

# 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 26, Number 192 December 28, 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.**

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

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](mailto:BrianJud@premiumbookcompany.com)  
Or [www.premiumbookcompany.com](http://www.premiumbookcompany.com)

## Free Webinars in January -- by Brian Jud

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

### Plan to Sell More Books in 2010

Make 2010 *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, January 21 at 6:00 pm Eastern time**

Sign up at <https://www1.gotomeeting.com/register/130220953>

### Be a Sellebrity During Personal Presentations!

People buy books from people, not bookstores. You can sell more books if you interact with potential buyers personally. This can be during bookstore presentations or by telephone. In this webinar you will discover easy-to-use tips to make your personal presentations at in-store events more profitable. Then we'll talk about how you can use your Sell Phone to find an agent or a distributor, and to perform quick research, arrange media interviews, network and contact potential buyers.

**Thursday, January 28 at 6:00 pm Eastern time**

Sign up at <https://www1.gotomeeting.com/register/406031417>

## Notes From the Front Lines

(Excerpted – with permission – from the Book Publishers' Handbook, by Eric Kampmann, President, Midpoint Trade Books  
[ekampmann@aol.com](mailto:ekampmann@aol.com))

**Beware of the *January Publishing Cliff*.** From late spring to late summer all eyes are on the very important fall selling season. Sales conferences, Book Expo, the fall catalog all point to high expectations for great success for the entire list of brand new titles. Yet when the radiant colors of the season have passed, the winds of winter become evident. And if too much emphasis has been placed on the fall list, then the winter will be long, hard and cold indeed. As December turns to January, bookstores and wholesalers feverously begin to pack up overstock to be returned to sender. And if the list of new titles is spare come winter, then many a publisher will experience a significant cash flow squeeze. Therefore, it is important to spread your list of new publications over the whole year. January and February, for example, are strong months for finance and self help. It is important to plan from a financial as well as a marketing perspective.

## 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>)

Focus on specialty stores not bookstores. For example, the largest dealer for my parachute books is a parachute catalog. Books are also sold to skydiving schools, parachute clubs and parachute dealers. These dealers purchase books by the carton, think a 40% discount is wonderful and pay within 30 days. They never return a book. Compare that experience with bookstores. Today, I have a distributor to handle the book trade so that I may concentrate on my passion center: the user groups.

## The Cover Story – Tamara Dever

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



This month we'll look at the wonderful results of an author and designer truly working together. "Off the Rack" is a humorous look at what it's like to discover breast cancer, undergo surgery, and endure chemotherapy treatments.

The cover on the left was created by the author to share her ideas and was not meant to be a final design. The doll represents the perfect or "normal" figure that a woman feels before starting the treatment process and the author felt very strongly about including it on the cover. While we weren't sure it would work, the final results are quite striking. Blocking parts of the doll reflects the author's physical and emotional losses as well as the humor in her writing. Using strategic cropping and title placement, we were able to get the same effect as the original in a more sophisticated way. The final title treatment is feminine yet strong; the obligatory pink is offset by fiery orange and rich black tones of the doll's hair.

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

(Contact Professor Evans at Legal Write Publications, [info@legalwritepublications.com](mailto:info@legalwritepublications.com) or [www.legalwritepublications.com](http://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.)

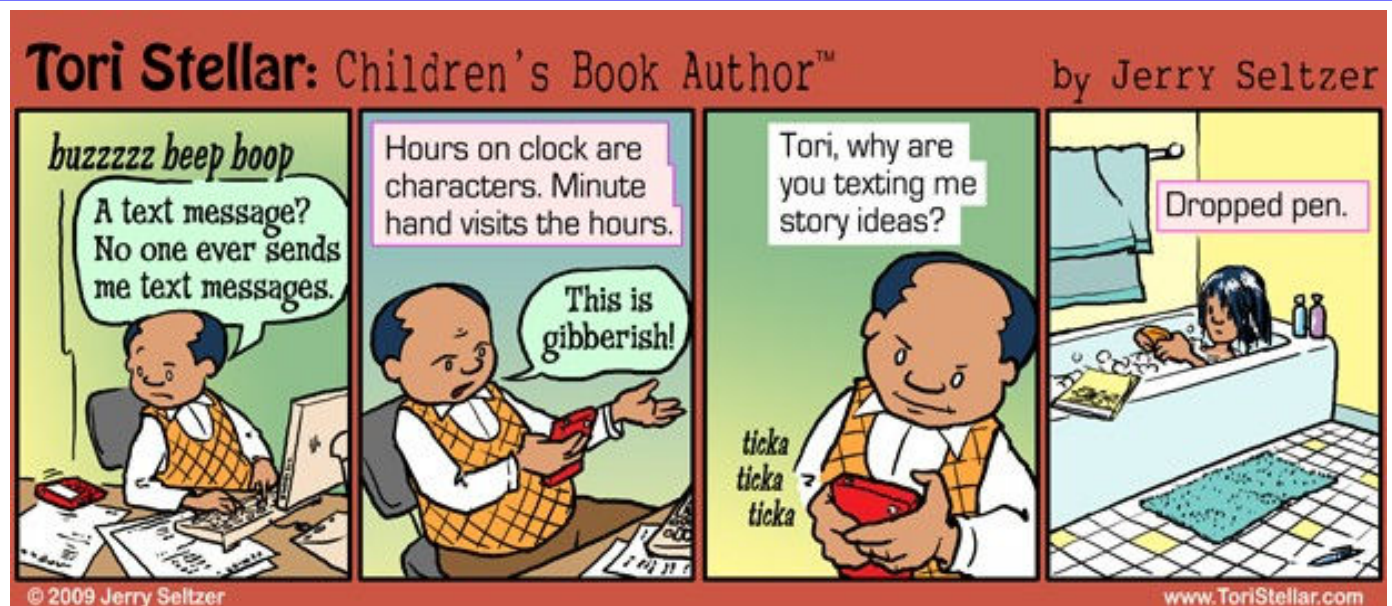
**What is copyright registration and do I need to register my work?** Registration of your copyright creates a public record of the facts and circumstances pertaining to it. While registration is *not* necessary for your copyright to exist, You should register it for further protection. The Copyright Act gives you certain advantages under the law if you do register your work.

