

Here is your April 5 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, Gail Z. Martin, Judith Briles, Jerry Seltzer, Robin Bartlett, Tonya Evans and Roger C. Parker. The guest columnist in this issue is Patricia Fry.

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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 7, Number 199 April 5, 2010

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

**New inquiries from the reps for the week ending 4/1/2010**

**We sell your books. We pay shipping. All non-returnable.**

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|---------------------------------------|-----------------|
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| <i>No Place Like Home Cookbook</i>    | 200             |
| <i>Obese From the Heart</i>           | 1000            |
| <i>What Makes A Strong Woman</i>      | 500             |

### **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 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>

### **Using product-line extensions and sequels to build your sales**

If you do a great job promoting your book, many of the people in your target market will eventually read it. What do you do next? If you want to continue making money you can write a sequel of your novel or you can extend your product line. Extending your product line means that you investigate new product opportunities and spin-offs. Either of these strategies uses the reputation you have created for yourself to get your readers to buy more from you. Then you create long-term growth and profitability.

**Thursday April 22 6:00 - 7:30 pm Eastern Time**

Sign up at <https://www1.gotomeeting.com/register/685259096>

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## **FOR FICTION ONLY!**

### **Personal Consultation for \$49.95**

Do you want to sell more fiction books? During this webinar Brian Jud and Guy Achtzehn will personally consult on several fiction titles and create a custom special-sales plan for each – for \$49.95. Your book can be one of them! Or, 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.

**Thursday April 13 6:00 - 7:30 pm Eastern Time**

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

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## **Published Authors' Promotion Workshop**

### **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](mailto:ekampmann@aol.com))

Good editors are worth their weight in gold. Have you ever noticed how a tiny speck of dirt can muddy a whole glass of clear water? So it is with small mistakes in an otherwise worthwhile manuscript. Often our human nature allows us to see the big picture, but small errors escape our closest inspection. Why expend enormous energy in creating a book when small mistakes can bring the whole enterprise into question? You need an

experienced partner in the development of your book; another pair of eyes to aid you in making your book as perfect as it possibly can be. Without an experienced and involved editor, it is almost guaranteed that your book will be much less than you hoped for and it might even be hurt in sales, as your credibility will be called into question. You can find many capable freelance editors listed in “Literary Market Place” published by Bowker.

**Editor’s Note:** You can also find a list of copy editors and other suppliers – rated and reviewed by previous clients – at Book Central Station ([www.bookcentralstation.com](http://www.bookcentralstation.com))

## 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>)

Publishers in the United States are very lucky. English is the business language of the world, it is the aviation language, it is the Web language, and it has replaced French as the diplomatic language and German as the scientific language. The market for our original English-language books is quite large. Worldwide, more people speak English as a second language than any other. But given a choice, many people would prefer to read your book in their first language.

Language rights are sold to publishers in other countries. They translate the book, design it, typeset it, have it printed and then plug it into their existing distribution system. You do not want to take on these functions as you do not have ready access to their markets. It is hard to sell books in a distant land.

## The Cover Story – Michele DeFilippo

(1106 Design, LLC, Book and Graphic Design, 610 East Bell Rd., #2-402, Phoenix, AZ 85022-3519, <http://www.1106design.com>)

Two issues were addressed by this cover redesign: A very long title and the publisher's wish to establish this book as the first in a series brand, “Horse Sense and Cents”.

Buyers recognize a book series by repetitive use of design elements, such as color, fonts, and background textures. Here, we chose a rustic-looking wood background texture that can be re-colored lighter or darker depending on the photo.

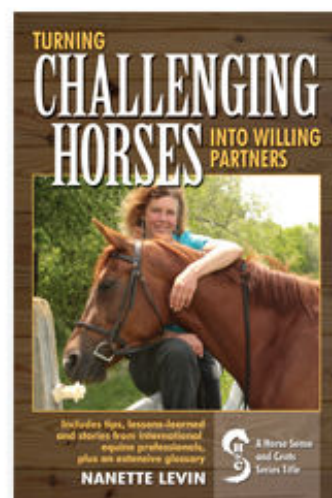
The publisher already had a brand logo, but it's use of the symbol in place of the letter “S” in Sense, severely restricted where and in what size the logo could be used. Instead, we stacked the words beside the symbol. We moved the logo from the top of the cover, where it competed with the title, to the bottom right, where it can remain for all future titles in the series.

