

Here is your March 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 Maryglenn McCombs.

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

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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 6, Number 198 March 22, 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
For the week ending of 3/19/2010**

<u>Title</u>	<u>Quantity</u>
<i>What makes a Strong Woman</i>	500
<i>Daughter-in-Law Rules</i>	500
Misc. Medical Titles	200,000

Last month we had almost 2000 hits on the ESP custom search engine, available only to promotional-products sales reps that are ASI members. That is up from 45 monthly hits when we first started one year ago. We are the largest supplier of books to the promotional-products industry.

FOR FICTION WRITERS ONLY: Personal Consulting for \$49.95

Do you want to sell more fiction books? During this webinar Brian and Guy will personally consult on several fiction titles and create a custom special-sales plan for each – for \$49.95. 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. Each paid participant will receive a recording of the consulting sessions.

April 13, 6:00 – 7:30 pm Eastern time

Sign up at <https://www1.gotomeeting.com/register/546595689>

Upcoming Free Webinars -- by Brian Jud

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

How to find more leads for people who can buy your books (March 25)

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>

How to sell more books to *all* retail buyers (April 15)

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, April 15 6:00 – 7:00 pm Eastern Time

Sign up at <https://www1.gotomeeting.com/register/346224400>

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One Day With the Masters of Book Marketing

Judith Briles • Brian Jud • Dan Poynter

Save these dates

**July 24 in Philadelphia • July 31 in Dallas • August 21 in Denver • November 6 in Chicago
• November 13 in Phoenix**

Notes From the Front Lines

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

Why does the book jacket matter? The obvious answer is that it is the best and cheapest advertising vehicle you will have for your book. But the obvious answer is not the right answer. Here I am thinking about the competitive factor. Does a good book jacket help get the book into bookstores initially? The answer is a definitive yes. The reason is clear to those who sell everyday because we get to see the stacks and stacks of book jackets sitting on the buyer's desk ready to be accepted or rejected. The problem is that your book is in the same stack as the Random House title or the Putnam or Harper Collins title, all professionally produced. If your cover design does not measure up to the best, then the likelihood of that title ending up in the rejection heap increases dramatically. So you need to have a good designer and you often have to get them to produce more than one design concept; and you need to talk to your distributor's sales people early in the process so that mistakes are minimized.

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>)

When you write a manuscript, you are creating a Work. The Work may be published in several different formats (editions): hardcover, softcover, audiotape, eBook, magazine condensation, newspaper serialization, movie, translations, etc. These are called "subsidiary rights".

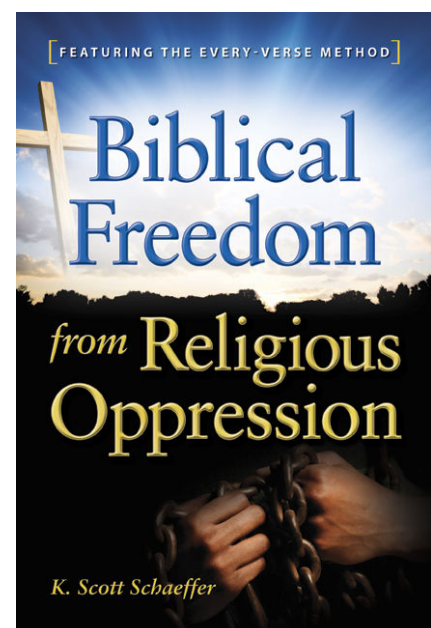
By having your book translated into other languages, more people will benefit from your message, you will gain a new profit center and the sale counts as an "endorsement". In book publishing, success breeds success. The more you sell, the more you sell. Part of your sales package is a list of the subsidiary rights you have sold. Publishers would sell more foreign rights if they just took the time to let international publishers know of their books.

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)

Biblical Freedom from Religious Oppression:

This cover needed to be uplifting yet convey the oppression imposed by some religions. Due to the Christian subject matter of the book, the symbol of the cross was a used in opposition to the hands bound in chains. By using a dark bottom to the cover, it made the light areas on top feel brighter in comparison. Adding a bevel and stroke to the title type gave it the needed depth so that the cover did not appear flat and one-dimensional.



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

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

What Laws Should I Be Aware of if I write about real people and events? Three of the more important legal considerations that nonfiction writers should be familiar with are libel, and the rights of privacy and publicity.

Libel: Libel is the written form of defamation. Defamation has been defined as any written or oral statement that injures a third party's reputation. The oral form of defamation is known as slander.

Right of Privacy: *The American Heritage Dictionary* defines the right of privacy as “the quality or condition of being secluded from the presence or view of others.” More simply put, it is the right to be left alone. The three generally recognized invasions of privacy are intrusion, unreasonable publicity, and false light. So, you might ask, when is it OK to discuss intimate facts? Writers are usually permitted to discuss facts that are generally known to the public (even a small circle of people) or facts that are considered newsworthy. But here's a general list of materials that are considered off limits without permission: private letters and e-mail (both of which are also covered by copyright, with ownership held by the writer), information about sexual proclivities or sexual history, financial or medical information, and probably information about other private matters.

