

Here is your May 31 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 Jill Lublin.

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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 11, Number 203 May 31, 2010

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<i>Are You My Mother</i>	5,000
<i>It's A Disaster</i>	5,000
<i>Women With Balls --</i>	
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Free Webinars in June -- by Brian Jud

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

How to Negotiate Large-Quantity Sales – June 17

If you want to make larger-quantity sales to corporate buyers, you must be ready to deal. This may entail price cuts, customization or special delivery terms. It's not difficult, but you have to know where to give and take. Rarely will buyers accept your initial recommendation, so you must negotiate the final terms and then confirm the order. There are a variety of ways to do that effectively and in a non-threatening manner. And once you get the order for your books, there is still more to do in your post-sale follow up, and this webinar will provide you with all the basics to create a long-term relationship with recurring revenue to you.

Thursday June 17 6:00 - 7:30 pm Eastern Time

Sign up at <https://www1.gotomeeting.com/register/682751977>

Mid-Year Marketing Checkup – June 24

Are you on target to reach your annual goals for sales, revenue or profit? Don't wait until the end of the year to find out if you succeeded. Now is the time to learn if you are on the right path, and heading in the right direction. If you evaluate your relative progress now, you still have time to make any necessary corrections to get back on track. During this webinar Brian Jud will show you how to do that. You don't have a plan? This is your opportunity to set your goals and map your actions for the remainder of the year.

Thursday June 24 6:00 - 7:30 pm Eastern Time

Sign up at <https://www1.gotomeeting.com/register/898436160>

Published Authors' Promotion Workshop

One Day With the Masters of Book Marketing

Judith Briles • Brian Jud • Dan Poynter

Save these dates

July 24 in Newark (NJ) • 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)

Discovering the Best Market for your Title. When we think of marketing and selling our title, we often make the mistake of thinking in the singular rather than the plural tense. When people come to Midpoint Trade Books seeking distribution for their title, we often hear "I must have this book in Barnes & Noble and other book stores." But is this true? Think of the old Broadway shows: did they open on Broadway? Almost never. Instead, they would open in places like New Haven and slowly work their way to the "Great White Way." While on the road, they would continually refine the rough spots, responding to the reaction of audiences with each show. Why? Because this process enabled the producers to reduce the risk of failure. The bigger publishers have usually tested their books because the author has often achieved name-brand status. But smaller publishers do not have the resources to compete directly in this arena. Therefore, they should entertain alternative marketing strategies including developing alternative channels of sales and distribution for their titles. Many books start in "New Haven" and many never get to "Broadway" but some do and the pay off can be tremendous. The point is to start modestly, find your market, build it and the rest will follow.

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>)

I sold the Spanish-language rights to *The Skydiver's Handbook* to a publisher in Madrid. Though only 13% of the skydivers in the U.S. are women, I made the book gender equitable. I show female instructors and competitors. When I received the translation, I noticed the text was completely masculine — the Spaniards took out all the women!

After some reflection (actually snickering), I decided not to object. I realized this Spanish aviation publisher knows its (macho) customer base better than I. Being closer to their buyer, they know what will sell. Contact the publishers' associations in major language groups: Germany, France, Italy, Spain and Japan. See International Literary Marketplace or visit their exhibits at book fairs. Ask them to recommend member-publishers that specialize in your type of books.

Match your book to the international publisher; they are the ones to contact. They know what you are talking about and they know where to sell your book. Wring more value out of your Work by having your book read around the world.

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>)

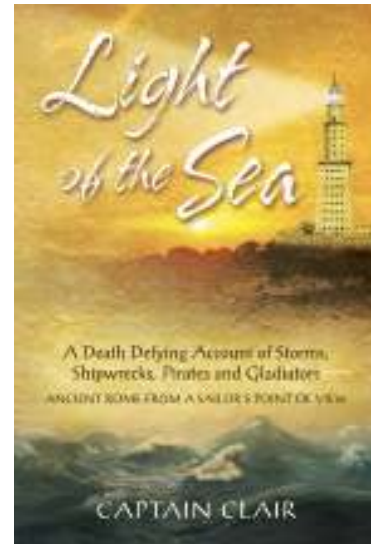
When negotiating for first serial rights, you should consider what price to ask. You don't want to price your book out of the market, but at the same time you want to get a fair price. Here are a few guidelines to use in determining your price:

- 1) The higher the circulation of the periodical, the more it can generally afford to pay.
- 2) How much of your book do they want to excerpt?
- 3) Does the publication want exclusive rights to the entire book or to just part?
- 4) For how long do they want exclusivity?
- 5) Syndication rights should sell for more than first serial rights to one publication.

