

Here is your February 8 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, Dana Lynn Smith, Paulette Ensign, Judith Briles, Jerry Seltzer, Robin Bartlett, Tonya Evans and Roger C. Parker. The guest columnist in this issue is Patricia Fry.

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

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 3, Number 195 February 8, 2010

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.

**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
Or www.premiumbookcompany.com**

**New inquiries from the reps
as of 2/5/2010**

<u>Title</u>	<u>Quantity</u>
<i>Curly, A Survivor's Story</i>	1,000
<i>Designing Your Perfect House</i>	2,200
<i>Happy Tabby</i>	450
<i>Awaken the Genie Within</i>	700
<i>Get Unstuck</i>	1,100
<i>Happiness Tool Kit</i>	900
<i>Yes, You Can Get That Job</i>	2,050
<i>Are You My Mother?</i>	800
<i>Peaks and Valleys</i>	1,100
<i>The Speed of Trust</i>	550

Feb 9 -- Listen and earn! Eavesdrop on a personal consulting sessions for selling books to business buyers

During this webinar we will discuss four business titles and create a custom sales plan for each -- live. You can join the webinar and listen to this creative marketing session (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 February -- by Brian Jud

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

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>

How to sell more books to *all* retail buyers

Many publishers define "retail" simply as bookstores – brick & mortar and online. However, if you broaden that definition to include other retail outlets, you could sell books in supermarkets, gift shops and specialty stores and increase your sales significantly. And you can do so without significantly changing your habits because most retailers function just like bookstores – they purchase through middlemen, return unsold books and pay in 90 to 120 days. But there are ways to bypass the formal system and sell more books, more profitably and even without returns – if you know how. And you will after this webinar.

Thursday, February 25 6:00 – 7:30 pm Eastern Time

Sign up at <https://www1.gotomeeting.com/register/731494024>

Notes From the Front Lines

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

Do Distributors Charge Too Much For Their Services? Given the explosive growth of independent publishing within the trade publishing community over the past ten years, the role of “distributors” has become ever more crucial. Still, the fairest answer to the question “Do these services cost too much?” is, “it depends.” I personally believe that the charges for distribution services should be transparent and predictable.

By transparent, I mean that “hidden” charges should be minimized. Publishers should carefully scrutinize the contract, looking for extra charges for a variety of activities that might escalate their real costs. There are other issues such as return reserves, storage of books, returns processing fees, catalog charges and other miscellaneous items that need to be looked at and properly negotiated before you might sign a contract. It is better to get these issues cleared up and laid aside early rather than experience regret later on.

By predictable, I mean that the contract should have a single percentage somewhere between 20-30% of net sales, depending on the annual sales volume of the publisher. If you are paying much above 30%, then you should look into the reasons why. If you are a publisher with substantial annual sales of \$2,000,000 or more, then you will probably find that you have a certain level of negotiating power with your distributor.

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 your promoting on your market. Pitch people interested in your message. Don't annoy the rest.

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)

Blast Off! Series

Visually this cover had to excite and ignite. Since the author is also a speaker about her *Blast Off! Program*, it was important to have her featured on the cover. Sparks and shooting stars add the movement and "blast" to each. The companion workbook was created in the same look but with a different color scheme so that it would be identified with the book but also easily differentiated. The subtitle purposely stair steps up the cover adding movement and leading the eye to the title.



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.)

How much can I quote without permission? There is no set number of words you can use under the fair use doctrine. This doctrine permits use of copyrighted materials for certain purposes listed in the Copyright Act, such as criticism, comment, news reporting, teaching, scholarship, or research. While technically infringing on the copyright owner's rights, these uses are considered permissible; and such fair use can be used as a defense against a claim of copyright infringement. Note that it is not sufficient simply to acknowledge the source of the copyrighted material.

The Copyright Act provides four factors to determine, on a case-by-case basis, whether fair use or infringement exists.

1. Character or purpose of use
2. Nature of the copyrighted work
3. Amount and substantiality of the copied work
4. Effect on the potential market

Marcella's Magic

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

The best way to set up an appearance in a store, whether it's going to be a signing or if you are going to be a part of a panel or part of an event, is to give the store as much advance notice as you possibly can. Let them know at least a month or 6 weeks in advance of when you are planning to make your presentation.

The Book Shepherd

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

Speaking is a "must" for today's author. Don't just think major cities — it's the little places that may be craving for your words. Creating a workshop or keynote talk that is centered on the topic of your book is one of the single best ways to move them. Recently returning from speaking in two weeks in remote villages of AK, over 500 copies were sold ... from Juneau to Nome. Residents were gracious and hungry for new faces and books. You may love New York, but Two Dot, USA would love to hear from you.