To make the title more visible, we enlarged the two most important words, so the prospective buyer immediately understands the content.

We chose a different photo that better depicts the emotion the reader will feel if he/she follows the advice in this book...the joy of owning a now-controllable horse.



Before



After

The cool blue of the woman's shirt clashes with the natural colors in the photo. Instead, we used the warm gold highlights from her sunlit hair and the horse's face for some cover type, which better harmonizes with the wood background.

The previous cover contained too many messages. Less is more on a front cover, so we moved much of the small text to the back cover and placed just one descriptive message under the photo (instead of on top of it) for better legibility.

## 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.)

**Who owns the copyright if I collaborate with someone else on my book?** When two or more writers or other creative people collaborate to create a copyrighted work and intend that their individual contributions be combined into a single interdependent work, by default, all of the contributors share equally in ownership of the copyright. This is true even if the participants contribute different parts to the whole or exert unequal effort (as when a celebrity lends her name to a project but the writer actually creates the manuscript).

Of course, the collaborators can (and should) enter into a written agreement that details specifically who owns what; how much money (if any) each contributor will receive; who is responsible for what; what happens if a collaborator dies becomes disabled, or does not stay with the project to its completion; how the credits will appear; and in what name or names the copyright will be registered. Remember that unless the collaborators agree otherwise, they will all share joint ownership of the copyright.

## Marcella's Magic

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

*You never know. Book selling is a real gamble, but you're in it for the long run; you have to look at it that way. Then you're investing in your career.*

## The Book Shepherd

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

**Publishing Too Soon ...** It's exciting to finally get your book in print—but do it too soon. Is the cover really the right one? Do you have the back copy that pitches its merits just right? Are there still typos and grammar errors? How about interior design—is it everything you wanted or do you need to tweak it when you reprint? Do you have a distributor lined up? Do you plan on how you would sell your books—via the Internet as well as the snail mail format ... or something else? Do you plan on doing any media? How about special sales—any strategy for that market? In other words, have you created a plan for your book, your launch? Without one, it's a choppy road.

## 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>)

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 #2 (One to follow in each of the next several newsletters):

**2) Ask for what you want:** when followers are inundated with messages, you need to ask for what you want. If you want a sale, offer them a special buy-in, offer them something they can't get anywhere else, then offer this in a shorter period of time. Meaning, only make the offer for a day, an hour, or a few days - depending on the sale. This dials into #3 (in next week's issue) but bears repeating anyway.

## 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.)

Gain Visibility With Linked In Answers. I recommend professional networking site LinkedIn for nonfiction authors. One great feature of this site is the ability gain visibility by answering questions posed by anyone on the site (not just your network). When you click the Answers link at the top of the screen, you can see questions posed by people in your network. You can also click on a category to browse all questions on your topic of interest. Also, on your Home Page there is a section called Questions and Answers that lists questions people in your network have answered. Look for questions that you can answer, to build your expert status and attract new contacts.

Nonfiction books have been written on virtually every imaginable subject, in every conceivable format, and by a wide spectrum of totally different authors. The category even includes titles on how to write nonfiction—and fiction.

To some readers, the term *nonfiction* may immediately bring to mind biographies, autobiographies, and memoirs. Others may think of historical, business, technological, and scientific books. They're all correct. The term also embraces how-to, instructional, or entertaining volumes on history, art, philosophy, psychology, health, travel, food, diet, exercise, and nutrition, to name just a few. And let's not forget textbooks, dictionaries, encyclopedias, almanacs, yearbooks, and workbooks, also nonfictional works.

Since the variety of nonfiction books can be so diverse, telling aspiring writers how to tackle nonfiction books is somewhat akin to suggesting how they should raise their children. While a handful of basic rules may exist, they're often obscured by an infinite number of theories, which don't always work. Plus, many terrific books have successfully broken the rules.

