

Here is your November 30 edition of the *Book Marketing Matters* special-sales ezine by Brian Jud. It contains regular columns with tips from Dan Poynter, John Kremer, Marcella Smith, Penny Sansevieri, Rick Frishman, Eric Kampmann, Pam Lontos, Paulette Ensign, Judith Briles, Jerry Seltzer, Robin Bartlett, Tonya Evans and Roger C. Parker. The guest columnist in this issue is Ann Leedom.

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I wish you success in your book-marketing efforts, Brian Jud

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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 24, Number 190 November 30, 2009

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

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All non-returnable.**

No sales update from last week due to the Thanksgiving holiday.

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**BrianJud@premiumbookcompany.com
Or www.premiumbookcompany.com**

You're On The Air

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

You may be selling the best product in the world, but if it doesn't apply to me, I'm not interested. I don't care. It doesn't matter what you're saying. It doesn't matter if you're the most beautiful person in the world. If it doesn't apply to me I'm not interested.

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 five were described in previous issues of *Book Marketing Matters*. Here is the sixth.

Signpost #6: Alternative Sales Channels. Almost every book has a market outside traditional book channels. In some cases, sales to these outlets exceed what the book achieves in the general trade market. Examples include dotcoms such as Amazon, the gift market, premium sales, foreign rights, and proprietary publishing.

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>)

Write what you love. Do not write about a subject just because you know a lot about it. Think: What do you want to be writing about? What do you want to be thinking about? What do you want to be speaking about? What do you want to be dreaming about? What will make you wake up at four o'clock in the morning so excited that you can't sleep? That is how to pick your subject.

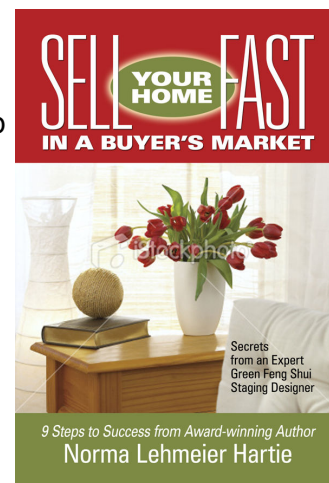
I turned my avocation (skydiving) into my vocation by writing technical books on parachutes and popular books on skydiving.

The Cover Story – Michele DeFilippo

(Michele DeFilippo, 1106 Design <http://www.1106design.com>)

The first challenge of this cover design was to corral a very long title. The solution was to use a large, condensed typeface that would keep the focus on the two most important words, Sell and Fast.

The second challenge was to convey that this book is different from other real estate books because it focuses on "green feng shui" principles in addition to standard real estate advice. Research revealed that many real estate books use exterior photos with "sold" signs in the front yard. We chose instead a pretty interior shot drenched in sunlight to demonstrate the appeal of clean, simply decorated rooms. We then framed the photo with colors sampled from the vase of tulips to complete the design.



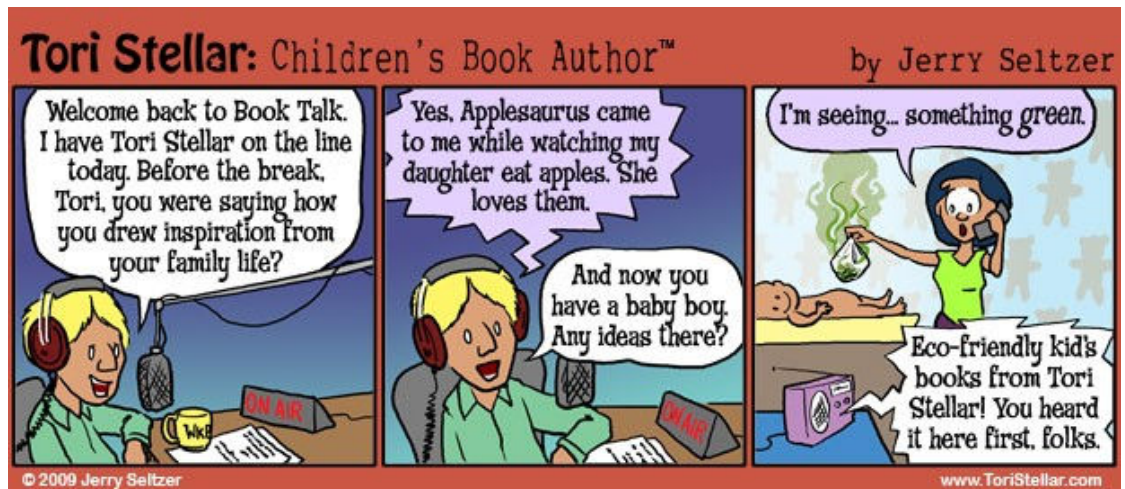
Legal Matters That Matter to Writers – Professor Tonya M. Evans

(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 are examples of things that cannot be copyrighted? Copyright does not protect facts, ideas, systems, or methods of operation, although it may protect the way these things are expressed.