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* and several other book marketing guides, available at <http://www.SavvyBookMarketer.com>. For more book marketing tips, visit her blog at <http://www.TheSavvyBookMarketer.com> and follow @BookMarketer on Twitter.)

What to Tweet About (Part 3). Twitter is a wonderful way to develop relationships and promote yourself and your book. Here are five more ideas for what to tweet about:

1. Link to your own articles and blog posts, but do it sparingly.
2. On Fridays, recommend your favorite tweeters by using the #followfriday or #FF hashtag along with their user names. It's best to say why you recommend them.
3. Comment on someone's interesting Twitter background or clever bio.
4. Thank others for mentioning you on Twitter.
5. Recommend a book, product, or service, other than your own.

You're On The Air

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

Sit down until told to get up and never take the microphone with you. You're not allowed to take souvenirs.

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>)

The Chicago International Remainder and Overstock Book Exposition is a good show to sell remainders at since it's all business. The show is held in October or November in Chicago. For more information, contact CIROBE, 1501 East 57th Street, Chicago, IL, 60637; 773-404-8357; Fax: 773-955-2967. Email info@cirobe.com. Web: <http://www.cirobe.com>

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)

Traditional publishing entails a number of steps that aspiring writers must understand and be prepared to complete. They must realize that publishing is a business, so the books they pitch must have commercial potential, or traditional publishers will probably pass on them. To increase the odds that their books will be successful, publishers now want writers who have national platforms and followings.

The Very Idea

(Editorial by Brian Jud)

Square watermelons? Impractical? Perhaps, but what if people wanted them because they fit better in a cooler? Or, what if they want to carve a face in them and place them on their front porches on National Watermelon Day (August 3)? Or use them as a side dish for a square meal? The point I want to make is that the form of the product could be as important as its content - and that concept is critical to successful book marketing. People don't purchase a book per se, but what the book does for them. The form in which you deliver your content is important, particularly in special-sales marketing. Corporate buyers want to know, "How can your information help my business more than that of some other marketing tool?" The primary reason companies are interested in using a book as a marketing tool is to re-purpose its content. And they may do that in the form of a book, booklet, 3-ring binder, DVD, etc. Sell your content in the form most desired by your target customers and watch your revenue increase to the point of last year's revenue, squared.



Marketing to Non-Bookstore Buyers

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

Reviews can impact the buyers' decisions in special markets, either positively or negatively. Although they read publishing industry reviews, such as those in *Publishers Weekly*, they are more likely to give credence to reviews and articles in specialty retail magazines such as *Gourmet News* or *Home Center News*. An article about "slow cooking" in *Gourmet News* might catch a buyer's eye. One buyer says, "then I know it's an important category and I will look for books on that subject."

Savvy Self-Promotion

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

If you've pondered using Twitter but aren't sure how to use it effectively here are a quick tip to give you some great twittering-ideas: Teach stuff – teach a little mini-lesson on Twitter. Delve into your area of expertise or just talk about book publishing and how to get published

Booklet Ideas – Paulette Ensign

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

Introduce your information products as a sales tool ("gift with purchase," "gift when you open an account," "gift when you subscribe") to companies and individuals who have never used them that way before. You may become their newest hero as they watch their own sales increase.

ACTION: What companies, websites, and associations seem like the perfect match for what you've got?

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)

Have backup information handy. Reporters will inevitably ask you one question you don't want to or can't answer. In case you are unable to respond, you can say, "That brings up an interesting point..." then go on to one of your prepared statements. Or, offer to find out the answer to the questions and get back to them as soon as 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)

Become a Guest Blogger! Expand your social media visibility by submitting occasional posts to blogs created by other experts serving your market.

Your guest postings will introduce you to the attention of new prospects interested in your topic, many of whom may have never been to your site. At the same time, your host benefits by the new ideas and perspectives you bring to their blog, plus they'll like the day off from blogging. It's a win-win situation for both guest and host.

Start by identifying, studying, and- -then- - contacting other blogs in your area and describing the types of topics you would like to blog about. Ask about their preferences, i.e., suggested length and find out whether or not the posts have to be originally written or can be based on posts that have previously appeared elsewhere.

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)

Respect the buyer's time. If you make an appointment with your buyer for 20 minutes, be sure to wind up and conclude on the stroke of 20! If the buyer invites you to stay on for some additional time, it's OK to say yes, but I recommend you spend the extra time building rapport and not on making a longer presentation.

