

Here is your February 22 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.

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 4, Number 196 February 22, 2010

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<i>The Stop and Go Grocery Guide</i>	2000

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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

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How to Sell More Books 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, March 18 6:00 – 7:30 pm Eastern Time

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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>)

Review copies and articles. Don't send review copies or articles to large newspapers. For a nonfiction book, *The New York Times* is not your audience. Very few of their readers are interested in your subject. Instead, send review copies to specialized magazines and newsletters.

For example, there are 68 parachute magazines and newsletters worldwide. When I send them review copies of a new book, they all review it. Readers want to know about new informational products. Editors know this and want to share information on new products with them.

Notes From the Front Lines

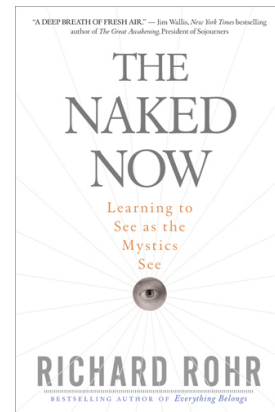
(Excerpted – with permission – from the Book Publishers' Handbook, by Eric Kampmann, President, Midpoint Trade Books ekampmann@aol.com)

What is the difference between a wholesaler and a distributor? Confusion reigns when we get down to defining the different activities of book wholesalers and book distributors. I tried to clarify the situation several years ago by redefining the term "distributor" to "publishing services company" but to no avail. It is important to accurately distinguish the two types of activity because they are very different in both emphasis and kind. The book wholesaler should be seen as a service provider to bookstores. They do not create demand; rather they efficiently respond to demand whatever the cause and whatever the title. They envision their task as serving the interests of bookstores and similar outlets with their main object of getting product A to store B in the shortest possible time and at the lowest possible cost. Look at them as a kind of UPS or FedEx of the book business. On the other hand, book distributors represent the interests and activities of book publishers. Instead of hiring your own sales and marketing personnel and running your own shipping, storage and returns processing warehouse, you would outsource all of these activities to a book distributor who focuses on these activities on your behalf. Unless, you are doing over \$5,000,000 in book sales, you should seriously consider the book distributor option. It may actually cost less and at the same time provide marketplace clout because the distributor represents many publishers to the marketplace.

The Cover Story – George Foster

(George Foster has designed the covers for more than a thousand books and is contributing author to "1001 Ways to Market Your Books". Contact him at www.fostercovers.com)

Richard Rohr is a bestselling author and Crossroad Publishing wanted his new book to look important, not necessarily pretty. I wanted it to look naked. The stark white, the gray type, the open space all make that happen while giving emphasis to the all-knowing eye. Gray lines radiate from the eye, giving more emphasis and tying the cover elements together. It was the publisher's fastest-selling book the season they released it, and is still very strong. And naked.



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.)

The concept of fair use should not be confused with the concept of public domain. When a work is in the public domain it has no copyright protection. Therefore, the public—rather than a particular individual or entity—owns the work.

A work might be in the public domain for one of four reasons:

1. The term of copyright protection has expired
2. The owner failed to fulfill a requirement and lost copyright protection
3. The work was created by the U.S. Government
4. The owner dedicated the work to the public domain

As a rule of thumb, registered works created before 1923 are now in the public domain.

Marcella's Magic

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

An effective promotion technique for authors is networking with their friends and acquaintances in the area in which they are writing. If it's mystery, or romance, or poetry, they are probably part of a mystery writers association, local romance writers collective or part of a local poetry club that shares and talks to each other. It's always who you know, and the next 6 people they know, and the next 6 people they know.

The Book Shepherd

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

Niche Books and Niche Publishing Create Bankable Results ... When an author says her book is for everybody, she needs a reality check. It's not. The more you niche yourself, the bigger the market becomes. Become the big fish in the pond vs. the little fish in the very big pond. Find the need of a group, a cause, a hobby, industry (etc.), and fill it. Build on it with research, studies, articles, speaking, and visibility. In the end, you become the "go-to" person.