## 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))

**No response doesn't necessarily mean "no quote!"** It's important to remember that a lack of response to a request for a quote from a client or subject area expert in your field isn't the same as a "No" response.

A lack of response can mean many things, such as:

- Your e-mail arrived while the recipient was traveling, on vacation, ill, or immersed in the middle of a project.
- The recipient may need additional time to study what you sent so they can respond appropriately.
- The recipient may need a little more information about what you were looking forward to receiving.
- Your e-mail may have been caught in the recipient's spam filter, especially if you don't frequently contact the individual.

Often, a simple follow-up e-mail is enough to rescue a client or pre-publication quote or testimonial. If you fail to receive a response after a few days, a short, simple follow-up e-mail message is appropriate. Your goal is to find out whether or not the recipient received your original e-mail and attachment. You can also ask them if they need any more information or have any questions.

Obviously, no one likes to be pestered or made to feel guilty for not immediately responding to a request for a favor. But, in this age of information overload--an occasional, discrete, follow-up can spell the difference between a great quote or a lost opportunity.

## The Very Idea

(Editorial by Brian Jud)

When making your presentation to a corporate buyer, be aware of how it is being received. Do not memorize your “pitch” and give it without any consideration for how the “catcher” gets it. Read your prospect’s body language throughout your presentation to make sure that what you are saying is received as intended. Be flexible. If you detect confusion or skepticism, clarify any misunderstanding and get back on track. On the other hand, if you detect agreement, give a supporting statement and make a trial close.

Your presentation should match your prospect’s needs. If you continue talking with a memorized pitch, regardless of your prospect’s reaction, you are not likely to close the sale.



### **If you feel that the prospect is thinking:**

"I hear what you are saying but I'm not sure I understand what you mean."

"I hear what you are saying and I'd like to hear a little more about it."

"I hear what you are saying and I understand what you mean. Let's go to a different topic."

"I hear what you are saying, and I don't like what I hear"

"I hear what you are saying, and I like what I hear"

### **Your strategy should be to:**

**Clarify**

**Develop**

**Move on**

**Bring out the objection and resolve it**

**Support; trial close**

## 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>)

A number of U.S. library jobbers and wholesalers also offer export services. Among these is Baker & Taylor. You might want to check with them to see if they would like to participate in any joint promotions of your titles.

## Marketing to Non-Bookstore Buyers

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

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

Use timing to your advantage. Librarians want to appear up to date to their patrons, so they may seek titles related to current events. In fact, there are situations where timing may be the overriding selection criterion.

## Tips for Thrifty Authors – Gail Z. Martin

(Gail Z. Martin, author of *The Thrifty Author's Guide to Launching Your Book* [gail@dreamspinnercommunications.com](mailto:gail@dreamspinnercommunications.com) or [www.GailMartinMarketing.com](http://www.GailMartinMarketing.com))

Your book faces a lot of competition, so marketing is essential. Even the best-designed, best-written book shares bookstore space with tens of thousands of other titles, most of which are just as attractive. As a reader browses down the aisle and sees your book, you want him to think, “I’ve heard of him/her.” Recognizing the name of your book, or the name of the author, makes it more likely that a reader will pick up your book and read the back cover. Marketing is all about creating *name recognition*.

## 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>)

Look at all the reasons you believe you cannot start/complete your booklet, expand your product line, or anything else you put on your development list. Then ask yourself "If I could do that, what would my first step be?" Then do just that one thing. Getting started is frequently the most difficult part, even when you're mid-stream in the process.

**ACTION:** Identify your first step.

## 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))

Authors need a cost-effective way to keep their book in front of their target readers. For many authors, publicity is the key to such recognition and awareness. When done correctly, publicity develops your book's recognition, gives you instant credibility, and ultimately leads to increased sales. And best of all, publicity is absolutely free.

Publicity can come from anywhere and in many different forms. It can be as simple as having a letter published in the editorial column of your local newspaper, or as dynamic as having a front-page article with your name splashed across the headlines. Unfortunately, because of the many myths that shroud the whole concept of publicity, many authors either fail to seek it out, or they approach their publicity efforts with outdated techniques.

