

Here is your June 14 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, Robin Bartlett, Tonya Evans and Roger C. Parker. The guest columnist in this issue is Annie Jennings.

My newsletter is sent by subscription only. Please pass this information along to people you feel may benefit by it. If there were any problems with this delivery, please let me know. If you prefer to have this **sent to you as a pdf**, please reply with "pdf" in the subject line or body copy. If you no longer wish to receive this -- or if you received it in error -- please reply with "**Remove**" in the subject line.

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 12, Number 204 June 14, 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.

See what is involved with [selling books in special markets](#)

**New programs for marketing [FICTION](#), [CHILDREN's BOOKS](#) and [REMAINDERS](#).
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**BrianJud@premiumbookcompany.com
Or www.premiumbookcompany.com**

New inquiries from the reps as of 6/11/10

<u>Title</u>	<u>Quantity</u>
<i>Cloudy with a Chance of Meatballs</i>	3,500
<i>The Carrot Principle</i>	1,000
<i>Gift Box Studio</i>	400
<i>365 Easy Chicken Recipes</i>	2,250
<i>Feeling Naked on the First Tee</i>	200
<i>Edison's Frankenstein</i>	600
<i>Succeed in Your Military Career</i>	750

Discover How to Sell More of Your Books as Premiums to Corporate Buyers

The personal consults are sold out, but you can still listen to them.

Businesses – both large and small -- comprise a unique, large, growing and diverse opportunity for selling your books. They use books to increase their profits as they help or educate employees and consumers. This could be for premiums and incentives where your book could be given to promote goods and services, to reward buyers for making the purchase, to motivate employees or serve as a gift to customers. You can have two experienced sales pros give you specific examples of how you can sell thousands of your books to corporate buyers. **Listen in to the four consultations for only \$15.95 and get a link to the recording.**

Tuesday June 15 6:00 - 7:30 pm Eastern Time

Sign up at <https://www1.gotomeeting.com/register/387147177>

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>

An Hour with the Masters of Book Marketing – July 7

Judith Briles, Brian Jud and Dan Poynter will conduct a mini-seminar as a prelude to our upcoming series of one-day seminars around the US. During this one-hour webinar, Judith will give you some tips on how to sell more books and get paid to do it. Brian will tell you how to get more, profitable sales in non-bookstore markets. And Dan will describe opportunities that are emerging as the Book Trade evolves into new forms. Some changes we like and some we fear. Discover what is happening so you can take advantage of the changes rather than be buried by them.

Sign up at <https://www1.gotomeeting.com/register/720807968>

Wednesday, July 7 6:00 – 7:00 pm Eastern Time

Published Authors' Promotion Workshop

One Day With the Masters of Book Marketing

Judith Briles • Brian Jud • Dan Poynter

<http://mastersofbookmarketing.com/>

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)

Pricing Strategies that Work. When we talk about marketing a title, the big question usually is: what should the retail price be? This is where art and commerce collide with countless variables entering into the mix. What is the trim size? Page count? Competition? Unit manufacturing cost? Market? All of these factors must be considered when establishing the retail price. Most of my experience has been in the retail book trade and that is where I want to focus this discussion. In many ways bookstores are the most difficult, expensive and competitive place to try to sell books and, therefore, the publisher must be very aware of the pricing for similar books in the category. This means the publisher needs to take the time to research the competition either by speaking with buyers, visiting the internet or strategizing with its sales team. No one knows whether the retail price will make a decisive difference with the book consumer, but we do know that the buyers at the major book chains are very aware of price and are often very reluctant to commit to a title that is overpriced in terms of the competition. Pricing too high can hurt a book even before it is out of the gate. Also, remember that if a book becomes established and goes into a second, third or fourth printing, it is possible to raise the price on the reprint. This is done quite frequently but only if the book has established a market.

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>)

Many books sent to reviewers in New York are ripped off in the mailroom and sold to bookstores. To the basement denizens of large buildings, packages with books are windfall occasions. But, the used books offered at Amazon, may not be ripped off, may not be review copies and may not even exist.

