

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 2, Number 194 January 25, 2010

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New inquiries from the sales reps as of January 22, 2010

	Quantity
<i>Historic Photos of San Francisco</i>	500
<i>Business Travelers Guides</i>	7000
<i>Principled Profit</i>	200
<i>Simple Simon titles</i>	5000
<i>Managing Workforce Talent</i>	700
<i>Carrot Principle</i>	2200
<i>Cloudy w/Chance of Meatballs</i>	1500
<i>Junie B. Jones</i>	600

Notes From the Front Lines

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

Getting to "yes" can be a daunting task, but there are techniques that can make it easier for a trade book distributor to say "Let's Roll" to your book project. But first, let me give you a few hints as to why distributors say "no" so often. This can be boiled down to the 3 P's: pricing, packaging, positioning. So many prospective book projects come to us with bad jacket and interior designs, ill-conceived pricing and no marketing plans. We are not magicians and we cannot take something that has been poorly executed and turn it into a bestseller. We will usually say "no" without further comment.

But what about projects that get in the door? What distinguishes them from the rest of the pack? Well, I can think of several important elements that can be persuasive. First, personal contact. Getting to the decision maker can help a lot. You need to persist here because usually there are several gatekeepers standing in your way. Second, references. If you have someone backing your project who knows us, that helps. Sometimes it is a consultant, sometimes a publicist. But if you can drop a name, then that helps get you in the door. Third, You need to have something to show and show off. Packaging here is everything. If the book jacket looks like it could have come from Simon & Schuster or Random House, you will get more attention. If it looks like an inexpensive first time effort, you will get very poor results. Fourth, how do you plan to get the public (your market) to buy your book? What is your plan and whom have you hired to help execute it? Fifth, have you set a realistic publication date? Have you left enough time for your distributor to do a proper selling job on your behalf. Right now, enough time is around 6 months. And sixth, a good sense of humor. You will need it.

Brian Jud's Upcoming Webinars

Listen in on personal consulting sessions for selling books to business buyers

We will choose 3 or 4 titles and create a custom sales plan for each. You can join the webinar and listen to these creative marketing sessions (fee of \$15.95) You can even send your questions in advance and we will answer them. You can...

Learn more about how companies buy your particular kind of books

Listen to the answers to questions you might never think to ask.

Get better prepared to market your books in ways you never considered.

Discover new ways sell more of your books more profitably.

Get more information at

(<http://www.premiumbookcompany.com/index.php?pg=BJGuyWebinars.htm>)

Sign up at <https://www1.gotomeeting.com/register/470639257>

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

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

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>

How to find prospective customers who can buy more of your books

Selling books is a matter of numbers. The more people you contact, the more books you can sell. Unfortunately, many authors miss out on potential sales because they don't know where to find the names of prospects. In this webinar you will learn where to find the names of people willing and able to buy your books. Do you think there is *nowhere* to sell your books? There is, if you *know where*. Sign up today and discover new markets and people that you probably never considered as prospects before. Then watch your sales grow.

Thursday, February 18 at 6:00 pm Eastern time

Sign up at <https://www1.gotomeeting.com/register/549622497>

You're On The Air

(Brad Hurtado, former producer of *Donahue*, *Maury Povich* and *The Charlie Rose Show*)

One author never understood why he didn't get more than three minutes on an interview and never sold any books. I said, 'You're boring. Boring, boring, boring. And if you don't pay any attention to that, you aren't going to sell any more books. You asked me for my opinion, you're boring.'

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>)

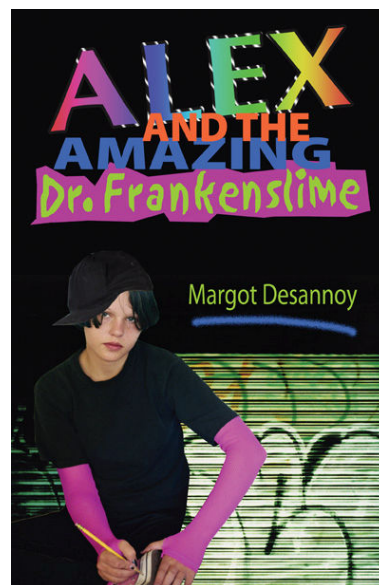
Social networking using social media. Discuss your favorite issue (your book's subject matter) with your friends on social media such as Forums/listservs, blogs, Facebook and Linked-in. Social networks allow you to find people worldwide who are vitally interested in the subject matter of your book. Through these networks, buyers come to you.