Right of Publicity: The right of publicity is a person's state-law governed exclusive right to use, and to prevent the unauthorized use of, his or her name, likeness or other aspect of his or her persona (collectively referred to as persona) for commercial gain. The definition of “persona” goes beyond a person's image and can include words or sounds that are intended to remind the audience of the person, a look-alike, a nickname or phrase commonly associated with the person (like “the Donald” and “You're Fired!” for Donald Trump), and even a person's former name. Therefore, the potential for a right-of-publicity claim exists any time you use someone's persona (or even an imitation of it) in your book, article, or other literary or artistic work. But there are two main exceptions: incidental or artistic use and newsworthiness.

Marcella's Magic

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

Successful touring demands a long-term perspective. Rarely will you make a profit on your first tour since you will be creating awareness and a reputation leading to future sales. You must view your expenditures as an investment in your next book.

Your book may not be right for touring, and it is probably not right for every radio and television show. Consequently, you will be rejected often. A resilient personality will help you bounce back, but continued rejection can still take its toll on your resolve. Your persistence and confidence cannot waver to the point you begin to question your worth. It is best to use every rejection as a learning experience and apply your lessons to your next venture.

Marketing to Non-Bookstore Buyers

(Excerpted from *How to Make Real Money Selling Books* by Brian Jud

<http://www.bookmarketing.com>)

Make your proposal to catalog buyers stand out from the others. Demonstrate how your book will actually look in their catalogs by pasting a copy of its cover on one of the pages in the catalog -- the page on which you think your book is best suited. Send this page with your proposal.

The Book Shepherd

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

Snobbery Shouldn't Be a Factor in Your Publishing Decision ... ahhhh, the old days, when NY came courting up and coming authors; advances were common; authors were groomed and nurtured in the process; media tours were set up; your editor was your advocate; and you were looked up to when you told others you had an agent.

Times have changed—today's author has to be prepared to work their butt off to get his book noticed by the media, the public, you name it; they often are disconnected from the editor who "acquired" the book and the one that does the editing; and advances have shrunk, even disappeared (many authors work for far less than minimum wage).

Saying that you are published with a NY house has become a yawn for many—that is unless you got a bunch of money. Most people who buy books really don't care who published it ... what they want to know is—does it solve a problem I have? Is it a terrific read? Does it look like it has quality to the production (vs. falling apart when it opens—one of the major independent bookstores in the country won't carry one of the POD publishers because they literally apart.) and can I get it?

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.)

Increase Your Book's Visibility on Amazon.com. Amazon.com customers typically search for books by author, title, or keyword. Like search engines, Amazon uses several criteria in deciding which products to display in the search results and in what order to display them. Popularity (the number of books already sold on Amazon) and how well the book matches the keywords are major factors.

To capitalize on searches for keywords not contained in your title and subtitle, enter keywords into the Search Tag feature. Near the bottom of the "Tags Customers Associate with This Product" section (about halfway down your book page), type your keywords in the little box and click "Add." You can submit up to ten search terms for your book. If you have additional search terms, ask a colleague to enter some for you.

You're On The Air

(Jim Bohannon, Host of the nationally broadcast *Jim Bohannon Show*)

A good guest is someone who can speak passionately, a person who communicates with the audience.

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 title should be memorable, elicit a strong reaction or response and create immediate interest. A wonderful title doesn't have to clearly communicate what the book is about, although that helps. It does, however, have to attract interest. Without a good title, the brilliance of your concept, writing or format may be lost because no one will be interested or take that extra step to find out what your book is about.

The Very Idea

(Editorial by Brian Jud)

People do not want to buy bound pieces of paper with words printed on them -- they want advice, hope, gain, entertainment, motivation, protection from loss or other forms of emotional satisfaction. For example, when people buy cookbooks, they may actually be purchasing a way to spend time with their families. Communicate that in your promotional pieces and you should end up selling more cookbooks.

In general, you can become more successful at marketing when you stop selling your books and begin selling what your books *do* for the people who read them.



Savvy Self-Promotion

(Penny Sansevieri, author of *From Book to Bestseller*, penny@amarketingexpert.com.

Follow me on Twitter: <http://twitter.com/bookgal>)

After almost two years on Twitter, I've learned a lot of lessons - both in using Twitter to maximize your marketing goals as well as learning how to turn your Twitter tribe into engaged Twitter buyers. The list I've culled here isn't new information, but I tried to present it in such a way that it will show you how to monetize Twitter and maximize it towards your Twitter efforts. Here is Tip #1 (One to follow in each of the next several newsletters):

1) Be helpful first: believe it or not, the first piece of selling isn't to sell, it's to be helpful. As a guide for your market, you should be a "voice," an opinion maker, and also - offer helpful insight, tips, guidance. By being helpful, you will build trust and people buy from someone they trust. Be helpful first, and a salesperson second.

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>)

Book rights can also be sold as the basis for one episode in a dramatic or informative series. Reruns pay about 20% of the fee for the original show. With the proliferation of cable channels, there are many opportunities to sell TV rights to books on all subjects, from history to gardening, from cookbooks to music.