I sent out just over 100 copies of *The Book Publishing Encyclopedia* in PDF form via email ONLY. Within hours of the book being posted at Amazon.com, some resellers were offering it in the paper edition. The catch?--The paper edition did not exist. It appears the resellers wait for a new title to be posted and then immediately post a used copy for sale. They must figure that if they get an order they will find a copy or order it from LSI/Ingram.

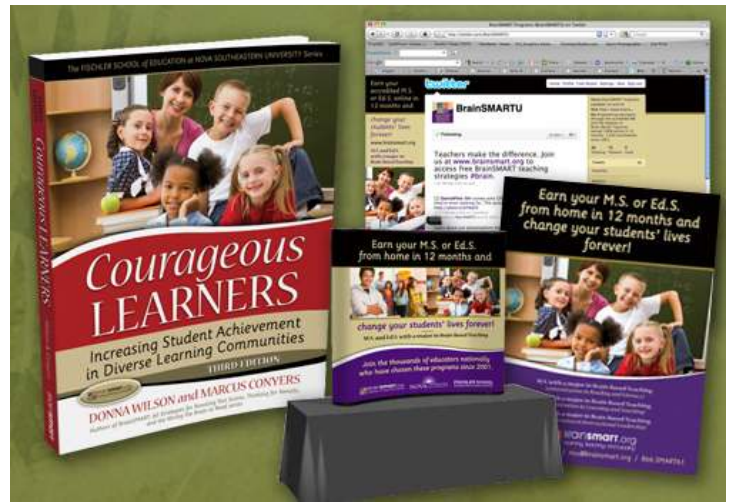
See <http://www.amazon.com/gp/product/1568601271/> . You will note the book is available in softcover, LARGE print and eBook. All are supplied through LightningSource; the printed books are POD. We do not have an inventory. The books are not returnable. If a reseller receives an order, they will have to go to LSI for a copy. This case is interesting because the used copy was offered immediately and the used copy did not exist. Not all the used books offered at Amazon are recycled review copies.

The Cover Story – Tamara Dever

(Owner/Creative Director, TLC Graphics. For more information about book design, please visit www.TLCGraphics.com)

Did you realize that your book cover can establish a brand? The book cover (left) is a complete overhaul of the first in a long-standing series of books used in BrainSMART's teaching degree program. The old series was dated and covers featured drawings of the human brain to emphasize their brain-based focus on teaching. The images were intimidating, boring, and didn't focus on the result of this type of teaching. The new book shows a successful teacher with happy students, dynamic motion with the wavy shapes, well-organized text, and a bold color palette that coordinates with their corporate colors.

Because of the book's success, the company has chosen to use the new design to update their company's marketing materials using the corporate purple instead of the book's red. Together, all of these pieces make a cohesive brand and each one leaves no doubt that it belongs to the rest.



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.)

Terminating Transfers under 203 of The Act: Section 203 of the Copyright Act provides that a transfer or license of copyright (or any right in the bundle of rights) executed by the author (but unlike a pre-1978 transfer not a transfer made by anyone other than the author) on or after January 1, 1978, is subject to termination under the following conditions:

- A single author who executed a grant may terminate it. If the author is deceased, then whoever is entitled to exercise more than one-half of that author's rights may terminate it.
- If two or more authors executed a grant of a joint work, a majority of the authors who executed it may terminate it. If any of the joint authors is dead, his or her termination interest may be exercised by whoever is entitled to exercise more than one-half of that author's interest.

This single, extremely valuable section of the Copyright Act, allowing for the reclaiming of rights by terminating transfers, empowers authors. Note that the statutory termination provision does not apply to works made for hire or to transfers made by will. The termination right also does not apply to rights arising under foreign laws or derivative works. In the case of derivative works (for example, a movie based on a book), termination of the rights to the underlying work (the book) does not prevent the continued display and distribution of the derivative movie. Once the rights are terminated, however, no new derivative works can be created.