- File an infringement lawsuit
- If registered before or within five years of publication, registration establishes sufficient (a/k/a prima facie) evidence in court of the validity of the copyright and of the facts stated in the registration certificate.
- If you register within three months after publication of the work or prior to an infringement, the burden of proof shifts to the defendant who is then required to prove that infringement did not occur.
- If registration is made within three months after publication of the work or prior to an infringement, statutory damages and attorney fees will be available to the copyright owner in court actions. Otherwise, only an award of actual damages and profits is available.

Registration allows the copyright owner to record the registration with the U.S. Customs Service for protection against the importation of infringing copies.

## Cartoons for Authors

(Contact Jerry Seltzer at [jerry@dragonpencil.com](mailto:jerry@dragonpencil.com) or [www.toristellar.com](http://www.toristellar.com))



## Marcella's Magic

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

You have heard it said that practice makes perfect. However, that is not necessarily true. Practice makes permanent, so you have to make sure you are rehearsing the right things. Before you appear on any media event – including a bookstore event -- engage the services of a professional media trainer so the techniques you make permanent are the right ones.

## The Book Shepherd

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

Thinking of starting the year off with a blitz of bookstores? For a complete listing of the top 50 bookstore chains, see Ward's Business Directory of Private and Public Companies. This directory lists firms (and their addresses and telephone numbers) by their Standard Industrial Classification code (SIC). The SIC code for bookstores is 5942 and the NAICS code is 451211. Go to [www.bookweb.org](http://www.bookweb.org) and then go to "Find an ABA Member Bookstore" to find contact information for thousands of bookstores across North America.

## 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 Books With Keyword-Rich Articles. Posting articles on your own blog and submitting articles to article directories, newsletters and other blogs are very effective ways of promoting books. Be sure to include important keywords in your articles. The first three words of the title are the most important place for keywords. For example, if "promote your book" is the target keyword, the title should be "Promote Your Book with Articles" rather than "Use Articles to Promote Your Book."

It's best to focus each article on one or two keywords. I use Google's keyword tool at <https://adwords.google.com/select/KeywordToolExternal> to determine the most popular keywords for my topics.

## You're On The Air

(Eric Marcus, former producer for *Good Morning America* and *CBS This Morning*)

*A good guest is an engaging guest. Lively. Funny, if appropriate. Someone who knows the length of the show and can adjust the length of his or her answers accordingly.*

## 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>)

A company could offer one of your books as a free gift to prospects that will listen to their sales presentation. For instance, insurance salespeople could give away a tax guide to everyone who listens to their pitches.

## 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](http://www.bookmarketing.com))

A tactical plan reduces your annual plan to a *doable* action plan, a "To Do" list, a reminder of what you need to do in the short term. Not all tasks need be performed at the same time. Prioritize your activities and divide them into quarterly, weekly and then daily lists.

## Author 101

(Excerpted - with permission - from *Author 101: Bestselling Book Publicity*, by Rick Frishman and Robyn Spizman; contact Rick at [FRISHMANR@PlannedTVArts.com](mailto:FRISHMANR@PlannedTVArts.com) or [www.author101.com](http://www.author101.com))

Now that you understand some of what writing and publishing entail, it's essential that you be aware of a few additional concepts. The first is that publishing is a business. Never forget that publishing companies are profit-making enterprises that exist in order to make money, because it will affect both your and your publisher's decisions.

