

Here is your June 28 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 Stephanie Barko.

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

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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 12, Number 204 June 28, 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](#).  
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**[BrianJud@premiumbookcompany.com](mailto:BrianJud@premiumbookcompany.com)  
Or [www.premiumbookcompany.com](http://www.premiumbookcompany.com)**

**New inquiries from the reps  
as of 6/25/10**

<u>Title</u>	<u>Quantity</u>
Paths to Success	450
Tight Budget Cookbook	500
Food for Thought	600
Functional Fitness	325

## Discover How to Sell More of *Your Books* to the Military

Discover how to sell your book – not just a book like yours – to a marketplace made up of more than 5 million active duty personnel, dependents, civilians working for the Dept. of Defense, and retired service people. They buy fiction, non-fiction, business books, cookbooks, textbooks, religious books and most other genre. Have a personal 15-minute consultation by two industry pros -- **on your specific title** -- for \$49.95 or just listen in (and ask questions) for \$15.95. You will get a recording of the 90-minute webinar and all handouts.

**Monday July 12 6:00 - 7:30 pm Eastern Time**

Sign up at <https://www1.gotomeeting.com/register/737512625>

## Free Webinars in July -- by Brian Jud

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

### Media Training – June 29 (6:00 pm Alaska Time) Sponsored by the Alaska Writers Guild

You can reach buyers all across the country when you perform on radio shows conducted from home, as well as on TV. In this webinar, you will get a personal media-training course with information about how to find and contact the producers, and perform successfully on the air.

After this webinar you will be able to get on more shows and appear confident while delivering your messages convincingly, through your words and actions. You will also learn how to use memory techniques if your mind goes blank, discover proven techniques to use when taking calls from listeners, and find new ways to improve your telephone interviews for radio shows. You will also learn tips for using body language, gestures and facial expressions strategically and confidently to spread the word about your book.

**Tuesday, June 29, 2010 10:00 pm Eastern Time (6:00 pm Alaska Time)**

Sign up at <https://www1.gotomeeting.com/register/858097473>

### Mid-Year Marketing Checkup – July 22, 2010 Sponsored by CreateSpace

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. This 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. This is your opportunity to evaluate your goals, re-energize yourself 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/110691320>

## Published Authors' Promotion Workshop

**One Day With the Masters of Book Marketing**

**Judith Briles • Brian Jud • Dan Poynter**

<http://mastersofbookmarketing.com/>

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**Save these dates**

**July 24 in Newark (NJ) • July 31 in Dallas • August 21 in Denver**

## 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) )

**Reaching Beyond The Book Market.** For over 20 years I have been laboring in a far corner of the book publishing vineyard called “book distribution.” Until the early 1990’s this was a rough place to work because the trade marketplace was not very accepting of books from “independent publishers.” But today, can anyone doubt that the world has radically changed, that with national wholesaling, internet bookselling and national book superstores, boundless opportunities have opened up for independent publishers that have finally allowed them to claim a legitimate place at the table? But why stop there? At Midpoint, our biggest publishers have been following a successful strategy of market diversification, meaning that they have found strong markets for their books outside of the traditional book channels. This approach has allowed them to spread risk, increase sales and pursue multiple opportunities as their books reach ever widening audiences. The bottom line: The book trade is a wonderful place to sell your titles, but it is hardly the only place. Reach beyond and keep on reaching.

## 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>)

**Encourage Reader Feedback.** Writing and publishing your book is not the end of your literary involvement. When readers have questions, authors have a responsibility to respond by email, mail, telephone and in person at book signings and other events. Use these opportunities to gather material for the book's revision or your next book. Maybe you were not clear enough in your writing or perhaps the customer is interested in an important area you did not cover.

Bernard (Bear) Kamoroff, CPA, of Bell Springs Publishing, displays at book fairs and other industry events for the express purpose of gathering user feedback for *Small Time Operator* (23 revised editions and 53 printings in 21 years). At one fair, a woman said the business book was not for her because she was self-employed. So, Kamoroff added to the cover: “For All Small Businesses, Self-Employed Individuals, Employers, Professionals, Independent Contractors, and Home-Based Businesses.” Also, due to customer feedback, he has increased the index from three pages to seven.