Booklet Ideas – Paulette Ensign

(Paulette is President of Tips Products International, Paulette@tipsbooklets.com

Follow me on Twitter: <http://twitter.com/pauletteensign>)

Offer your booklet at no cost to introduce your services and/or products, or, periodically, to stay in touch with your clients and prospects. This can be in downloadable format or hard copy. It can also be in other formats like audio or a different language.

ACTION: Think about who will appreciate hearing from you, and in what format?

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)

While you don't want to rehash old news, there's no need to rack your brain for a totally new theory or perspective. The best approach is to present your findings, opinions, or topic of expertise in a new light – one that may be close to someone else's, but that catches the reporter or editor's interest. Perhaps you have information that can refute a recent claim or that shows how a current business or societal challenge is affecting the publication's target readership. When you simply put a new spin on a current theory or insight that interests the publication's readers, reporters will want to present your findings.

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)

Tips for soliciting pre-publication quotes from readers and experts. Avoid information overload when soliciting pre-publication quotes from readers and experts.

Instead of sending your entire book manuscript as sample materials, consider a brief statement of purpose, your book's table of contents, and your two best chapters. In your covering e-mail, however, offer to send the entire manuscript -- or as much as is available -- if the recipient wants to see more. Some individuals will take you up on your offer, but many more will be pleased to receive fewer sample chapters.

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)

If you can't get a large order, get a regional trial. OK, so the buyer isn't going to take the risk on a large national laydown, but you still have confidence that your book is the best on the market and if the buyer will simply try a "regional test," you are confident that the book will sell through. Then he will want to come back for the big national order. Now is the time to offer an additional incentive, if possible, such as "free freight" to encourage the buyer and lessen the new book buying risk.

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)

Planning occurs at three levels: the company, the product and the title. Planning starts at the company level and all subsequent plans and actions reflect the direction set there. Strategy at the company level addresses topics such as your long-term vision, mission, purpose, and whether optimum growth will be supported internally or through acquisitions. The titles you publish, the markets in which you choose to play and the strategies you deploy all resonate from your initial decisions.

Marketing Strategy

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

Move from a book-centric to promise-centric business model to attract and keep customers, improve relations with channel members, and better focus your resources. You can build your business more quickly by selling *solutions* than by selling books.

Guest Columnist – Maryglenn McCombs

(Maryglenn is an independent book promotions specialist based in Nashville; www.maryglenn.com or email: maryglenn@maryglenn.com)

Write your own buzz. Offer to contribute articles to magazines, journals and newsletters. Write an article about an issue you cover in your book, offer an excerpt, or submit tips or insights. Many magazine and journal editors are thrilled to have contributors and will run book mentions and even ordering information in exchange for a contributed article.

Helpful Website of the Week – Adele M. Annesi

(Adele is a freelance writer and an editor with a high-tech analysis firm in Stamford, CT and may be reached at a.annesi@sbcglobal.net)

Writing (Children's) — SmartWriters.com <http://www.smartwriters.com>

SmartWriters.com is designed by writers for writers and by educators for educators. The site provides professional children's writers with information about the business of writing and offers tools for writers in this genre, including a directory of children's book publishers and paying magazine markets. It also gives librarians and teachers a directory of children's authors and illustrators who are available for visits, signings and public appearances. Go here for more information on how you can promote your work.



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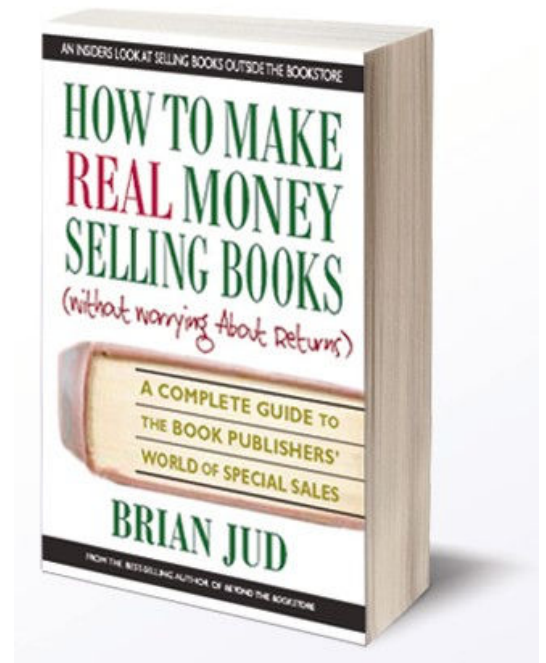
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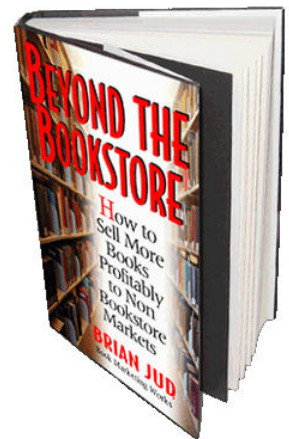
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Check out the Writers and Publishers Bookstore and give your favorite books a “Thumbs Up Rating.” Discover and rate the best books on writing, publishing and marketing (<http://www.bookmarketingworks.com/bookstore/bookstore.htm>)

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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>