Most nonfiction authors are experts in their field. (Joe Vitale reminds us that the word "authority" contains the word "author.") But the book industry is new and mysterious to them. While they should learn as much as possible about the book industry they should concentrate their promotional efforts and their marketing in the industry they know best. "Sell to your colleagues."

The Cover Story – Dotti Albertine

(Dotti Albertine of Albertine Book Design is an award-winning book designer and a professional who has been in the business for over 20 years. She can be reached at: www.AlbertineBookDesign.com |310-450-0018 dotti@dotdesign.net)

This book is written for 12-year olds, not for their parents. Written as fiction by marriage-and-family therapist, Margot Desannoy it is the journey of Alex who finds herself in psychotherapy after her parents divorce because of the father's alcoholism. Alex is bright, clever, hurt, angry and delightful. Margot, who in real life provides counseling for kids such as Alex, says they call her "Maggot Does Annoy Me — Freaky Counselor" behind her back, and she wouldn't have it any other way. The photo of Alex is a Getty image extracted from the original background and superimposed over graffiti. The cap was placed later, since Alex loves baseball and is a tomboy. The trick was to find just the right "Alex" and keep it light and appealing to this young audience.



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.)

When in the Writing Process Should I Register My Work? The "lawyerly answer" is based on the benefits of timely registration defined in the Copyright Act: you should register before your work is infringed and within three months of publication. Additional guidelines:

- * Register your manuscript once completed
- * Register works (even if only a few chapters) that you are submitting on a regular basis, posting on the Internet, or performing on a regular basis
- * Update your registration after a substantive change to your work
- * Register the final product
- * Within three months of publication

Marcella's Magic

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

When the author is on radio or on television, or has an article in a local newspaper, or it has an excerpt from the book in a magazine, it really makes a difference. But without that additional energy behind the book it unfortunately gets on the shelf, stays there for 3 months, nobody looks at it and it gets returned.

The Book Shepherd

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

Add-on Products that Sell ... Think Bookmarks! So many give these away—notch yourself up and turn your bookmark into a product that people will buy. I write business and how-to books. They all have “tools” in them. I print a key tool that people want on one side; advice on setting the tool up on the other and sell them for \$5 or 10 for \$40. Laminate them, add a spiffy tassel and you will be amazed at the add-on sales to your book sales they create.

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>.)

Gain Visibility With Linked In Groups. If you're using the LinkedIn professional networking site, be sure to join groups related to your topic or area of interest. Click the Groups link on the left side of your profile, then click on Find a Group and enter your keywords. Groups are a great place to make new contacts, and be sure to keep an eye on the discussion topics and look for ways to contribute. You can also start your own group on LinkedIn.

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>)

If you make lots of sales in special markets, you might want to publish a newsletter directed at these markets. Besides featuring your new titles which have the best possibilities of being a premium or catalog item, you could also publish examples of what other companies are doing with your books. Bantam Doubleday Dell publishes a separate newsletter just to the premium markets. They mail this newsletter to 20,000 premium buyers at least twice a year

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)

A survey can validate ideas or information on which your book is based. If you ask only a limited number of questions, the cost and work involved in conducting a survey can be relatively low. Test your questions beforehand to make sure that they're clear and provide the type of information you seek. Consider asking open-ended questions that people can fill in.

If you plan to hire a firm to conduct your survey, interview a few and get references. Review examples of surveys they've run for others. Compare costs, methods, and time frames. Find out how all results will be documented and what documentation you will receive. Request that you be given results in a summarized fashion that you can use in your book.

The Very Idea (Editorial by Brian Jud)

Creative marketing is simply the ability to find something new by rearranging the old in a new way. It is not necessarily a "bolt out of the blue." Simulate your thinking to come up with new ways of solving marketing challenges. Creativity is ...

