

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 9, Issue 1, Number 193 January 11, 2010

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**Free Webinars in January -- by Brian Jud
High Content – No Selling**

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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.)

A lot of confusion exists around the concept of "Pub Date." Some think that "Pub Dates" are unnecessary or have no impact on your publishing strategy, but I would disagree. First, let us remove the confusion of terms. "Pub Date" is not the same as "Bound Book Date" or "Ship Date." "Bound Book Date" refers to the time when the book comes off the printers press. "Ship Date" refers to the time when your warehouse releases backorders and begins to ship your title to book store accounts, including wholesalers. Then finally comes "Pub Date." This is the day when you really begin to market your title to the consumer. This is when you should begin media appearances, advertise or have display promotions in stores.

The time from "Bound Book Date" to "Pub Date" should be between 4 to 6 weeks. This time must be allowed for you to tee your title up from the time it leaves the printer's plant to the time it is displayed in stores to support your marketing efforts. Finally, remember that whatever you plan to do to support the publishing of your book, you must leave enough time to develop and implement your strategy.

Poynter's Pointers

(Excerpted - with permission - from Dan Poynter's Fifteenth Edition of *The Self-Publishing Manual*:

. To receive Dan's free newsletter, *Publishing Poynters*, go to <http://parapub.com/sites/para/resources/newsletter.cfm>)

Navy libraries spend more than \$3 million each year on books. The International Communications Agency (formerly the U.S. Information Agency) runs 129 libraries in 110 countries with 6,000 to 25,000 volumes each and devotes about \$2 million each year to procurement. They like to see brochures and review copies.

You're On The Air

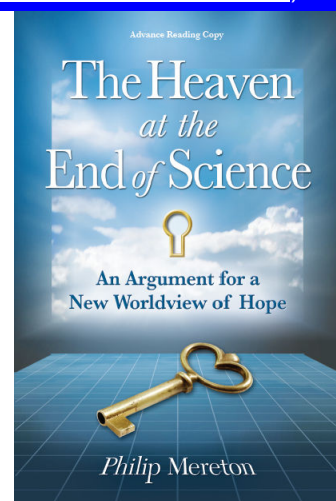
((Benita Zahn, Noon News anchor and talk-show host on WNYT-TV, Albany, NY)

The biggest fears people have when they come into the studio is that they'll look foolish, that they're not going to know what to do and not know where to put themselves. All you have to worry about is being comfortable. If you're not comfortable, you won't do well answering the questions. Sit down and feel at home. Talk to the interviewer. Ask, "What should I do? Who should I look at?" Ask if everything is in place. They'll tell you.

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)

The cover for *The Heaven at the End of Science* visually shows the merging of two worlds; the linear world of science and the philosophical world of spirituality. The lock and key represents discovering hidden answers. This was achieved by the combination of 3 images and constructing a grid to lead the eye into the cover. A serif font was chosen for the traditional and established feel it would give to the title. Emphasis put on the most important words.



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

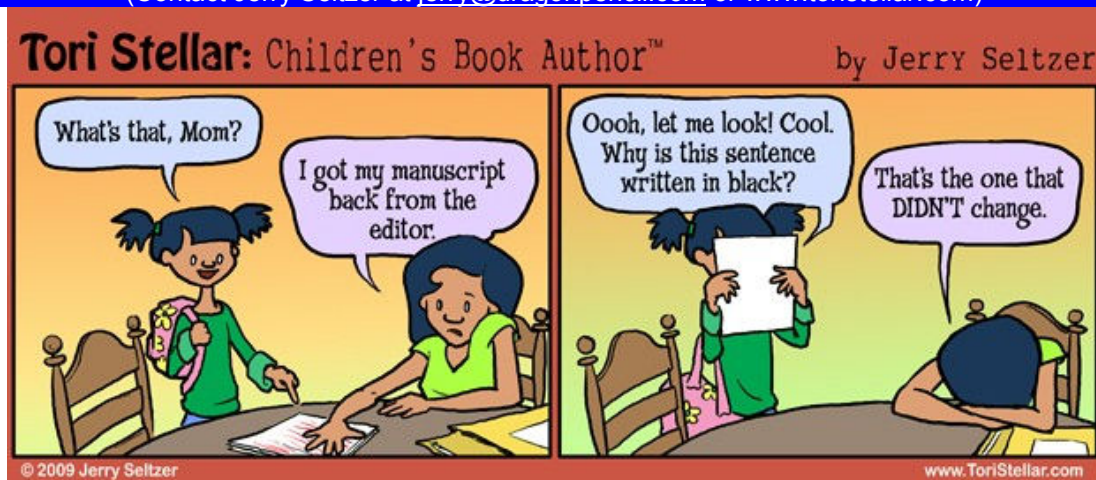
(Contact Professor Evans at Legal Write Publications, info@legalwritepublications.com or www.legalwritepublications.com;
The information contained in this column is for general informational and educational purposes only and does not constitute legal advice. If you need advice regarding a specific legal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