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)

Historical fiction, this cover had to denote a variety of subjects from the lighthouse at Alexandria to storms and shipwrecks during Roman times. A layering effect was utilized to meld the images over a textured background. The author wanted to focus on the light aspect vs. the darker themes visually. Calligraphic and brush stroke font was used for the title.



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

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

What is intellectual property? Intellectual property is defined loosely as property created with the mind, as distinguished from real property (land) and personal property (laptop).

- **Copyright:** A copyright protects an author's original artistic or literary work, whether published (meaning distributed to the public) or unpublished (not distributed at all or only to a few people). Under copyright law, the term "author" has a special meaning: the creator of an original literary or artistic work.
- **Trademark:** A trademark protects a word, phrase, symbol, or device – the mark – used in business to identify and distinguish one product from another.
- **Service Mark:** A service mark protects a word, phrase, symbol, or device – again, the mark – used in business to identify and distinguish one service from another. The purpose of trademark law is to avoid consumer confusion.
- **Patent:** A patent protects an invention by granting the inventor the exclusive right to exclude others from producing or using the inventor's discovery or invention for a specific period of time.

Marcella's Magic

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

The process for contacting Barnes & Noble for our decision about whether or not we want to distribute the book into our stores is straightforward and simple. All you need to do is send a copy of the finished book to us along with a cover letter letting us know how you're going to promote the title, what you're marketing and publishing plans are, when you plan to publish the book and what your credentials are for writing it.

The Book Shepherd

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

Do you know your breakeven number—the number of books that you need to sell to cover your book production costs? The savvy author tallies up everything from consultants, design, editing, layout, art, illustrations, printing and anything else spent to get his book into the format that is saleable. Take the gross number and divide it by the number of books printed, yielding your true first print per book cost. Any additional printings will be adjusted by costs not repeated (i.e. layout, cover, illustrations, editing, consultants—unless there are tweakings creating additional costs). Next, determine how many books you need to sell to recoup your costs. Whether it's a few hundred books or many, knowing the number of books that you need to "move" is a smart book business move.

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.)

Who Should You Be Marketing Your Books To? Your book marketing plan should include strategies for reaching several different target audiences:

- Readers – people who buy the book to read.
- Purchasers – people who buy the book to give to someone else.
- Influencers – people who communicate with your target customers and can let them know about your book. This includes the media, bloggers and your peers.
- Retailers – companies that buy your book to sell it to consumers.

Editor's note: The category of "Purchasers" could include buyers in corporations, associations, schools and government agencies

You're On The Air

(Suzi Reynolds, professional media trainer)

The more involved your answer, the less involved is your audience. They think, "I can't do all that" and they'll tune you out. Make it sound easy for them.

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)

Keeping track of research materials and organizing them makes projects more efficient and orderly. Since voluminous information can be involved in the writing of a book, many writers need to quickly access all of it, which becomes far easier when that information is housed in specific locations and is well organized. Some writers develop intricate systems for filing and organizing their data. How information is maintained and organized can also be critical because many writers create outlines for their books and chapters directly from their research material, and others write straight from the information in their files.

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)

Marketing planning recognizes that under certain conditions, sales of Title A may be more responsive to a heavy schedule of media performances while direct marketing might be more effective stimulating sales of Title B.

The Very Idea

(Editorial by Brian Jud)

Have you ever felt that you have taken on a little more than you can handle? If so, divide your opportunities into bite-sized portions. Find your “target-market sweet spots” by segmenting your overall market into smaller groups of buyers that you can reach effectively and efficiently.

For example, if you have a children’s book, divide your overall market into groups such as PTOs, home schooling, daycare centers, mom’s groups, zoos, retailers and children’s hospitals. Then persuade buyers in each to purchase for the reasons that are important to them.

Don’t try to sell your book to everybody at once – it’s the pits. Instead, know that you can win big by thinking small. Now, that’s a mouthful.



Marketing to Non-Bookstore Buyers

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

Do you have a gift book? Hallmark purchases books from independent publishers, on a returnable basis with discount ranging from 50% - 70% off the list price. Books priced at approximately \$10 - \$15 sell best, and they become “pricey” as they approach \$20.

Start the Hallmark submission process by contacting the Retail Marketing & Merchandise Manager at booknotes@hallmark.com. Describe your marketing flexibility and the title or line of books you propose. Demonstrate that you know the stores. Note your promotion plans, but in the context of Hallmark’s needs

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

Create Community! Don’t broadcast, communicate. If you want to turn a follower into a buyer, they’ll need to feel like more than just a number on your Twitter-counter. Communicate with your Twitter-peeps and make them feel a part of your community. When someone feels a part of your community, they will be more likely to buy from you. People buy from people they trust. You build that trust factor by not just being a megaphone for information, but by conversing with your community.

