

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 25, Number 191 December 14, 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.

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Or www.premiumbookcompany.com

New inquiries from the reps as of 12/11/2009

<u>Title</u>	<u>Quantity</u>
<i>About The House</i>	200
<i>Eat This...Not That</i>	500

New programs for marketing [FICTION](#), [CHILDREN's BOOKS](#) and [REMAINDERS](#).
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Free Webinars in December -- by Brian Jud

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

Creative Marketing Strategies 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 strategic 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, 6:00 – 7:30 pm Eastern time
Sign up at <https://www1.gotomeeting.com/register/954435105>

The Best of the Best – My Top 50 Book- Marketing Tips of 2009

During the past year I have presented monthly webinars on topics to help you sell more books, more profitably. In my final webinar of 2009 I will review my top 50 tips that 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; Award programs and how to compete in them more successfully

Thursday, December 17, 6:00 – 7:00 pm Eastern time
Sign up at <https://www1.gotomeeting.com/register/370278248>

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. Here is the last of Eric's seven signposts on the road to good publishing. The first six were described in previous issues of *Book Marketing Matters*.

Signpost #7: Marketing. Marketing helps you reach the widest possible audience for your book. Through publicity, advertising, targeted mailings, in-store promotions, author appearances on the local, regional, and national level – marketing helps drive attention and interest in your book and your work. It helps create buzz and advocates who then spread word of mouth – which is invaluable.

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>)

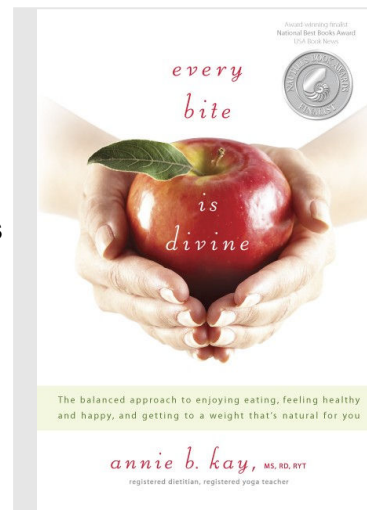
Author-publishers should remember three guiding principles:

- Write what you love and sell to your colleagues.
- Turn your passion center into your profit center.
- Focus the marketing on your non-traditional markets.

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)

This book is about a holistic and spiritual approach to weight and health. The target audience is women. The strong image of the hands holding the apple in a very reverent manner implies this concept visually. The colors are clean and understated, as is the type.



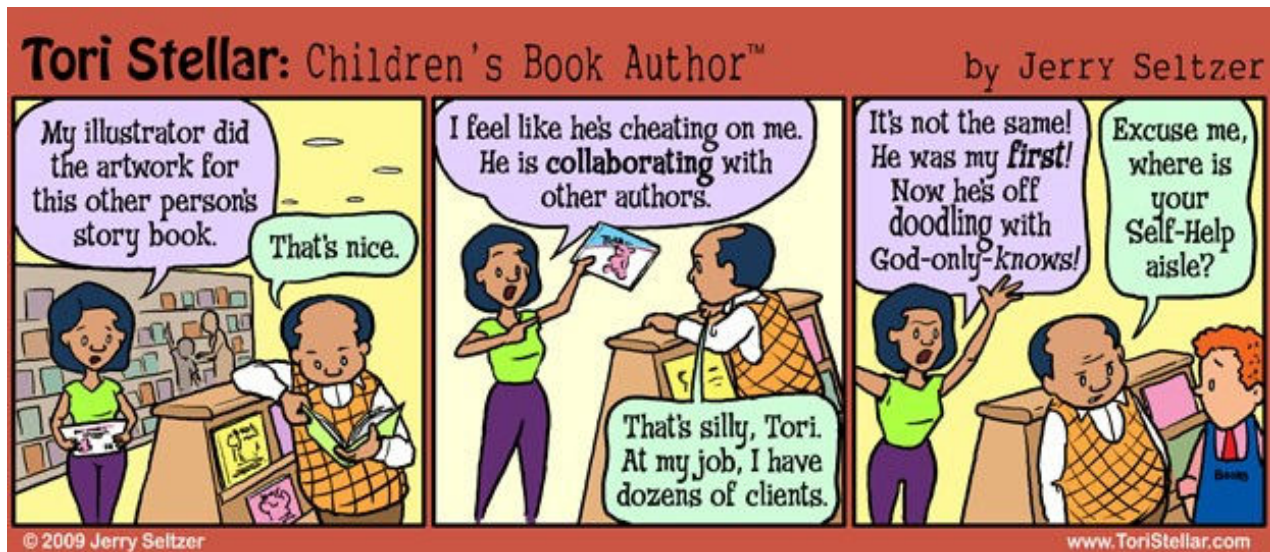
Legal Matters That Matter to Writers – Professor Tonya M. Evans

(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's a copyright notice and when should I use it? To demonstrate to the world that you own your work, you should use a copyright notice (although you are not required by law to use the notice). The notice should contain the copyright symbol (ex: ©), the date, and the copyright owner's name.