When writers get involved in publishing, they often enter at a serious disadvantage. First, they're outsiders who can easily be swallowed up by a mysterious, complex, and often baffling industry. When they enter the publishing world, the playing field isn't level. Like Las Vegas, publishing is stacked in favor of the houses. The publishers exercise the power and control, and they play by their rules—and those rules exist to ensure that the publishers make money.

Writers often encounter problems because of their naiveté. They attach romantic notions and lofty ideals to publishers; they think that the industry exists to advance the art of literature and culture and believe that they're a part of a noble pursuit. Writers are often blinded by their need to become published authors, so they're willing to swallow whatever it takes. They often fail to realize that publishing is a business; its primary objective is to make money. Virtually all publishing decisions are based on the bottom line.

Six huge, international companies control some 80 percent of the publishing industry. These companies are businesses that deal in the commodity of books. Although they may have high artistic standards, they are not charities or benevolent associations. They are not cultural foundations that exist solely to serve writers and the public good; they are businesses that exist to make money.

For writers, this understanding is critical because it can impact whether they can get their books published and make them successful. The need for books to make money is a reality, and if writers hope to succeed, they must shape their books in ways that will promote publishing companies' needs.

## The Very Idea

(Editorial by Brian Jud)

Planning is like laying track for a railroad -- it establishes a solid foundation, provides a path to your destination and controls deviation. And it helps you move forward when uncontrollable events occur. But just as the track does not propel you forward, neither does your plan. Your passion and productive action provide the fuel for the engine taking you on your journey to success. Create your plan for 2010 during this relatively slow period so you can start the new year full steam ahead.



## Marketing to Non-Bookstore Buyers

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

There are over 14,000 printed catalogs in existence and there are thousands more on the Internet. Many of these are niche catalogs sought by groups of people potentially interested in specific topics. According to the National Mail Order Association (2807 Polk St. NE Minneapolis MN 55418-2954 Phone: 612-788-1673, <http://www.nmoa.org/Library/webtips.htm>) there are 9,000 consumer catalogs in the United States and an additional 5,000 for business-to-business sales.

Think of catalogs as an extension of your mail-order capability. Each acts as a sales brochure for your titles, helping you build awareness in your target markets. The catalogs deliver your book's cover and major sales handles to thousands -- or tens of thousands -- of potential buyers. This gives you additional *hits* on people in your target markets, enhancing your credibility as well as your long-term sales. This recognition may spill over into increased bookstore sales.

## Savvy Self-Promotion

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

As any Search Engine Optimization expert will tell you Keyword research is a funny animal. The type of keyword research you do will vary depending on what you're using the keywords for. Article research for example will be much different than keyword searches done for web sites mostly because people are searching for different types of words depending on what they're going after. Regardless of the type of search you're doing though, 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 won't stay evergreen: as markets/readers change, so might your keywords. If you have a keyword or keyword string that's been working well for you that's great, but when it stops producing results (i.e. hits to your web site, hits to your articles, or inquiries about your book) then you might be in need of a new set of words.

## 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](http://www.publishedandprofitable.com))

**Test your book's proposed title.** Avoid the temptation to commit to a book title until you find out what your market thinks about the title. In the past, market research was usually too slow and too expensive to be helpful for authors. Now, however, with Internet access to free tools like Survey Monkey, i.e., [www.surveymonkey.com](http://www.surveymonkey.com), you can easily test-market proposed titles and subtitles before committing to them. When testing titles, always offer a choice of two or three alternatives, and provide space for survey participants to suggest an additional title, if they want.

Use separate survey questions for titles and subtitles. Subtitles are as important as titles. Simple online surveys, announced and promoted via e-mail and in your blog, can help you replace opinion and subjectivity with meaningful results among those whose opinions count the most--your book's proposed readers.

## Booklet Ideas – Paulette Ensign

(Paulette is President of Tips Products International, [Paulette@tipsbooklets.com](mailto:Paulette@tipsbooklets.com))

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

December often brings reflection on where the year has gone and what will come next, especially for cultures based on the 12-month Julian calendar of January to December. In some ways, it's an artificial structure. After all, you can start a project at any point and have it last for any length. You probably already noticed that to be true in creating and marketing a booklet or any other information product.

Let's look at 5 best times related to booklets and your business

**1. Best time to map out a business development overview** - now, no matter when "now" is. And revisit this on a frequent basis. Whatever seemed ideal to you when you set down your initial plan will definitely have things changing. You'll have different information, inspiration, and inclination as part of traveling life's path. Expect the inevitable change and use it to your advantage.

**2. Best time to write your booklet** - when you're ready, either prompted by internal or external motivation. You may be encouraged by your muse, your altruism, your checking account, or your next buyer who wants what you have yet to create. And it'll take you as long to write the booklet as it takes you - overnight or over years.