## Ideas for Selling to Corporate Buyers – Guy Achtzehn

(President of The Promotional Bookstore, offering commission-based sales of books to non-bookstore buyers, [guy@msgpromo.com](mailto:guy@msgpromo.com))

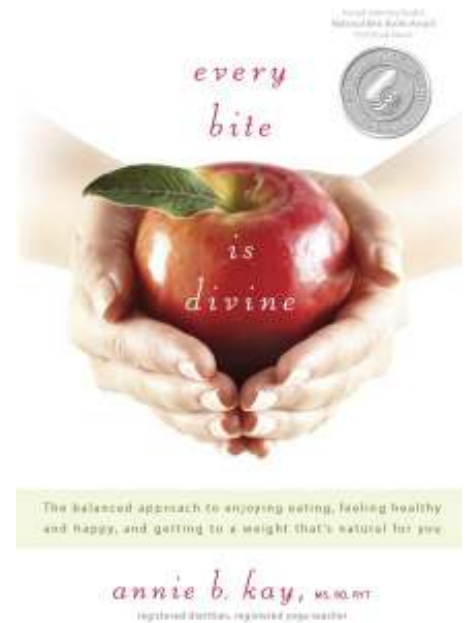
A National Health Insurance Company was interested in promoting a healthier lifestyle among new clients. To accomplish this goal, an ongoing educational program was implemented. During the first 3 months after signing a new member, a mailing was done on behalf of the company. The first month, a book on walking was introduced with a booklet promoting the benefits of walking. This booklet also gave suggestions on how to incorporate walking into even the busiest schedules.

Month 2, a cookbook was provided showing busy people how to prepare healthy meals quickly and how to eat when time is limited. In Month 3, a journal was sent to each participant along with a pedometer. The result was several thousand books being sent each of the first 2 months. The real results are coming in the future... a healthier clientele' with fewer payouts by the Insurance company.

## 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](http://www.knockoutbooks.com))

*Every Bite is Divine* is about a holistic and spiritual approach to weight and health. The target audience is women. The strong image of the hands holding the apple in a very reverent manner implies this concept visually. The colors are clean and understated, as is the type.



## 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.)

If you have created an original literary or artistic work in some tangible form – in writing or on film or tape or canvas, for example – then you don't have to do anything. You automatically own a copyright in your work.

**What rights do I have if I own a copyright?** Copyright is not one right but actually a bundle of rights. In general, the law gives a copyright owner the exclusive right to do and to authorize others to do the following:

1. Copy the work
2. Prepare derivative works based on the original
3. Distribute copies of the work to the public by sale or other transfer of ownership, or by rental, lease, or lending
4. Publicly display
5. Publicly perform

## Marcella's Magic

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

Orchestrating appearances on national media as well as local television and radio shows is a time-consuming task. By the time you determine the best shows, locate the decision makers, send your press kit and follow up, two or three weeks may have passed. So begin at least two months before you plan to tour a city, and organize your itinerary carefully. Keep bookstore managers in the loop and let them know when you will be on the air.

## The Book Shepherd

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

**In the old days**, kids and adults gathered around the radio to hear their favorite programs presented on a weekly basis ... each show linked to the previous and ending with a tease to the following weeks. Serials. Sometimes offering gadgets to the listener—hooking them as fans, and of course, selling merchandise.

Create the same format for your book in a serial format via podcasting. The listener can't skip to the end (unless the book is bought) and you get to control the content that is delivered each week and how you distribute it. By creative and expand your brand.

## 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.)

**How Often Should You Tweet?** It's best to post several tweets a day, but what is the optimum frequency? Five to 10 times a day works for many people, but be sure to spread your tweets throughout the day. Some people post several times an hour, but that takes a lot of time and it may annoy your followers. And it's not a good idea to post unless you have something interesting to say. It may be helpful to use a scheduling service such as SocialOomph (formerly TweetLater) or FutureTweets to pre-schedule your tweets.

## You're On The Air

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

To the extent necessary, your hosts will try to make you feel at home. They recognize that you are apprehensive about appearing on the show, and they will do what they can to help you relax. Do not worry about the mechanics of the equipment. Your hosts will show you how to place the microphone and how to sit. If you have any questions, ask them before the show begins. You already have to worry about what your central message is and the like. Don't worry about problems that don't concern you.