Not surprisingly, the rules to exercise the statutory termination right are specific and must be strictly adhered to or the right will be forever lost. In addition, the Copyright Office does not provide printed forms for the use of persons serving notices of termination.

Marcella's Magic

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

Help the store manager create an event around your title. What different kinds of things do you do? Would you be good on a panel? Can you recommend other panel members? What other authors could you bring into the store? Who, and what else do you know?

The Book Shepherd

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

Is there more than one book in you? Why not give a “tease” chapter to your next book at the end of your book? Commonly seen with many of the best-selling authors of fiction, non-fiction authors should take note. Start seeding your next book ... whether it's a continuation, the next book in a series or a new topic.

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.)

Attract Readers with Lists. Looking for ideas for your author blog posts or online articles? Lists are always popular with readers. Here are some ideas to get you started:

7 Ways to . . .

Do You Make These 3 Mistakes in . . .

Top 10 Reasons to . . .

9 Secrets to . . .

7 Tips for Effective . . .

5 Steps to . . .

You're On The Air

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

If you're comfortable with gestures, do gestures. If you're not comfortable with them, don't. But if you want to talk with your hands, talk with them; otherwise, you won't be able to think.

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>)

Identify your likely booklet reader, based on the general or specific interest of your topic. Consider whether your reader population is age, gender, culturally, geographically, or industry specific.

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)

Writers have many options that they can take. Start writing. Set aside time each day to sit down and write, even if it's for only ten or fifteen minutes. Get into the habit of writing regularly, and don't worry about the quality of what you produce. Create a plan, but understand that writing is always subject to change.

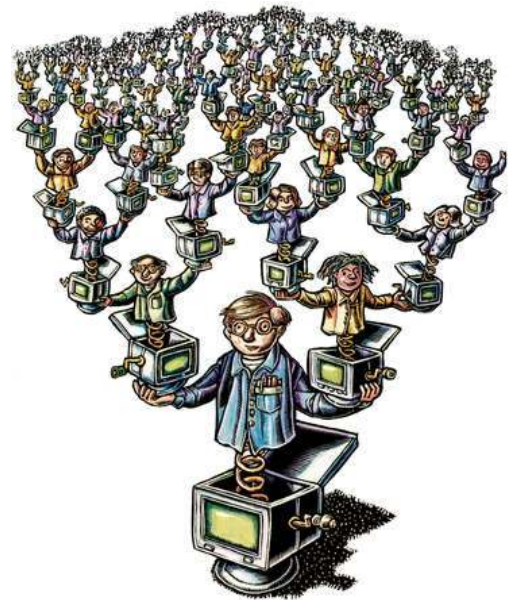
Dig deep to find the actual reasons why you want to write your book because they can influence the choices you make and the direction you chart. Create a step-by-step plan. Think about the best way to get information and understand your topic, how you can find out what you should read and whom you should interview. Assess the competition, learn how you differ, and identify your niche.

The Very Idea

(Editorial by Brian Jud)

Some publishers lament that they have little money to properly promote their titles. If you look at it differently, a healthy budget may actually limit your sales. A 6 min think-outside-the-box video sent to me by Shel Horowitz (<http://bit.ly/bDxFWA>) creatively demonstrates that fact.

Do not frame your problem too tightly. Just try something, experiment and learn from your results. Opportunities may be greater than you ever thought at the beginning. When you think outside the box you never know how many more opportunities you will discover.



Marketing to Non-Bookstore Buyers

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

Go to the websites of your target schools. Many will display course outlines, perhaps including the current textbooks. The websites of some states' Departments of Education provide explanations of the requirements for each grade level. Use this information to tailor the content of your books as well as your sales approach, demonstrating the benefits of your title over their current text. You can also learn some of the industry jargon, such as the use of the terms *beginning readers*, *emergent readers* or *reluctant readers* in the K-12 arena. To find contact info for a school in any state, go to <http://nces.ed.gov/ccd/schoolsearch/>

Thrifty Author – Gail Z. Martin

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

No one in the world cares as much about your book as you do, not even your mother. Your publisher, your agent and the bookstore manager have lots of books and authors to worry about. As much as they may like you and/or your book, their time is shared with other authors and professionals. Your book's future depends on you.