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.)

The Secrets to Running a Successful Facebook Group. Creating your own Facebook Group is a great way to network with people who share your interests, but you need to be active in the group for it to be effective. Promote the group through your Facebook profile, Twitter, your blog and ezine, your email signature and anywhere else you can think of. Welcome each new member on the Wall and comment on the posts people make there. Start discussions and encourage others to participate. Ask them to post photos and videos.

The most powerful feature of Facebook Groups is the ability to send Direct Messages to the group members. These messages are delivered to the members' In Box, not their News Feed. Send a message one to four times a month, offer tips and resources or highlighting discussions taking place on the Group page. Offer a special benefit to the group members like a free downloadable report or a free chapter from a book.

You're On The Air

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

Speak English and not jargon; one of the problems many people have is they're so into the details of the subject at hand they expect everybody to know the shorthand. If you're in the business you know what they are, but most of us don't.

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>)

While the major mail-order catalogs drive a hard bargain – requiring as much as a 60 to 70% discount – they can move a lot of books. Not only that, but the exposure they give your books to their customers will often result in spillover sales through bookstores. Where else could you find outlets that are willing to pay you so they can advertise your books to as many as five million people?

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)

Most writers self-edit as they write. They decide which words to use and the order in which they will use them. Writers continue to edit as they build sentences, paragraphs, sections, and chapters. “Experienced writers have usually learned the craft. So they have a stronger self-editing element in their writing,” Katherine Ramsland observes. “They have learned to map out their words and sentences as they write, where it’s a struggle for beginners or people who don’t write regularly. Writers who write regularly—every day—have a stronger sense of structure, rhythm and grammar; so much of the editing process is built in by their experience. Experienced writers have the basics deeply ingrained, it’s in them, it’s a body memory, so they don’t have to be so conscious of it, because they do it automatically.”

When Dr. Brenda Shoshanna writes, she includes items that she hadn’t originally planned to include. She moves straight through, from chapter to chapter, without heavily editing or revising and concentrates on getting ideas and information out. She doesn’t go back and edit until she’s completed an entire first draft, because she believes that writing and editing call upon different parts of her brain.

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:

Test, test, test. Once you have identified a keyword or string of keywords, test these words by creating articles or press releases using these terms. You’ll be able to see quickly how well your words are working.

The Very Idea

(Editorial by Brian Jud)

When you sell books to retail buyers, they sell typically your book as it is. But when you sell books to non-retail buyers -- such as those in corporations -- they use your book as a marketing tool. Their objective is not to sell your book, but to use your information to increase their sales, improve their image or help their employees. They may use your book as a premium, ad specialty, gift, self-liquidator, prize or a way to motivate or train employees. In order to reach their objective they may want to customize your book to suit their purpose. Customization may be as simple as adding their logo on the cover. Or, it may entail re-purposing your content in a different form -- perhaps as booklet, DVD or other format. The point is that when selling to corporate buyers first ask what they need. Then you find a way to provide your content in a way that meets their objectives. If you can do that, you are well along the path to making a sale. If the shoe fits, they’ll wear it.



Marketing to Non-Bookstore Buyers

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

Every year millions of people visit thousands of museums, zoos and national parks, most of which have a gift shop in which books could be sold. If you can help these gift-shop operators educate and entertain their guests, you can sell a lot of books. Since they are usually sold on a non-returnable basis with discounts averaging 55%, you can sell them profitably, too.

The book buyer at Event Network, Inc., says, "We promote education in our stores." She works with the store managers to extend the experience of their guests. To be successful in this market you must carry the same mindset. Profits really are secondary to fulfilling the mission of the venue, and that is to educate the guests and make their experience pleasurable and informative.

Booklet Ideas – Paulette Ensign

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

Present all your products as being available both in online and offline formats. Some people will want only one or the other, while some people will want both. Since products start as downloadable versions when you are developing them, that's the easiest place to begin.

ACTION: What PDFs and MP3s do you already have on your hard drive?