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)

The question of what makes a good book is a very large question and it's also an easy question to answer. A good book is a book that people want. How do you make a book that people want? You give them information that they need, that they are asking for, whether its a story in the form of fiction, mystery, collection of poetry, a western, or whether or not it's in a business book.

The Book Shepherd

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

Bookmarks Can Make Money. Most authors think of bookmarks as give-aways. Think differently. In book genres such how-to, self-help, business, or inspirational, people may be willing to pay for your give-aways. I recently took a scripting model from one of my books, put in on a 2 x 8 laminated bookmark and added a spiffy tassel. My give-away converted to a product that buyers were willing to pay \$5 for one, \$40 for 10. My cost was 35 cents each ... do the math.

Editor's note: I have bookmarks that are "plantable." They are embedded with flower seeds and when planted they actually grow flowers. Let me know if you want more details, BrianJud@bookmarketing.com

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>)

In the case of most special sales, be prepared to wait as long as six months of more before any final decision is made. Even then, it may be another three to six months before you receive the order. Most catalogs, for instance, work with at least a none-month lead time.

Marketing to Non-Bookstore Buyers

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

Retail stores create a unique opportunity for cross merchandising (also called the *related-item approach*), or promoting your book by pairing it with a related book or product. The purpose is to get customers to buy both items; perhaps at a lower price than if they bought the same two items separately. Amazon.com's *Buy X, Get Y Advertising Program* is an example of cross promoting with books. With it, you can increase the visibility of your books by pairing them with top-selling books (or other products) to offer shoppers added value for purchasing both items simultaneously.

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)

To write a successful book, you must be passionate about both your subject and your book. You must breathe, eat, sleep, and live with them. You have to know your subject inside out and make sure that you don't lose interest in it. Many aspiring authors get excited about their subjects and go through a quick, torrid romance; then they lose interest and the project dies.

To keep the fire flaming, you must believe in your book and in the benefits it will give others. When you truly believe, the hard work will become easier and worth the effort. It will not be as difficult to remain patient, to be persistent, and to not give up. When you're passionate about your book, your belief will convince others. It will make them into converts, supporters, and disciples who will deliver your message. Inspired by your passion and belief, they will help you build a groundswell for your book.

The Very Idea

(Editorial by Brian Jud)

Sometimes you get to the point at which you just don't know what to do. It seems that everything you try just doesn't work. Don't give up. Go back to the basics. Think about what got you to this point, and what you can do differently next time to avoid this situation. Evaluate your actions. Think *what*, not *how*. Consider what else you can do now to change your book, it's price, distribution and/or promotion. Look for new markets, forms, users and uses for your content.

To paraphrase one philosopher, don't follow where the path may lead. Find a new way and leave a path for others to follow.



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:

Study the marketplace: your market will tell you a lot about which keywords are popular and which aren't. Get to know your competition by studying their marketing materials, press releases and web sites. Often you'll find hidden data in these places that will help you narrow down your own search. By "hidden data" I don't mean data that is literally hidden like back-end text in web site development no one ever sees, what I mean by this is terminology that might not seem like a keyword or keyword string initially, but as you dig deeper you find that it's in fact a popular search term.

Booklet Ideas – Paulette Ensign

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

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

You've probably wondered not only how so many people have put together expert interview series these days, but why they've done it. There are more of these interview series now than ever, on just about any topic you can imagine. Here is just some of the "why" that you can enjoy from doing your own interview series:

- * Skyrocket your credibility
- * Develop an instant, profitable information product
- * Generate more content to share with your market
- * Tap into the experience of known experts
- * Become the Go-To expert in your niche
- * Create an added dimension to your marketing (audio/voice)
- * Ride along with rising stars
- * Gain \$1000s of information on your topic for FREE
- * Create amazing relationships with experts in and around your field
- * Open doors to opportunities you NEVER thought existed

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)

Prior to doing an interview, take time zone differences and deadlines into consideration. Always ask which time zone the reporter is located in and try to be flexible about scheduling the interview accordingly.

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)

Avoid Truth Statements. When buyers hear "truth statements" such as "Let me be perfectly honest with you..." or "To tell you the truth..." they may think, "Well, if he says he's being honest now, was he being dishonest before?" Don't even put this thought in your buyer's mind!

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)

Periodically assess your progress and make any changes that are necessary. Know where you are at all times. Ask yourself *what's working*, *what's not working* and *what would it take to increase your business by one percent more*? Measure more than just sales volume. Look into the nature of the sale. Who will buy your books? When? How? Where? Why? Why *aren't* people buying your books

Marketing Strategy

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

You can perform RBWA (Research By Walking Around) in bookstores. What books are selling well, particularly in your category? Why? Is it the size, price, cover design, number of pages or internal layout? What cover designs do you like? What makes the internal layout look good – typeface, type size and/or leading? Talk to the employees to find out what makes some books sell better than others.

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)

Become a High-visibility Guest Blogger. One of the easiest ways you can expand your reach and introduce yourself to new potential readers and prospective clients is to approach popular bloggers in your field and offer to contribute an occasional guest post. Many bloggers will appreciate, and take you up on, your offer. In any case, though, they will appreciate your posting on their blog. Your post saves them time and adds to the richness and diversity of their blog. They may not publish your post until they've read and approved your draft, and they may ask you to submit your ideas for posts in advance. But, these are a small price to pay for gaining a larger and more visible author platform.