... **a tool, not an end unto itself.** It is a technique you can use to stand out from the crowd in a positive way. It is a system that can make your promotional efforts more unique and perhaps more memorable and successful. You can use this tool to plan new titles, implement a new pricing program or design a custom distribution network.

... **a different way of doing something.** It is the ability to search for more than one right answer and the capacity to look at what everybody else sees, but think something different. You apply your creative talents when you think of a new cover design for a book, or when you decide to sell your books through airport stores (not just airport bookstores) or when negotiating a large order.

.... **fun.** Innovation can be as enjoyable as it is productive. What if you, as an author, set a goal of writing three pages every day. You can still write your three pages on those days when your writer's block is larger than a city block. Just set your computer to display your work in 72-point type.



otional campaigns can be more creative and effective if they are **SMART**:

Strategic
Methodical
Appealing
Researched
Targeted

Marketing to Non-Bookstore Buyers

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

Many discount stores and warehouse clubs want to develop the potential of minority and women-owned businesses that provide retail goods or services. Through this program, assistance in locating resources, as well as guidance and consultation are available to help program participants develop their individual businesses. If your business is minority or woman-owned, they may require that you become certified by one of the authorized certifying organizations. Contact one of the following organizations for more information regarding certification:

- National Minority Suppliers Development Council, 15 West 39th St., New York, NY 10018; (212) 944-2430, www.nmsdcus.org
- Women's Business Enterprise National Council, 1710 H St., NW 7th Floor, Washington, DC 20006; (202) 872-5515, www.wbenc.org

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: Use keywords sites to augment your searches: along with studying the marketplace you can also go online and use the websites recommended below to help you further your search. Many of these sites are free but if keywords are crucial to your campaign, you might want to think about finding a site you like and paying for their upgraded research.

Booklet Ideas – Paulette Ensign

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

Are you a bore? Probably not, since people who are attracted to creating tips booklets and other info products tend to be among the most interesting people on the planet. However, what your bio says about you could be leaving the impression that you are, in fact, a total (or at least partial) bore. Your bio could be misrepresenting you without it ever occurring to you.

People do want to know something about the real you. Consider the process you've gone through or are about to go through to develop your products and services. With your tips booklet, you give a lot of thought to the words in your booklet, the professional presentation of those words through the graphic design of the insides and the cover, how you're going to price it, and who your market will be. While it's always about how the booklet will benefit the reader and/or buyer, those people do want to know something about the real you - who you are and what gives you the credibility to create the booklet.

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)

No one wants to hear the same old message over and over again. So develop a hook, or unique angle that sets your book apart from others. For example, if your book is about relationships, you can focus your message to "relationships after retirement." The more you can make your message unique or different from the "same old way," the more recognition and attention you'll attract.

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)

One of the largest sales I ever made was to the buyer at SAMS Club. My closing line was: *"I only have 20,000 copies each of these two books available. Do you want to take them all or shall I hold a portion of the inventory for you? The buyer responded with "I'll take them all!"*

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)

Objectives should be operational. They must be capable of being converted into assignments that instill action in those responsible for their attainment. Dynamic objectives become the basis, as well as the motivation, for work and achievement. In addition, objectives must make concentration and allocation of resources and efforts possible.

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)

Why do you want to write a book and get it published? One of the most important steps you can take before the end of the day, today, is to identify the specific reasons you want to write a book and get it published.

What are the specific benefits that your book is going to provide for you? What is the change that your book is going to help you achieve? By identifying the specific benefits, or change, that you want to achieve, you'll be more likely to succeed in your writing and publishing project.

There's a world of difference between someone who wants to write a book for creative satisfaction and a business owner who wants to write a book to brand themselves as an expert in their field.

Let's say your goal in writing a book to build an e-mail list of prospects for future sales of information products, i.e., e-books, e-courses, CDs and DVDs. By identifying this goal before you write your book, it will be easier to write the right book, choose the right publishing alternative, and build "hooks" into your book that will drive traffic to specific pages of your website.

There are no right or wrong reasons to write a book. The only "wrong" is to write a book without a clear understanding of why you're writing it and how you're going to benefit.