Booklet Ideas – Paulette Ensign

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

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

Find ways to promote your booklet that suit you best based on the amount of time you have, your personality style, and the overall resources of money and people to devote on an ongoing basis. Regardless of how much time or money you have available, or how outgoing your personality is or is not, you can find someone to assist you once you research what's out there and apply some creativity to your approach.

ACTION: Use the easiest and most comfortable method for you.

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)

Before a media interview, prepare for the call. Take time for yourself and write down the main points you'd like to cover. Use this as an opportunity to relax, collect your thoughts, and make a few notes on a 3x5 card. Avoid reading scripted responses from a pre-printed sheet. You want to sound natural and honest, plus the interviewer will always be able to tell when you're reading. Also, seek a quiet spot for the interview. If you're at home, turn off the television or radio, and close yourself off in a room without distractions. With a few notes ready and all your distractions put away, you won't struggle through the interview; you'll sound relaxed and confident.

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)

Choose *one sheets* instead of brochures to sell books, products, and services. One sheets are powerful single-page marketing documents you can use to attract invitations to speak and sell your products and services.

The power of one sheets is in their simplicity. They can be quickly prepared, formatted, distributed. Unlike brochures, one sheets can be easily updated. They are easy to produce using word process or page layout program. One sheets are typically distributed as Acrobat PDF files, although they can be printed on desktop printers or commercially duplicated when appropriate. Once you develop a format for your one sheets, it becomes easier and easier to develop additional topics.

* Complete story. Each one sheet should tell a complete story about one of your speaking or workshop topics. Likewise, you should create individual one sheets for different consulting and coaching topics.

* Context. In addition to describing the details of a specific topic, your one sheet should place the topic in the context of your career experiences and publishing background. A few pertinent details are enough to establish your qualifications.

* Formatting. Formatting is important. Your one sheets should project a professional image, based on a restrained use of color and plenty of white space. Headings and subheads should draw your prospect's eyes through your one sheet. Each of your one sheets should project a strong family resemblance

* Testimonials. Quotes from attendees at previous events, or quotes from reader reviews, can reinforce the quality your prospects can expect from you.

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 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 Strategy

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

Not every new-book idea you have will be a winner the first time out of the blocks. Test marketing can be a risk-reduction factor by helping you learn its strengths and weaknesses. The major benefits of this strategy are that test marketing enables more accurate forecasting, makes it more likely that you will have a saleable book, allows you to identify and correct weaknesses, and not waste (or perhaps spend less of) any vital resources

Guest Columnist – Jill Lublin

(Jill Lublin is the author of two national best selling books, *Guerrilla Publicity* and *Networking Magic*. She is a renowned strategist and international speaker. Learn more at www.JillLublin.com)

One of my "Top 10 Get Noticed! Tips:" Be yourself. Build on your assets and your uniqueness because they are really what people want. Clients and customers want you, your special viewpoint or approach; your unique insights or touch, not a weak imitation of someone else. Don't just be a copycat; find your own voice. Get noticed in your own way; in the manner most natural and comfortable to you. Examine the approaches that others have taken and then follow what feels natural for you. Trust yourself and your instincts.

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.)

Magazine Publishers of America
<http://www.magazine.org/home>

Magazine Publishers of America (MPA) is the industry association for consumer magazines.

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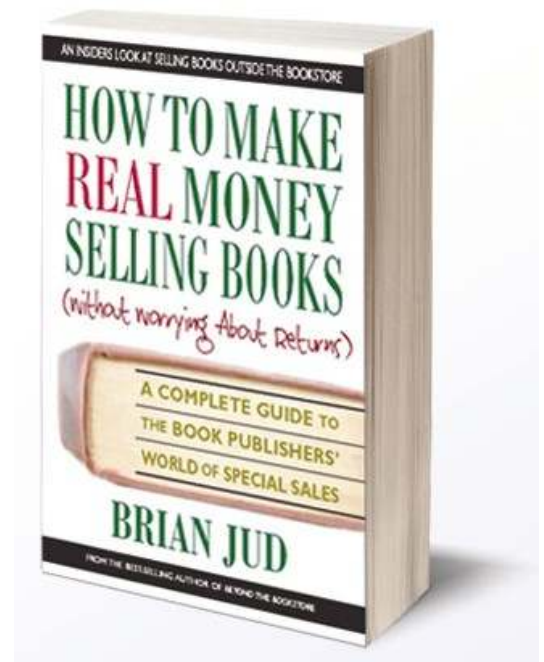
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Check out the Writers and Publishers Bookstore and give your favorite books a “Thumbs Up Rating.” Discover and rate the best books on writing, publishing and marketing
(<http://www.bookmarketingworks.com/bookstore/bookstore.htm>)

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>