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)

While the benefits of promotion are legion, a national bookstore tour is not for everybody. Some people just do not like public speaking or performing on television or radio shows. And for those without an outgoing, confident personality, touring may not be the best use of their resources.

Promotional tours require a personal commitment not everyone is prepared to make. It takes a long-term perspective and a resilient and persistent disposition. It also requires a significant financial commitment. If you are lacking any of these, you might be better off choosing non-personal communication techniques, such as advertising or direct mail, to reach your audience.

The Book Shepherd

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

Ready to Launch Your Book? If you plan on pitching your book to the media, any media, why not create a special week celebrating your topic? Yes, it's a gimmick, but gimmicks that connect and reach out to the audience of a radio, TV and print may just be the perfect tweak that a host and/or producer is looking for. Check out Squidoo for special days or topics that someone has a claim on—you can make a variation of it or start one from scratch. Once you ID your date—make it an annual one and create a campaign around it. www.squidoo.com/specialdays

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 don't consider yourself a strong writer, hire someone and you can get the same article in any number of different industry and trade magazines. If you write an article but aren't confident it will sell, it's worth it to pay a professional to edit it and put it into magazine style.

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. Here are five more ideas for what to tweet about:

1. Comment on someone else's tweet. Be sure to refer to the original message in your post, because your followers will not be able to see it.
2. Invite people to subscribe to your ezine, blog, or group, and offer an incentive.
3. Introduce other authors or experts in your field who are also on Twitter.
4. Send congratulations to others when they share good news.
5. Link to photos or videos (yours or others) on Flickr, Twitpic, or YouTube.

You're On The Air

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

This is not the printed page. If you miss something, it's gone forever. Speak in a way that enables people to understand you.

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>)

Many catalogs ask for an advertising allowance, which usually takes the form of an additional discount off the price of the product to the catalog. Essentially, the ad allowance is the price you pay for space in the catalog. Look on this cost as if you were buying a display ad in a magazine.

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)

You can't just pick up the phone or make a wish and, presto, you're on *Oprah*. You have to build incrementally, step-by-step. Start small and locally; approach civic, community, and religious organizations. Develop a series of talks for the Y, your church, or the Rotary Club and then move up. Talk to everyone you know, network, beat the bushes. Find places to start, get bookings and work your way up. Make your initial mistakes locally and build a devoted following close to home. Take speaking, voice or acting lessons, or hire a media coach. Join Toastmasters and the National Speakers Association. Tape your performances; critique them; and practice, practice, practice.

Savvy Self-Promotion

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

Are you ready for CNN? CNN launched iReport.com which has been getting quite a bit of buzz. The site is driven entirely by uncensored, user-produced news. They're open to receiving all sorts of news and information that allows users to post any content (although CNN does monitor this for inappropriate or objectionable material). If you're ready to become news, then head on over to <http://www.ireport.com/index.jspa> and check out how to upload your slice of news.

The Very Idea

(Editorial by Brian Jud)

There are several pricing strategies to help you generate more revenue from the sale of your books: competitive, market, skimming and penetration pricing. Few of these are used as regularly as the “sale” strategy. A study (Harvard Business Review, Sept 2003) showed that using the word “sale” beside a price could increase demand by 50%. However, there is a point at which adding more *sale* signs yields fewer book sales. The study found that putting a *sale* sign on more than 30% of items reduced sales substantially. You may want to consider these findings when trying to promote a *sale* on your website or fusing direct mail to clear out your end-of-year inventory.



Marketing to Non-Bookstore Buyers

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

Peggy Butler (aka Peg Gregory, author of *Starfish*) has a story to tell. According to Peggy, “I became a Walgreen's vendor a few years ago and that enables me to sell books on an on-going basis to any Walgreen's in the country. As I travel, I stop at Walgreen's stores to pitch my book. The individual store managers do not have to pay for them at the time because I invoice the corporate office at a 50% discount. Therefore, they are more likely to purchase a few books. I know I need only walk into any Walgreen's to make a sale. Payment is delayed a couple months, but I know it will come. For a writer who does not have a distributor and has the time to travel, this is an ideal way to get your books into a store frequented by a large segment of the population. After your initial contact with the Walgreen's store managers, they might allow you to mail future shipments with the invoice enclosed, but you have to make that initial face-to-face contact. Therefore, I do not recommend mailing a copy of your book to the store managers.”

Booklet Ideas – Paulette Ensign

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

Write the content of your shortest information products at a very basic level. It will either be an easy way for people to learn something totally new, be reminded of something they already knew, or find confirmation and validation from an expert (you!). The more complex explanations of your information can come later. How do you feel when approaching something new and bumping into advanced concepts or specific jargon right away?

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 allocates the resources that direct your quest for optimum growth, which could be driven through internal development or acquisitions. Your plan should serve as a reminder of what you should be doing. An indelible record will prompt you to perform certain tasks.

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 Prevent Writer's Block. Writer's block is an often feared, but entirely preventable, obstacle to writing a book and getting it profitably published. In a nutshell, prior preparation is the key to avoid writer's block. Writer's block is an extreme form of stress, close to panic in its ability to interfere with an author's productivity.

