

Here is your March 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. Please pass this information along to people you feel may benefit by it.

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 5, Number 197 March 8, 2010

**Do you want to sell more books to non-bookstore buyers? Join our commission-only special-sales program.**

**New inquiries from the reps as of 3/5/2010**

**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**

<u>Title</u>	<u>Quantity</u>
<i>Working as One</i>	700
<i>Keep Swinging</i>	800
<i>Staying Healthy, Living Longer</i>	1100
<i>Let Us Share</i>	450

## **Do you have a children's book? Get a personal consultation on selling it to special-sales buyers**

During this webinar we will personally consult on four children's titles and create a custom sales plan for each -- live. You can join the webinar and listen to this creative marketing session (\$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.

**March 16, 2010 6:00 – 7:00 pm Eastern time**

**[Get more information](#) at**

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

Sign up at <https://www1.gotomeeting.com/register/624904417>

## **Free Webinars in March -- by Brian Jud**

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

### **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**

Sign up at <https://www1.gotomeeting.com/register/860990985>

### **How to find more leads for people who can buy 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.

**March 25 6:00 – 7:30 pm Eastern Time**

Sign up at <https://www1.gotomeeting.com/register/879654873>

# Spend A Day With the Masters of Book Marketing

## Judith Briles • Brian Jud • Dan Poynter

One information-packed day with a follow-up webinar a month later. Interact with like-minded people who are willing to invest in their futures – you will be among the *cream of the crop* of independent publishers, people willing to share information for mutual support

### Save these dates

April 24 in Philadelphia • July 24 in Newark (NJ) • July 31 in Dallas • August 21 in Denver  
• November 6 in Chicago • November 13 in Phoenix

For more information contact [BrianJud@BookMarketing.com](mailto:BrianJud@BookMarketing.com)

### 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) )

Is it important to meet a certain deadline for publishing your book? The answer is, yes, sometimes it is important to get a book into the marketplace to coincide with a particular event. For example, a Christmas book must be in bookstores sometime in October at the latest. Or a gift book for graduation should be out there by April. There are many examples where timing is critical for a proper launch of your title. But in reality, most titles do not tie into a specific date or season and therefore another consideration must come into play: It is far more important that you get the book right than getting it out. Trust me, the world is not breathlessly waiting for the next title to be launched. (unless, of course, you are the author of the next Harry Potter). So I would council a "deliberate" approach to bringing your title to market. Get everything lined up that you can line up, and then keep pushing. Remember, you are only half way home when you get to publication date.

### 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>)

**Newsgroups.** Take part in newsgroups related to your book's subject. Answer questions and become known as an expert on your subject. For a list of newsgroups, see Groups at <http://www.excite.com>  
<http://www.YahooGroups.com> and <http://www.deja.com>

### You're On The Air

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

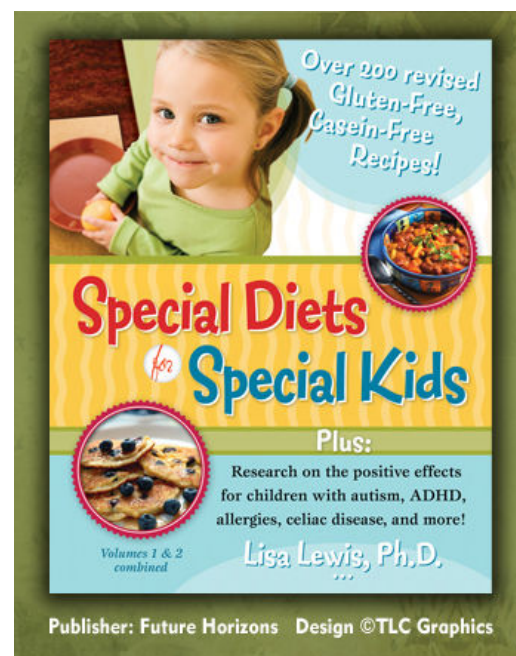
If you are part of a panel discussion, you have three tools to use. Tool number one, jump into the conversation. Tool number two, always get back to the main point, your point, of the conversation. And tool number three is don't lose any chances to add your wealth of knowledge.

## 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))

Does it really matter if your book cover designer knows anything about the book's subject matter? The simple answer is, "yes and no." In most cases, a good designer can create wonderful, saleable designs armed with back cover copy, a synopsis, your marketing plan, and a little background on the topic. If however, you do find a designer who knows something about your subject matter, it can be a big bonus to get his or her added insight.

In the case of "Special Diets for Special Kids," the publisher and author wanted to emphasize healthy foods, staying away from less nutritious kids' staples like cupcakes, pizza, and the like. As a person actually on this diet, I know that anyone with these restrictions simply wants assurance that they can still eat many of the foods they loved pre-diagnosis. Not showing this on the cover could turn potential readers away, giving them the impression it's all about boring health food that their already picky kids won't want to eat. By using photos that show a nice compromise between healthy and familiarity, this cover is attractive to kids and parents and invokes a "can-do" attitude.