## 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))

I once made a presentation in front of 65 senior managers in my organization about a three-minute video commercial I designed. When the time came to play the video the taping equipment wouldn't roll (of course!). I sweated it out for about 30 seconds to see if the hardware would cooperate and when it wouldn't I simply talked my audience step-by-step through the content of the commercial. Of course, it wasn't as good as seeing the real thing, but everyone got the idea and I was able to proceed with my presentation. No one likes presentation glitches, but they do occur; so a powerful presenter needs to expect them, plan for them and be prepared to work around them with a minimum of fuss.

## 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))

A marketing plan is a document that outlines the ways in which your marketing activities will be implemented to reach your company's goals. The plan is typically divided into two sections. The first is descriptive. It sets your mission and objectives and describes the current market situation and lists important issues and opportunities. The second part describes the actions you will take to reach your goals and is comprised of a Strategic Plan (a statement of *what* you are going to do) and a Tactical Plan (which describes *how* you will do it).

## 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 promise of value is essentially a "pull" marketing concept in which demand is driven more by the customers' desire to buy than the sellers' desire to sell.

## 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).)

**Building Rapport With Your Audience Takes Time.** Public speaking is one of the best book promotion activities an author can engage in. But beware. It takes time to win over an audience. For this reason, I try to accept only those engagements where I have at least 45 minutes to speak. The facts are:

- Audience members need time to warm up to you—to sense who you are and determine if they like (and even believe and trust) you or not.
  - You may need time to learn something about the audience.
  - If you intend teaching a rather foreign and even unpopular concept, it may take time to sell the idea. Imagine how difficult it is to sell the idea of writing a book proposal to hopeful authors who just want to write that book and who don't understand the value in writing a book proposal first.
  - You definitely want to have time for Q and A. And if you speak for only 15 minutes, you probably won't get any questions at all. The audience must hear and comprehend your message before formulating any meaningful questions. And that can take time.

Think of your audience as a plot of land that you want to develop into a garden. It takes time to prepare the garden, to plant and germinate a seed and then to sensibly harvest and use the bounty. And it takes time to prepare an audience for the material you want to offer them, to plant and develop your ideas so that they can understand enough about them to make more educated decisions with their projects or in their lives.

## You're On The Air

(Suzi Reynolds, professional media trainer)

*Smile. It brings your face up, your eyes up and even brings your posture up.*

## Helpful Website of the Week – Adele Annesi

(Adele M. Annesi 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](mailto:a.annesi@sbcglobal.net).)

### Poetry

<http://famouspoetsandpoems.com/>

This site is dedicated to poetry, poets and those who read this wonderful genre. The site is free and has some 20,000 poems from more than 500 poets. Poets listed on the site include some of the most well known and loved. It's a great place to get information and ideas. The site also allows you to post your own poems, subject to the terms of the site.





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

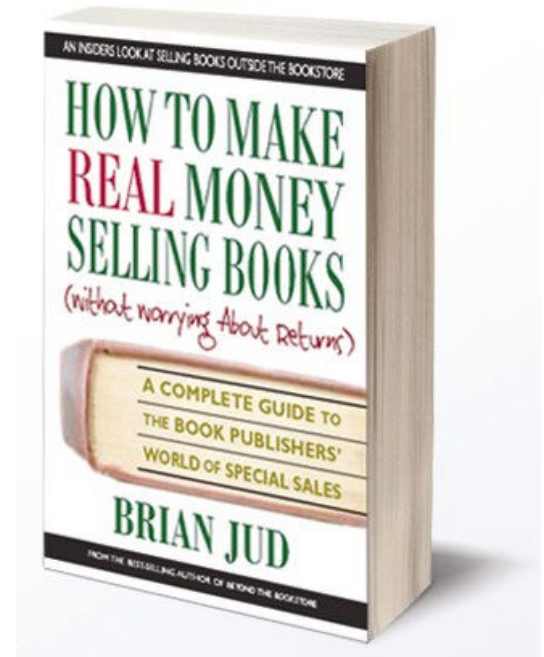
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(For title published in 2009)**

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## Contact Information for Brian Jud

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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>