## 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>)

**Selling sponsorships.** For a book on wealth preservation, one self-publisher charged contributors to write the book for him. He brought in fifty-four contributors at a price of \$2,000 each. In return for his \$2,000 and answering questions for the book, each contributor received copies of the book with his name on the front cover as one of the co-authors. In addition, his photograph and biography were featured on the back cover. The contributors were willing to pay so much because they wanted the exposure before so many potential customers for their service.

## Author 101

(Excerpted - with permission - from *Author 101: Bestselling Book Publicity*, by Rick Frishman and Robyn Spizman; contact Rick at [FRISHMANR@PlannedTVArts.com](mailto:FRISHMANR@PlannedTVArts.com) or [www.author101.com](http://www.author101.com))

Expect editors to be skeptical. They've seen and heard it all: every promise; every approach; and wild, unrealistic representation. When they receive a proposal, it can be hard for them to tell fact from fiction, so they may tend to err on the side of caution. Look at it from their perspective: if they push for a proposal, their heads can be on the line if the books fail or, worse yet, if the authors fail to deliver.

So help acquisitions editors by giving them strong, well-reasoned, and thought-out proposals that look good and read even better. Give them something they can be excited about and willing to fight for.

## The Very Idea

(Editorial by Brian Jud)

There are many analogies between book marketing and flying an airplane. Your marketing plan is similar to a flight plan that commercial pilots prepare before taking off. It is a description of your destination and a set of instructions of how to get there. At the same time it describes what to do when circumstances change while you are “in flight.”

When taking off, pilots use full throttle to get the plane off the ground. Then, as they reach cruising altitude then can ease off. Similarly, when launching your book it takes more action and energy to distribute and promote it.

Pilots listen to feedback from air-traffic controllers and make necessary adjustments as they move toward their goal (which is out of sight for 99.9% of their journey). Your regular evaluation gives you the feedback to make changes that are required mid-year so you reach your annual goals. (Watch my free webinar on July 22 about performing a mid-year marketing checkup)



## Marketing to Non-Bookstore Buyers

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

Companies buy fiction titles to give as a gift during the fourth quarter Holiday season, for unusual events or for special marketing periods. Some cruise ship lines, among other companies in the hospitality industry, give passengers a *thank-you* gift upon departing the ship. Sometimes they use a book about one of the destination ports as the souvenir. People are taken aback when others, particularly businesses, say *thank you*, and they will tell others about it. This creates positive word-of-mouth advertising and goodwill.

People may pay postage for a large, high-valued book – such as a coffee table book – but in most cases the company sending books usually pay the postage. Therefore shipping charges become a consideration when negotiating the price. Keep this in mind when you are producing your product (a CD is lighter than a book) and calculating your proposal.

## 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>)

Teaching what you know through your tips booklet and other information products accomplishes at least two things. It gives the reader/buyer useful information and increases your credibility as an expert. Your buyer is likely to want more of what you have because you somehow improved their life. Presenting your knowledge at various levels keeps them coming back for more.

**ACTION:** Determine how you can offer your information at basic, intermediate, and advanced levels.



## 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))

**How to Gain Top of Mind Awareness in a Cost-Conscious World.** As consumers continue to tighten their belt straps in order to keep more of their hard-earned money in their pockets, businesses are finding that attracting buyers for their products and services is tougher than ever. Cost and quality conscious-consumers, looking for the most bang for their buck, are scrutinizing every buying decision they make in the hopes of attaining the best product or service for the fairest price. As a result, many businesses may find that their phones aren't ringing as much as they used to, and the number of customers walking in their door may be diminishing with every passing week.