## 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.)

**How Can I Get Permission to Use Copyrighted Materials in my Book?** To acquire permission from a copyright owner to use his or her copyrighted work in, for instance, your manuscript, you should submit a permissions request, preferably in writing. Hunting down permission to use a quote a couple of months before you go to print is always a bad idea. The ultimate decision about if and when to seek permission often boils down to a matter of business as well as legality.

## Marcella's Magic

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

When you go on tour, meet store managers and other people. Build relationships over time. Then when you come out with your next book say, "I've got my new book out. Will you talk to me?" And they do.

## The Book Shepherd

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

**The Real Cost of Publishing** ... crunch your numbers in the beginning and throughout your publishing process. Are you publishing for hobby purposes or is your game plan to make money? Know the cost of creating the product to get you there. Hobbyists lean toward to POD models—less money, time, and commitment. Those who are planning on building a business or seriously add to and expand the one they have, will be thinking along the independent and traditional models. Whichever you choose, know the costs—time, energy, money.

## 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.)

**Do You Make This Social Networking Mistake?** About 90% of the network friend requests that I receive have no introduction at all, and most of the others have generic notes like "let's be friends." The trouble is, I don't know who most of these people are. Don't make this mistake when you send friend invitations. Be sure to introduce yourself—tell the other person who you are and why you want to connect. What interests do you share in common? If you know something specific about the person, say so. On most networks, you can click the "add a personal message" button in the "add as a friend" box, and type in a personalized greeting.

## 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>)

Offer free excerpts of parts of your book to any magazine or newsletter that expresses an interest (or to those that reach your target audience). Stipulate that they may reprint the excerpt free as long as they provide a statement at the end of the article describing how the book may be ordered. That statement should include the title and author of the book, the name and address of your company, and the price of the book, plus any other appropriate ordering instructions.

## 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))

The purpose of books is to communicate, and the purpose of nonfiction books is to convey knowledge, insights, and understandings to others. It's an exchange that involves two parties: writers and readers. Without interested readers, writing a book can be less satisfying and may even be an empty exercise with few rewards.

## 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))

What you think of your book is not nearly as important as what your prospects think of your book – if they think of it at all.

## 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))

The quest to reach your objectives can be accomplished through strategic thinking, the process of creating new approaches to implementing your marketing plan and matching them to your skills, resources and changing market opportunities.

## The Very Idea (Editorial by Brian Jud)



You can sell more books during events at stores if you do certain things properly. First, perform an *event*, not just a *signing*. Create a *show* on some topic of importance or interest to consumers. People will come because it will benefit them in some way, not just to buy your book.

Second, plan and promote your event in advance. Meet with the store managers to plan the location of your event – in a high-traffic area for a signing, or a more secluded area for your presentation. Describe to them the promotion you will do to get more people to attend, and ask what promotion they will do. Give them bag stuffers and bookmarks to hand out prior to your performance. Give them a counter or window display including an enlarged book-cover image. Conduct TV and radio shows to stimulate awareness. Invite your friends to attend. Send a press release to local papers, especially the newspaper editor for the local calendar section. Have a place on your website listing your upcoming performances. Announce your attempt to break an established record (if that is the case). Tell how you will dress up as or act out your characters if yours is fiction. Create buzz around your event and get people excited about coming to see you.

Your performance during the event will impact your sales. Be engaging and friendly. Don't sit with your hand on your chin looking forlorn. Be friendly. Stand up and smile. Have fun.

Learn how to sell more books during personal presentations in my free webinar on Thursday, March 18, 6:00 – 7:30 pm Eastern; Sign up at <https://www1.gotomeeting.com/register/860990985>

## 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))

**Control speed and emotions.** Even when you have prepared and rehearsed, it is likely you will get a good case of nerves before a big or important presentation. The trick is not to let it throw you. You may not know it, but your buyer or audience is almost always rooting for you to succeed. They can see that you are trying and will usually overlook simple mistakes as long as you keep the ball rolling and don't fall apart. So, don't apologize for gaffs...just keep on talking.



## Marketing to Non-Bookstore Buyers

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

**Think outside “the box.”** Getting into the big box and club stores (Sam’s, Costco, Wal-Mart, K-Mart, Target, etc) is for some the Holy Grail of special-sales marketing. Independent publishers imagine quick, national celebrity as tens of thousand of their books fly off the shelves and tables of these outlets. However, there are several reasons why sales to this segment may not be the place to start your non-bookstore marketing.