What is the Poor Man's Copyright and how can it protect my work? The concept known as the poor man's copyright says basically that you should mail yourself a copy of your work and not open it in order to establish the date that your work existed in case you ever need to defend your work or challenge a work you believe infringes on your rights. This, unfortunately, is a myth that continues to be perpetuated even by established writers and it should no longer exist in the writing world! The Poor Man's Copyright does not offer any additional protection beyond that which already exists once your idea is fixed and thus your work is created. Additionally it does not constitute a registration of your copyright.

Registration is easy (no need for a lawyer) and inexpensive (as low as \$40 if you register electronically -- as of this presentation) – a small price to pay to preserve valuable rights. Consider it an insurance policy.

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)

When contemplating an in-store event, what bookstore people need is a little time to sift through the mail to see what it is that appeals to them that they want to follow up. So in most cases, when you send the material, send them a jacket of the book and a press release. If you have a finished copy, and you want to send them that, do so. That's always good because nothing sells the book like the book itself. Then let the bookseller come back to you.

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

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>.)

How to Use Replies and Mentions Correctly on Twitter. A tweet that begins with someone's user name is called a Reply and it appears only to people who are following both the sender and the recipient. A Reply is best if you're making a comment directly to someone.

Tweets that contain a user name somewhere within the text (but not at the beginning) are called Mentions. Mentions are visible to all of your followers. If you want all of your followers to see the message (which is best if you are thanking someone or wish to give them exposure to your followers), send a Mention.

Remember, both Replies and Mentions are public messages, visible to others. If you want to contact someone privately, send a Direct Message instead.

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 or 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 nine-month lead time.

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)

Don't let your expectations, including any fears of failing or succeeding, stop you. Identify what you expect from yourself and from your writing and whether those expectations are realistic.

The Very Idea

(Editorial by Brian Jud)

Bigger is not always better. Your book does not have to be hundreds of pages long for you to cover your topic effectively. Similarly, your literature and press releases should be only long enough to describe the benefits of your content adequately. Form follows function. Your answers to questions during your media performances should be brief and to the point. Be concise. Make every word count. As the saying goes, *Tell me quick and tell me true, or else, my friend, the heck with you.*



Marketing to Non-Bookstore Buyers

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

The National Recreation and Park Association's online bookstore has the titles ranging from targeted publications to scholarly texts. Find contact information for bookstores at many national parks at <http://data2.itc.nps.gov/hafe/bookshop/index.cfm>. Do not make the mistake of thinking you must have a "green" book to sell to parks. NRPA comprises 10 individual branches and sections, subgroups that represent everything from aquatics to natural resources to therapeutic recreation. You will find sales opportunities on a variety of topics represented by NRPA's branches:

Savvy Self-Promotion

(Penny Sansevieri, author of *From Book to Bestseller*, 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:

If you're stumped for how to research keywords and the marketing materials and press releases you've gathered aren't helping, consider going onto some blogs in your particular market and see what you can dig up there. Look for phrases that are used over and over again. For example when women's literature added a spicy, fun new genre, the term "chick lit" was used over and over and became not just the adopted name for the genre, but a keyword term as well.

Booklet Ideas – Paulette Ensign

(Paulette is President of Tips Products International,

Follow me on Twitter:)

Offer your large-quantity buyers a choice of information products to serve them best. That also increases the odds of your making a sale since it removes the "yes/no" possibility from the conversation and replaces it with asking which product is the starting point. It could be a single product or bundling two or more products. How can you make it easiest for your bulk buyers to do business with you and increase their own sales in the process?

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)

Do high-end production of your information products only when a client requires it and is willing to pay for it. The specialty ink in multiple colors on expensive paper with lots of photography is all good for particular situations rather than everyday production levels. What quality of production suits most of your clients' needs?

