Parker, to offer a compilation of his popular Guerrilla Marketing & Design newsletters. Each issue contains a surprising amount of marketing, copywriting, and design ideas and implementation details. Roger formatted his newsletters as an attractive, easy-to-read, one-page, (front-and-back) PDFs. Roger's finally combined 68 of his best newsletters into single file, and added a detailed table of contents. He's also thrown in copies of all his Design to Sell newsletters. If you're looking for hundreds of detailed tips and strategies at less than a dollar each, you can't find a better bargain anywhere. To your place your order, please visit: <http://www.1shoppingcart.com/app/?Cik=3366050>

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Peter Cox of the Litopia writer community and Redhammer Management, has offered to provide negotiation services for any Vault members who receive an offer and don't already have representation.

Normally this service is \$10 per 30 days, but authors who sign up between now and December 31st will receive 2 free listing periods (60 days total), to try out the service with no obligation. To try out The Vault, just go to: <http://vault.publetariat.com> and create an account, entering the promo code: VaultPromo60 in the registration sign-up form.

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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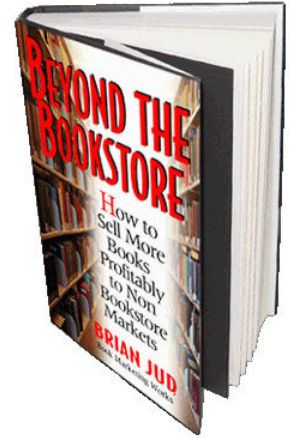
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I won't share or sell your email address.

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>