In order to sell tens of thousands of books in retail outlets, you first must get them in the stores. This means you have to arrange distribution, and then print tens of thousands of books. And since they are returnable, some outlets may require you to maintain an escrow in the amount of potential returns. Others require expensive product-liability insurance coverage. If buyers agree to put your book into a *planogram* for their stores then you are expected to keep enough books in stock, ready to ship, during the promotion month(s). For example, they may order 10,000 copies to be shipped immediately and expect you to be able to provide 10,000 more on demand. In this case you would have to print 20,000 books and warehouse 10,000. If your books do not sell through and are returned, you could be left with 20,000 copies on your hands. Those facts can place significant pressure on your finances and cash flow.

## 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>)

If you’re wondering who’s Twittering about you wonder no longer, TweetBeep <http://tweetbeep.com> is a service that will alert you anytime your name, book title, product, or company is mentioned or Tweeted about!

## 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>)

Develop a series of booklets based on a concept each month that can be an in-house training tool by your buyers. It can also be a marketing tool for your practice if you deliver training or speaking services. Present it on a subscription basis for ease of purchase for your buyers and steady revenue for you.

**ACTION:** Explore what topics in your expertise lend themselves to sequential presentation.

## 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))

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.

## 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))

**Create a way to track and display your writing progress.** One of the best ways you can maintain your enthusiasm for writing your book is to create a way to track and display your writing progress.

Each time you complete a chapter, or a section of a chapter, and you cross it off your list, you'll enjoy a great feeling of satisfaction. Your feeling of satisfaction will motivate you to repeat the progress the next day.

Options for tracking and displaying your progress include creating a weekly task list for the topics you want to complete, printing out the list, and hanging it on the wall behind your computer where you can frequently glance at it. If you're using a mind mapping software program like Mindjet, you can add a Task Icon indicating completion to the topic or you can change the background color of the topic to indicate completion.

Another popular way of tracking and displaying your writing progress on your book involves printing your daily output on 3-hole paper, and storing them in a 3-ring binder. The thicker the binder gets, the more satisfaction you'll get as you review your work. What's your favorite way to track and display your writing progress?

## Guest Columnist – Patricia Fry

(Patricia Fry is the Executive Director of SPAWN (Small Publishers, Artists and Writers Network) [www.spawn.org](http://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](http://www.matilijapress.com).)

Here is an essential tip to remember in structuring your online campaign: Utilize a resource to seek out contact information. Keep your e-mail introductory letter brief with a short statement of who you are and what you have to offer. Include a sample article in the body of the email. Offer topic suggestions for future articles. Don't offer testimonials at this point. If you have given previous credentials and good content, that is what they will notice. They will then refer to your site, which if formatted properly with content and not commercial products and services, will motivate them to work with you.

## Helpful Website of the Week

### Poetry — Poetry

<http://www.loc.gov/poetry/>

Did you know that the Library of Congress, the country's oldest federal cultural institution and the research arm of Congress, also has a wonderful poetry site? Aside from being the largest library in the world, with millions of books, recordings, photographs, maps and manuscripts, the Library of Congress has a wonderful poetry site with mostly free information on prizes, fellowships, news and events.





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

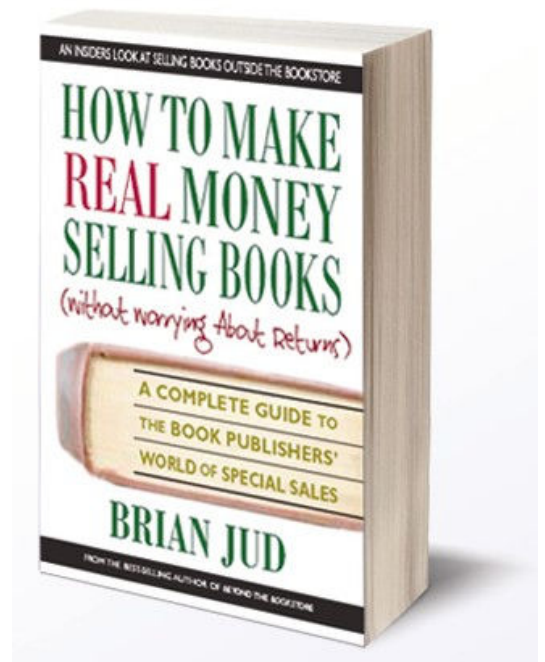
### Sell more books, more profitably to non-bookstore buyers

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.](#)

### Discounted Display Opportunity with FPA at the Florida Library Association

The Florida Publishers Association is offering display of books/catalogs/products in its well-attended booth (#216) at the Florida Library Association's Annual Conference & Exhibition April 7-9 in Orlando. More than 600 public, academic, school and specialty librarians are expected to attend. To receive a brochure with display details, including a sales flyer checklist, email Betsy Lampe at [FPAbooks@aol.com](mailto:FPAbooks@aol.com). Deadline for receipt of display materials is Wednesday, March 31.



**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](http://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](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>)

**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](http://www.bookmarketingworks.com/mktgmattersnews)

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