Book-Marketing Tips – Roger C. Parker

(Roger C. Parker is the \$32 Million Dollar Author. Test your Book Publishing IQ at his)

Does your home page "tell-all" in the first screen? The opening screen that your visitors encounter when visiting your blog or website must be a "tell all" screen.

Without requiring scrolling or clicking, the first screen of your home page must engage your visitor's attention and convince them to spend more time exploring your message. The best way to find out if your home page "tells all" is to visit the Google Browser Size application. Simply visit www.browsersize.googlelabs.com and enter your blog or website's URL in the space provided.

How you'll benefit. The Google Browser Size application shows how the first screen of your site against an overlay indicating the amount of text and graphics visible with different monitor settings. You'll also be able to see the percentage of website visitors likely to encounter various text and graphic elements without scrolling or clicking. Visit <http://tinyurl.com/yaeednf> to learn more.

Marketing Planning

(Excerpted from Brian Jud's e-booklet, *Plan Your Work and Work Your Plan: 461 Tips for Profitable Marketing Planning*;

)
Strategic planning recognizes that unique titles respond to various promotional tools in different ways.

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)

If you can't get it all, get a piece. OK, so you've asked the buyer to place an order for 2,500 copies. But the buyer just isn't going to go that high on the first order. What you may not realize is that the sale has been made! The buyer has agreed to buy...but not the quantity you proposed. It's time to return to question mode: *"so, how many copies would you feel more comfortable taking as an initial laydown? Is there a similar title that you have had good experience with that we can look at as a model?"* It's important to compromise at this point and stay in line with the buyer's comfort level. After all, if he orders too many, you'll only get them back as returns and that benefits no one.

Marketing Strategy

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

Poor strategic direction often results when goals are delineated in terms of unit sales or dollar volume, with profits assumed to follow.

Guest Columnist – Lin Lacombe

(Public Relations and Marketing & Literary Publicity Contact Lin at llacombe@earthlink.net)

Is your brand in TOE? Timely. Original. Engaging. Your title and design should be consistent through all applications. Continuity is key when it comes to the look of your business cards, bookmarks, postcards, posters, and website and all should have the same look and feel as the book. Your look or brand should resonate with you (and any person you are speaking to) so that when you say the name of your book, pass out a bookmark, say what you do for a living, "I'm the author of _____," it explodes and not fizzles. That said, *always* remember to carry your book, business card, bookmarks, etc. with you at all times. Always. All the time.

Helpful Website of the Week

Allison Winn Scotch's Ask Allison

<http://allisonwinnsotch.blogspot.com>

Allison is a best-selling author with savvy advice for writers looking to become published authors. Post questions on your greatest fears over breaking into this challenging field.



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

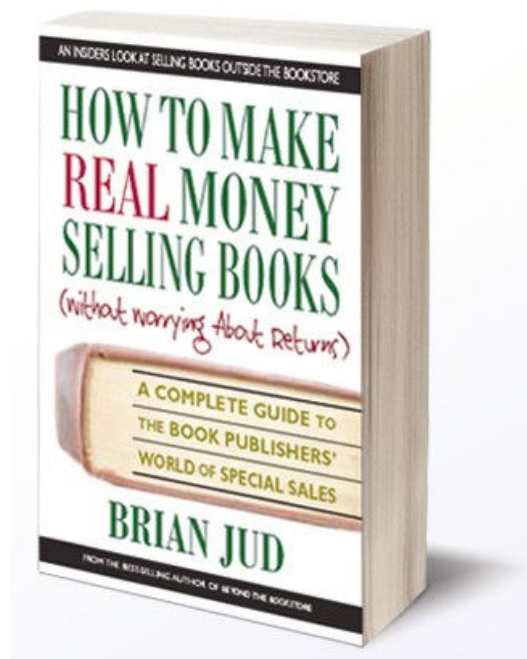
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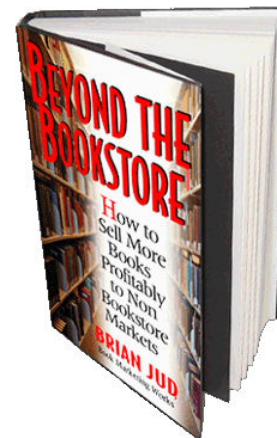
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Check out the [Writers and Publishers Bookstore](http://www.bookmarketingworks.com/bookstore/bookstore.htm) and give your favorite books a "Thumbs Up Rating." Discover and rate the best books on writing, publishing and marketing (<http://www.bookmarketingworks.com/bookstore/bookstore.htm>)

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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>