Start by identifying the top blogs in your field, and pay attention to the topics they address. Subscribe to the blog's RSS feed, or sign-up to receive their posts via e-mail. See how often posts by guests appear. Pay particular attention to the length of guest posts. Pay special attention to the types of comments the blog attracts. Who are the frequent commenters? How long are the comments? Begin to comment on their posts, yourself, when appropriate.

Check to see if the blog contains a link to downloadable editorial guidelines. These will describe the types of guest bloggers and blog post titles they're interested in, and the submission process.

Dos and don'ts of guest posting

As a guest, always be on your best behavior. Avoid any overt or inadvertent self-promotion. Let the quality of your message be your advertisement. When choosing topics for guest posts, look for especially popular posts on your own blog that generated a lot of interest and comments. Perhaps there are ways you could successfully revisit the topic on another blog in your field without duplicating content or completely reinventing the wheel. Pay particular attention to the "guest profile" or "about the author" resource area at the end of the blog. Describe your qualifications and provide a reason for readers to visit your website, but exercise restraint. Within a short time, you'll be profiting from the added visibility and familiarity that frequent guest posting can create.

Guest Columnist – Anne Leedom

(Net Connect Publicity anne@netconnectpublicity.com)

Here is an essential tip to remember in structuring your online campaign: It can be frightening to hand over your content to a large site, but rest assured you maintain complete control over your content, unless paid by the site. You are giving the site permission to post the article and beyond that, the content remains your property and can be used in any way you choose. If the site does offer compensation you will retain the rights to the content, but you will allow them exclusive rights for 90 days.

Helpful Website of the Week

Helium

www.helium.com

Helium is a knowledge cooperative where writers act as editors to read and rate each submission. The site's best writers earn cash, enter writing contests and can be recognized through awards.



Free Webinars in December -- by Brian Jud

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

Marketing 201: Plan to Sell More Books in 2010

Make next year *your* year for success! During this webinar you will discover unique and practical ways to increase your sales through marketing planning. Brian Jud will show you how to create innovative strategies for selling more books, and map the actions you can take to make them happen. Learn quick tips to increase your profits without changing the price of your book. Find out practical things you can do immediately to arrange distribution into bookstores and non-bookstore markets. See easy ways to promote your books economically in a competitive environment. By the end of the webinar you will have a step-by-step, customized plan to sell more books throughout 2010.

Tuesday, December 15 at 6:00 pm Eastern time

Sign up at <https://www1.gotomeeting.com/register/954435105>

The Best of the Best – the Top 50 Marketing Tips from 2009

During the past year we have presented monthly webinars on topics to help you sell more books, more profitably. In our final webinar of 2009 we will review the top 50 tips that have helped – or can help -- you the most. Here are just a few of the topics that you will re-discover on our whirlwind tour of the past year's book-marketing webinars: How to market books on a tight budget; tips for selling more non-fiction; new ways to sell fiction; sales promotion techniques that will help you stand out – inexpensively; ways to extend your product line and the author's brand; how to break into the lucrative market of special sales; how to get on and perform on more tv and radio shows; networking tips – both online and off; hints for getting more reviews; ideas to use your book as a way to build your business and award programs and how to compete in them more successfully

Thursday, December 17 at 6:00 pm Eastern time

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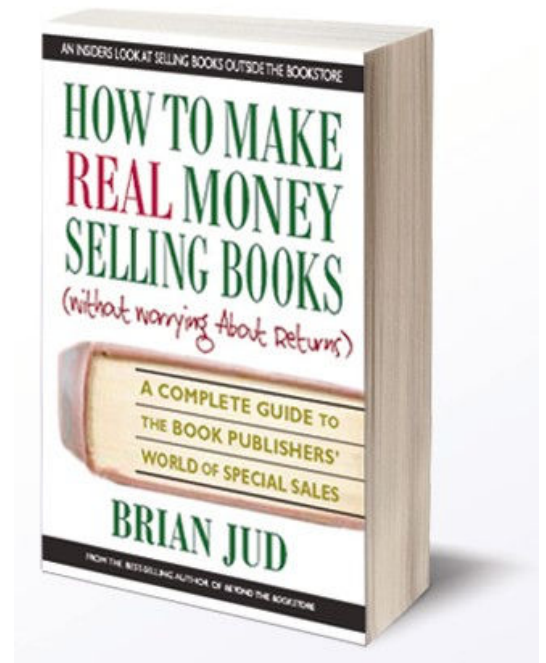
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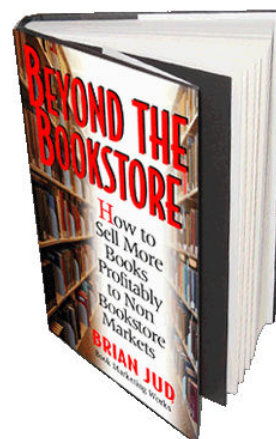
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www.bookmarketing.com

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>