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)

Select the top three public relations accomplishments you'd like to highlight in networking situations, introductions, and professional bios. For example, mention the most prominent publications where you've been quoted or placed articles and the most popular shows you've appeared on.

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
rbartlett@aol.com)

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 Planning

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

When your book is finally published, the *real* work of beginning and sustaining its momentum begins. However, the entire process is more rewarding and productive if it begins in advance, building steadily upon a strong foundation of strategic planning and effort.

Marketing Strategy

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

Addressing a competitive difference of value, need or access is not sufficient to set you apart from your competitors. Use branding to convey reinforce positive beliefs about your book's attributes and to communicate an experience, feelings, associations and/or memories.

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)

Save time by customizing the toolbar of your web browser. One of the easiest ways you can increase your productivity is to improve access to the websites you frequently update by customizing your Internet browser. Most recent browsers allow you to add or customize their toolbars. This allows you point and click access to the sites where you frequently add new content or edit existing content. For example, here are the links I have added to my web browser:

Blog log-in. I can go directly to my WordPress log-in page, which makes it easier to get started adding new posts and approving comments.

Google Calendar. This is a great timesaver, as I access it several times a day from both home and office.

EzineArticles. I have committed to writing 100 articles in 100 days. I typically start articles and save them as drafts early in the day, then return later to complete them. I also frequently return to check my readership statistics.

Website log-in pages. Several times a day I update content at Published & Profitable and at www.designtosellonline.com.

In most cases, you begin in the View menu where you locate the commands necessary to add and edit the Links Toolbar. Each browser, however, has its own nomenclature, however, so you may want to access the Help menu, too.

When adding new URLs to your Links Toolbar, edit them to the bone. You only need a "shorthand" word or two to describe the URL link, not the full page title.

Guest Columnist – Patricia Fry

(Patricia Fry is the Executive Director of SPAWN (Small Publishers, Artists and Writers Network) www.spawn.org. She is the author of 31 books, including "The Right Way to Write, Publish and Sell Your Book" and her latest, "Catscapades, True Cat Tales," www.matilijapress.com.)

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Helpful Website of the Week

Blogs — Freelance Writing Jobs

<http://www.freelancewritinggigs.com>

Freelance Writing Jobs began as a way to help writers, especially work-at-home moms, find paying work. This site offers free info on places to find freelance writing and blogging jobs, especially those that pay well. The lists are updated weekly, and there are tips on how to market yourself as a freelance writer and how to tell if you're spreading yourself too thin. Most if not all the content is free.



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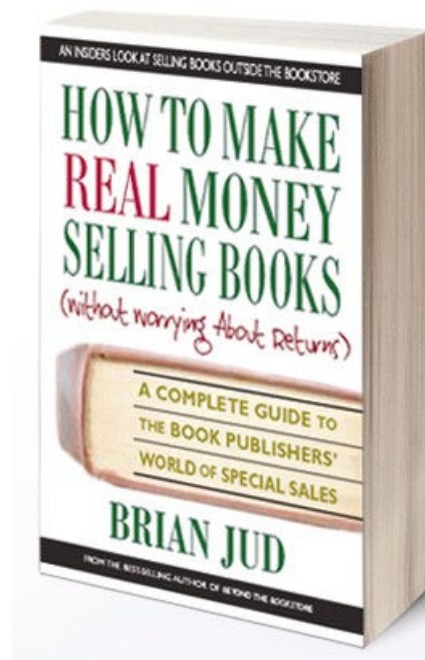
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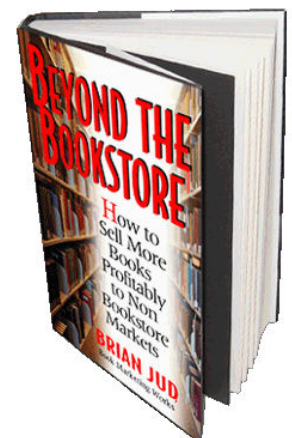
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Contact Information for Brian Jud

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

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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>