1. The best way to prevent writer's block is to know what you want to write before you sit down and begin writing. Authors who take the time to prepare a detailed table of contents, and who have a writing process based on the message they want to communicate, are seldom sidelined by writer's block. Create a detailed table of contents for your book, one that provides a roadmap for each chapter.
2. Likewise, authors who pace themselves, avoiding marathon, last-minute writing under deadline pressure, seldom experience writer's block. Cultivate the habit of short, daily writing sessions. Short, daily writing sessions keep your mind constantly engaged and energized.
3. Always review your goals for the next day before you go to sleep. A few minutes spent reviewing the ideas you want to develop the next day are often enough to jumpstart your progress when you start writing. While you're sleeping, your brain will be thinking about your project, organizing your ideas and making connections to facts and stories waiting to be included.
4. Finally, track your progress. Print out each day's writing and insert it in a 3-ring binder. As you complete topics, enjoy the pleasure of deleting the topics, or putting "finished" next to them. Progress builds on progress; the more you see progress, the more enthusiastic you'll be about your writing success as it takes place in short working sessions.

Writer's block doesn't have to happen. With a little preparation, it won't happen to you.

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)

You think you've gotten The Big Show, but you still have to get through the pre-show interview. The producers will tell you you're on, and then they're going to call to talk to you about what you're going to talk about on air. The point of this pre-show interview is to see how you'll be on the show: Quick? Energetic? So make the right impression: Stand up – it gives you more energy. Smile. Give quick answers. Be fast, to-the-point and energetic. Energy sells! Write down five points you want to make. Now they may not ask you all of those questions, but you've got five meaty points, so if they ask you something off-the-wall, you can answer very quickly and then you say, "And that brings up another point, which is . . ." and you go into one of the five points you have, so you're never at a loss for words. Also, with your five points, you won't get off the show, or hang up the phone from that radio interview and say, "Oh, I forgot this! – that was so important!"

Marketing Strategy

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

Publishing books is like tending a garden. Once you plant the seeds, you nurture them and revel in their growth. But if the plants are not properly treated, they wither and die. If your marketing activities do not support and sustain continuous growth for your titles, they too will languish.

Guest Columnist – Florrie Binford Kichler

(Florrie Binford Kichler, President, IBPA Contact: florrie@ibpa-online.org or www.ibpa-online.org, Excerpted by permission from the IBPA *Independent*)

A 2007 Association of Children’s Museums Membership Survey found that more than 30 million children and families visit children’s museums annually. That’s a lot of potential book buyers for just one segment of this potentially lucrative and evergreen market. Depending on the topic of your book, museums and historic sites can be profitable outlets.

Museums come in all sizes and flavors and creativity is key in determining where to place your children’s book. Children’s museums and modern science museums are an obvious starting point, but remember, parents bring children to art museums, natural history museums, botanical gardens, state history museums, battlefields, U.S. history museums—the list goes on and on.

Eastern National is a major distributor to federal historic sites and National Parks shops. Visit www.easternnational.org and contact the company by phone or email for specific guidelines for submitting review copies.

Helpful Website of the Week

Brian Clark’s CopyBlogger

<http://www.copyblogger.com>

This blog is a leader in helping writers improve their writing for online venues. As Clark, says, “Content drives the Internet, and using the right words in the right way will determine ... how well you rank in search engines and how many links you get.”



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

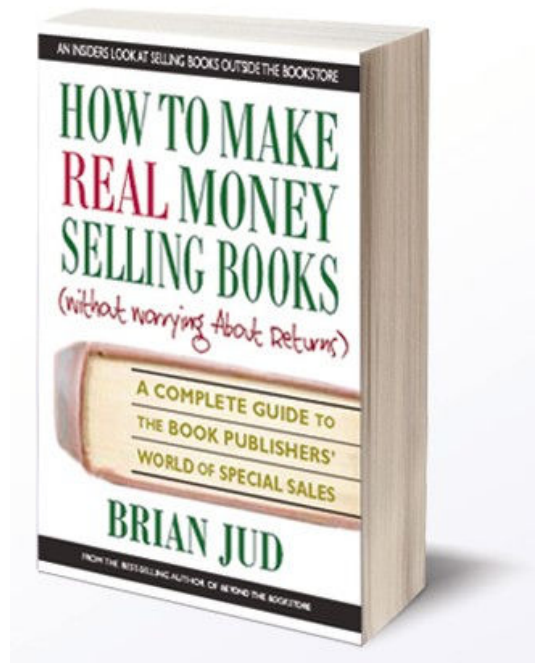
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- Become more profitable
- Sell in untapped, lucrative markets
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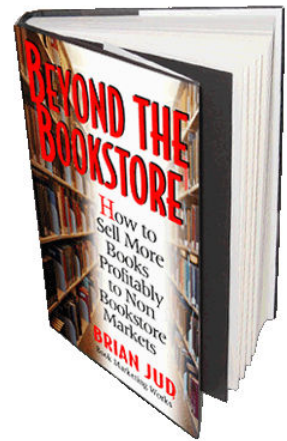
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Discover even more information about non-bookstore marketing by visiting the *Special-Sales Tip of the Week* at
www.bookmarketing.com

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>