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)

If you chose a strategy that would expand your product mix, plan the actions you will take to do so. For instance, which current titles are candidates for books-on-tape? Do you need to acquire new titles? If you want to sell books online, how must your web site be changed? Or on what other web sites could you sell your titles? Which current titles could be extended with DVDs or CD programs?

Marketing Strategy

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

When buyers face a variety of alternatives, they want to deal with a brand (author) they trust. Create and project an image to each of your target markets so they understand that you know what they need and have created a product line that will meet their needs. Then use branding to convey facts, beliefs about product attributes; create brand identity and leverage that with new titles and in new markets.

Guest Columnist – Patricia Fry

(Patricia Fry is the Executive Director of SPAWN (Small Publishers, Artists and Writers Network) www.spawn.org. She has been involved in the publishing industry for over 35 years and she has 30 books to her credit. Her latest book (an ebook) is "The Successful Author's Handbook." www.matilijapress.com)

Write with Reason and Purpose. If your reason for writing your book is not valid--if it is frivolous or self-serving--you may want to rethink the project. Likewise, as an author, you should examine and evaluate your book's perceived purpose. If it is to change minds or hearts, it may not be the right book for the right audience. Before sitting down to write your next book, consider your reason for wanting to write it and the purpose of the book. And then you decide whether or not it is still a good idea.

Helpful Website of the Week

**Tom Chandler's Copywriter
Underground**

<http://copywriterunderground.com>

This site is about more than just copywriting — it truly goes beyond the words and offers inspiration and writing tips — a true boon for the writing life.



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

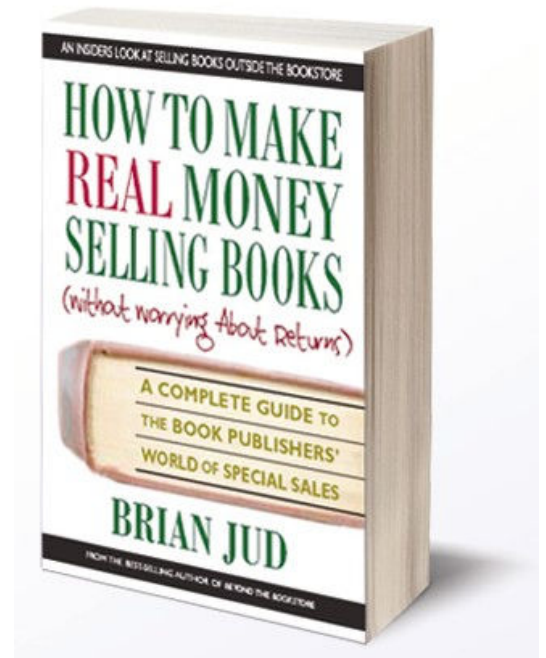
Sell more books, more profitably to non-bookstore buyers

The most current and complete resource for increasing your sales and profits in non-bookstore markets.

The ultimate do-it-yourself guide to selling your books in large quantities with no returns. Not just who to contact, but when and how.

\$24.95

[Order now](#)



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?

If so, consider a one-hour consultation with Brian Jud. Get answers that will ignite your sales efforts. Brian can help you create a quality product, distribute it to markets you may not even know exist, price it profitably and promote it more effectively so you can...

- 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 2010 Indie Excellence Awards (For title published in 2009)

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™

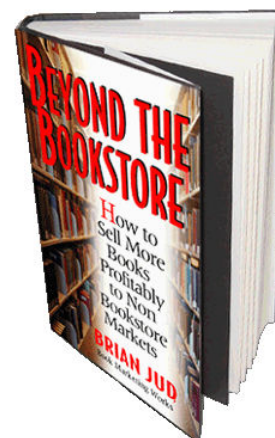
The place to find book-publishing suppliers, based on referrals from previous users. *Book Central Station* is the only place where you can find people to help you write, publish and market your books – with ratings posted by previous clients. At *Book Central Station* you can scan a list of suppliers, 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>)

**Brian Jud's *Beyond the Bookstore*
Save 65%!**

**Order *Beyond the Bookstore* and CD-ROM (\$10.95) --
Softcover**

**Order *Beyond the Bookstore* and CD-ROM (\$5.95) – pdf
and CD-ROM contents will be emailed to you**



Contact Information for Brian Jud

For copies of all the previous issues of *Book Marketing Matters*
visit www.bookmarketingworks.com/mktgmattersnews

To subscribe to *Book Marketing Matters* click here: <mailto:brianjud@comcast.net?subject=subscribe>
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

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>