**3. Best time to seek input about your product** - before and during the development stages. Not only is it likely that you're too close to your own content, there are people in your circles who can give valuable suggestions for you to incorporate or discard. Everyone charges for this in some way, either in money or their expectation that you take their advice or that you return the favor. Sometimes the money is the least expensive.

**4. Best time to declare your booklet "done"** - when you realize you and everyone you know has reviewed it umpteen times and you're all sick of looking at it. A missing period, a misplaced comma, or a wrong digit in your telephone number may still survive all those reviews, and it won't really matter. It will get fixed and people will find you and buy from you anyway. It is not the end of the world.

**5. Best time to market your booklet** - any time and all the time. There is always some company, association, or website who has a need, a challenge that your booklet can solve. Depending on the industry you're approaching, some times of the year are better than others, based on their cycles. Someone needs what you've got at every point through the year.

You probably found yourself smiling or giggling as you read some of those, didn't you, as if your deepest innermost thoughts were being broadcasted to the greater world? Well, if you've been using your opinions about time that differ from any of the above as reasons NOT to move forward, please accept my personal invitation to view it from a different perspective. Just take a moment, that's all. See what it looks like. Experiment with just one area, as most tips booklets suggest to readers. Incorporate one thing from the above list and see how your results change. After all, it's about time, isn't it?

## Marketing Strategy

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

Make two lists, one containing the tasks required to keep your business operating profitably, the other a record of what you enjoy doing and do every day. Now compare them to see if you are doing what needs to be done or what you like to do. Incongruence does not mean you must stop doing what you enjoy; it simply points out where you need assistance.

## 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](http://www.prpr.net))

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!"

## 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](mailto:rbbartlett@aol.com))

**Remember *WIIFM*.** What is the buyer's agenda? Keep that thought in your mind throughout your presentation and you will be successful. Keep looking for the issues that are important to your buyer, not to you. *You must first satisfy the buyer's needs in order to satisfy your own.* This means that you have to select the best features of your product and express them as benefits that will be appealing to the buyer. Above all you must answer the question every buyer always asks, although not necessarily out loud: "What's in it for me?"— or *WIIFM*.

## Guest Columnist – Liz Nakazawa

(Contact Liz at [liznakazawa@gmail.com](mailto:liznakazawa@gmail.com) or [www.marketmybooks.com](http://www.marketmybooks.com))

Sometimes it can be tricky to get the timing of the publicity of your book and your book signing to coincide but, ideally, this is what you want to shoot for. If there is a newspaper article about you and your book or a book review coming out try to ask the editor if the article or review could appear one to two weeks prior to your bookstore presentation. That way the information about when you will be reading will be fresh in reader's minds.

It is easy to contact your local paper. Just call and ask for the editor of the book section. Instead of sending the book, try sending a one-page book sheet that describes your book and then if the editors want to see the actual book they will let you know.

## Helpful Website of the Week



## Query Shark

<http://queryshark.blogspot.com>

Query Shark is a blog by Julie Weathers for fiction queries only. She advises when queries are posted (not all submissions are), but it's a great place to get feedback. It allows participants to send a revised query letter after the critique.



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

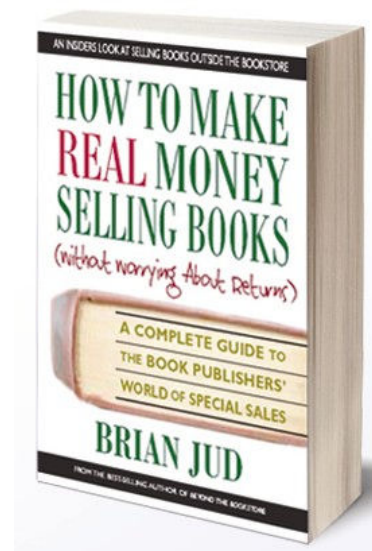
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### Do you need a jump-start to get your sales moving?

### Do you have a quick question or two about how to get started in special sales?

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- Sell more books
- Beat your competition
- Become more profitable
- Sell in untapped, lucrative markets
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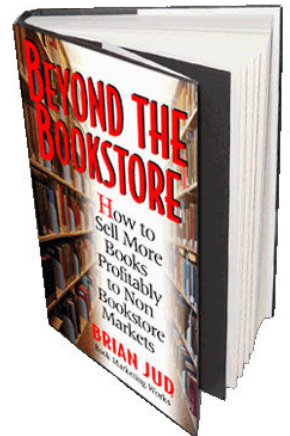
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## Contact Information for Brian Jud

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visit [www.bookmarketingworks.com/mktgmattersnews](http://www.bookmarketingworks.com/mktgmattersnews)

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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](http://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](http://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](http://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](mailto:brianjud@bookmarketing.com) or go to <http://www.bookmarketing.com>