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 the final of my seven tips:

Become a filter. People buy from people they trust, that's point #1. The second piece to this is that people buy from people who seem to be the experts. When you become a filter, i.e. the go-to place for all things related to your topic, you'll build strong, engaged followers who will be inclined to buy from you. Being a filter can take a lot of forms. You might comment on news topics, share interesting blog posts, or tweet on a new book or product review. Again, become the expert in your field and people will view you as such.

The key to selling on Twitter is not to sell per se, but to build trust and community with your followers. It's really not that different from your corner store. Maybe you go there because it's close, but more than likely you go there because you trust them. You know they'll have everything you need and you trust what they have is good, quality product. The same is true online, in fact, even more so. Your followers don't have the luxury of meandering into your "store," so you have to build that trust another way. You build that through engagement, interaction and the quality of information. Build the pathways, build the trust and the sales will follow. But, if you try to capture the dollars before you build your foundation you'll find that your followers will leave you and sales will fall short.

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)

Give Plenty of Information. Many new authors fear giving away *too* much information to reporters. They think that if they say too much, then no one will need to buy their book. But spoiling your book in a few quotes is impossible. In reality, if you don't give away enough information you probably won't get quoted at all. Reporters usually interview at least two or three sources for each article. After a few interviews, if you notice that other experts get several paragraphs while you only get a sentence, or maybe you don't get quoted at all, then you aren't giving the reporter enough information. So be forthright, and answer the reporter's question accurately and thoroughly. Don't say, "You'll find the answer to that on page 116 of my book."

Also, let the reporter lead the conversation. The reporter most likely has an agenda for the story's development already in mind. Don't attempt to take over the conversation or talk about points the reporter does not want to cover, because if you don't give them what they want, they simply won't include you in the final story.

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)

Some publishers erroneously believe that a business plan is only necessary when they are seeking funds from a bank. But it is the overall document that orchestrates your marketing plan, sales forecast and financial plan into one harmonious program.

Marketing Strategy

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

With increased access to information online, customers are now loyal by choice, not necessity. Make them glad they chose to buy from you. Make the buying experience as easy and pleasant as possible.

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)

Test headlines and titles before posting new online content. Always test headlines and the titles of blog posts for search engine optimization by searching for them on Google before posting new content on your blog or website. Reviewing headlines and titles from a search engine optimization point of view, as you write them, is the most effective way you can attract more visitors to your blog or website. The easiest way to do this is to open a second browser window and keep it open when preparing blog and website content. Copy and paste different versions of your headlines and titles into the Google search bar as you come up with them, and scan the descriptions of the articles and blog posts that show up.

You'll know you're on the right track when the search engine results match the descriptions of articles and blog posts similar to the one you're writing. Don't make the mistake of sabotaging your articles and blog posts with weak, ineffective headlines. Test your headlines and blog titles as you write them until you're confident they're going to attract qualified prospects to your blog or website. Use word clouds for fast book covers and presentation graphics.

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)

When you want to point, don't use your finger. The best way to point to sales literature is with a pen, not a finger (which might be dirty or need a manicure). When you place a pen tip on the point where you want the buyer to focus, the buyer looks at it. How about walking around to the buyer's side of the desk and then pointing to the item to emphasize your point? Try it...it works!

I also use my pen and highlighter to write on the sales literature I am leaving behind and emphasize the key points I want my buyer to remember. Then, after I have left the office, if the buyer picks it up, my handwritten notes and highlights continue to sell for me. Be cautious about clicking pens, though (or playing with jewelry or repeatedly touching your hair); that can become a total distraction and detracts from your presentation. (I've heard horror stories about buyers who stopped listening to presentations and started to count the number of times a sales person played with rings, hair or repeated a certain phrase.)