Marketing Strategy

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

If you convince a wholesaler to purchase directly from you, bypassing the distributor, your gross revenue can increase by 50%. But this does not necessarily translate into greater net profit because your promotional costs will increase as you perform more of the functions previously done by the distributor.

Guest Columnist – Lin Lacombe

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

When selling your book in bookstores statistics report that the author gets 7 seconds on the front cover to capture a reader's attention and 15 seconds on the back (there are small publishers who would say these numbers are high). Before you pick a book designer make sure you have researched (Amazon and bookstores) books in your genre to see how yours compares or jumps out. Make sure the book title and cover grab attention, are legible online, on your website, and on Amazon.

Helpful Website of the Week

**Dianna Huff's B2B Marcom
Writer Blog**
[http://marcom-writer-
blog.com](http://marcom-writer-blog.com)

If you want to leverage your writing for a corporate market, this blog provides valuable free news and information about marketing communications copywriting.



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

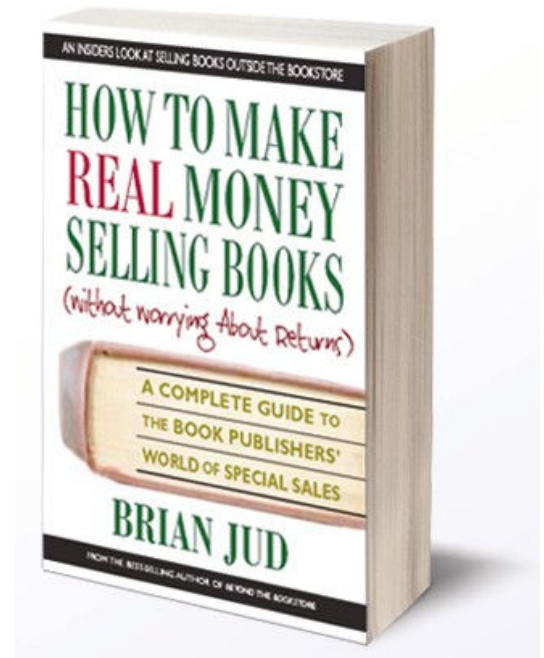
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CreateSpace wants to let you know about an exciting opportunity on Amazon for authors. The third annual Amazon Breakthrough Novel Award is now accepting manuscript submissions. For the first time, Amazon.com customers will vote for two grand prizewinners: one for general fiction and one for the best young adult novel. The 2010 competition is open to unpublished and self-published novels. The two grand prizewinners will each receive a publishing contract with Penguin, which includes a \$15,000 advance.

Submissions are being accepted from writers around the world beginning on Jan 25 and ending Feb 7. The prizes will be awarded at an event in Seattle on June 14. To start your submission, or check out the helpful video tutorials and other contest information, visit wwwcreatespace.com/abna. For complete terms and conditions for the 2010 Amazon Breakthrough Novel Award and more information about the contest, please visit www.amazon.com/abna.

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
Minimize -- if not eliminate -- returns

[Click here for more information.](#)

Second call for the 2009 Indie Excellence Awards

Enter now for the 4th Annual Indie Excellence Awards!

Also check out the new Sponsor's Choice prizes at www.indieexcellence.com The deadline for submissions is March 31, 2010.

Winners are announced in mid May, 2010

Book Central Station™

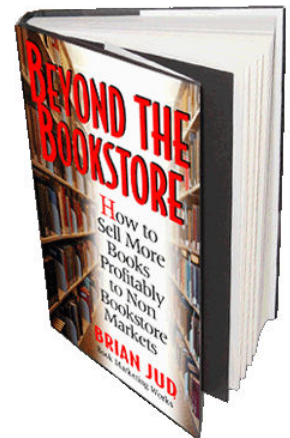
The place to find book-publishing suppliers, based on referrals from previous users. *Book Central Station* is the only place where you can find people to help you write, publish and market your books – with ratings posted by previous clients. At *Book Central Station* you can scan a list of suppliers, look at reviews of their work and make an informed decision to choose the ones with which you will work. And you can post your own experiences with them, too. Sign up for your FREE trial at <http://www.bookcentralstation.com/trial.asp>

Check out the Writers and Publishers Bookstore 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>