Guest Columnist – Annie Jennings

(Contact Annie Jennings PR at 908.281.6201, annie@anniejenningspr.com or <http://www.anniejenningspr.com>)

Your Bio Page. If you have credentials let the media know right away. The more credentials and accomplishments you have in your area of expertise the better your chances are of being chosen by the media for the placement. Also include all of the topics you can discuss as well.

Be sure to lead with a great color picture of you – one that is engaging, well-groomed and offers the viewers a glimpse of your personality. Do not use your driver's license picture!

Your bio page should be conversational in nature and not a copy and paste of your C.V. or resume. The idea is that you want your bio to tell a story about you, your expertise, who you are and in the end, answer the one question the media has, which is, are you the perfect expert for them?

Helpful Website of the Week

www.websitegrader.com

Go here for a free analysis of your website. It shows your ranking compared to other sites (enter competitive sites to compare) as well as tips for cleaning up your site to increase its functionality



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

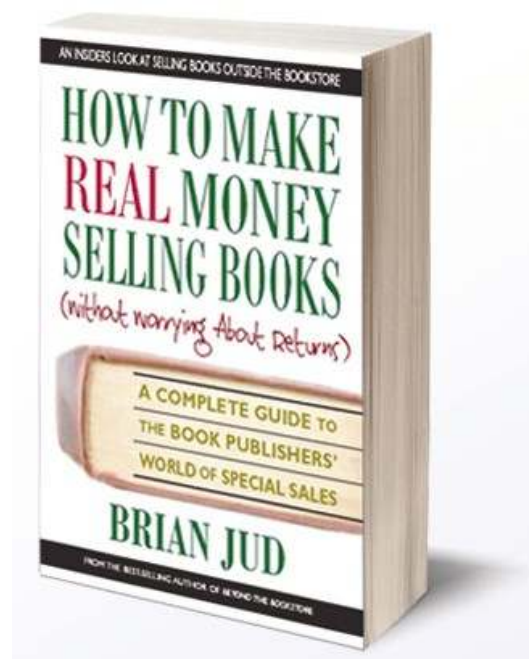
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**Do You Want to Increase Your Sales,
Revenue and Profits?**

**A one-day workshop *in your office* -- customized
to your titles -- shows your staff how to make
large-quantity sales**

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If you are in Colorado on Saturday, June 19th, attend the Author U Book Distribution Boot Camp

Learn everything you wanted (and needed) to know about distribution, but didn't know what to ask.

Do you have a book? If you want it available through all the traditional and online markets--i.e., book stores, libraries, Amazon, than Saturday, June 19th is your day. Author U is bringing in Eric Kampmann, the CEO of Midpoint Trade, one of the major sales and distribution companies for independent authors and publishers. Midpoint Trade represents over 250 small press publisher. Book distribution is really another way of saying "expanding sales". Book distributors allow the individual publisher to compete head to head with the larger established publishers.

Your will learn:

- Why book distribution is essential for some while inappropriate for other;
 - How all distributors work;
 - How they charge for their services;
 - How to choose the right distributor for you;
- Why distributors fill an important need in the book publishing process; and
 - What the heck is going on with traditional publishing.

Contact Judith Briles at Judith@Briles.com Details at www.Meetup.com/author-books-colorado

Editor's note: If you are in Denver on August 21, attend the Published Authors' Promotion Workshop with Judith Briles, Brian Jud, Dan Poynter
More info at: <http://mastersofbookmarketing.com/>

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.](#)

Discount on Canadian Libraries List

Limited Time Summer Special: Barbara Florio Graham is offering readers of this newsletter a \$5 discount on her Canadian Libraries List. This list (in database and Word formats) includes all of the 90+ Canadian libraries who have purchasing power. The discount reduces the price to \$30. E-mail BFG@SimonTeakettle.com for details, and see a full description at: www.SimonTeakettle.com/canlibr.htm

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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

To subscribe to *Book Marketing Matters* click here: <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

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>