More at: <http://prpr.net/prpr-publicity-newsletter/private-newsletter-pages/1-top-of-mind/>

## 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))

“Word clouds” are images that display the words used in an article, book, blog post, speech, or white paper, as a colorful graphic. The more often a word appears in your document, the larger it will appear in the graphic. Not only are word cloud graphics ideal for book covers and presentation graphics, they help you see which words you've used the most in a web page or word-processed file. The easiest way to get acquainted with word clouds is to visit <http://www.wordle.net>

You can view over 2 million graphics in Wordle's public gallery, and create your own word cloud graphics for free. There is no cost using Wordle-created graphics as long as you credit [www.wordle.net](http://www.wordle.net) as the source. See Wordle's FAQ page for details. Examples, visuals <http://tinyurl.com/25uwx9m>

## 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 [rbartlett@aol.com](mailto:rbartlett@aol.com))

**Stay cool under fire.** Being nervous at the beginning of a sales call is natural. But how do you stay calm and cool, especially if the discussion heats up? Being well prepared helps, but there are times when even the best sales reps can't know everything in advance. A good sales person must know how to wing it. There will be times when you have to jump into the “white-hot spotlight” and perform. To control the willies, take deep breaths, concentrate on speaking slowly, stay on point and focused, sit back in your chair and relax your hands, arms and torso. And rehearse your presentation again and again until it slides off your tongue without thinking.

## 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))

Success may be determined more by planning for the dynamic predilections of today's customers than by blindly following historical marketing formulas.

## 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))

Marketing is not something you do *to* people; it is something you do *for* people, the people who are or could be your customers. Book marketing is a sequential series of planned, strategic actions based on research and is focused on the consumer, not on your books.

## Thrifty Author – 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))

Selling your book isn't the media's goal. Their goal is to inform and entertain their customers or audience. Audiences have very short attention spans, and very little patience with anything that doesn't interest them. So reporters, reviewers, bloggers and radio/podcast hosts are always looking for something new and different that relates directly to their audiences' needs. You as an author have to shift your thinking from, "how can I sell my book?" to "how can I hook the audience's interest with some useful information and entertain at the same time?"

## Guest Columnist – Stephanie Barko

*Stephanie Barko is a regionally specialized literary publicist based in Austin. She works as a Supplemental Publicist to New York publishers and as an Independent Publicist to self-published authors. Click "Publicity" at [www.authorsassistant.com](http://www.authorsassistant.com) for a list of services and genres.*

If you cannot define your book's Audience and Platform, your book will never get off the ground. To market your book, you must distill its issues and know who and where your readers are and how they search for information. Create your log line to attract them and prioritize your first year plan so that you fully fund and lead with the strongest device in your platform.

Don't end up in the slush pile! Spend time and money with some editors, a book designer, an SEO guru, and a publicist, so your book is more likely to remain competitive among the 200,000 titles released in America each year.

## 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](mailto:a.annesi@sbcglobal.net).)

### CoolStuff4Writers

<http://www.coolstuff4writers.com/>

CoolStuff4Writers is a great resource and inspiration for writers of all levels and aims to keep writers informed and updated. Whether you're published, on the verge of being published or just starting out, CoolStuff has announcements, interviews, links, a newsletter and articles – all at no charge.





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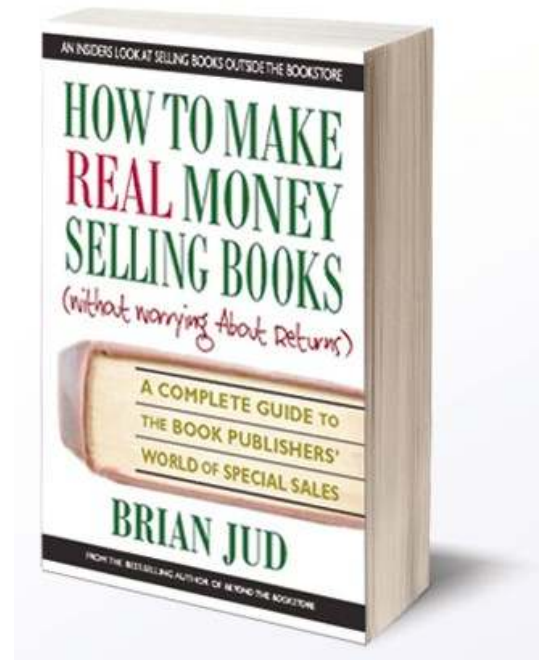
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Check out the [Writers and Publishers Bookstore](#) and give your favorite books a “Thumbs Up Rating.” Discover and rate the best books on writing, publishing and marketing (<http://www.bookmarketingworks.com/bookstore/bookstore.htm>)

## Contact Information for Brian Jud

For copies of all the previous issues of *Book Marketing Matters* visit [www.bookmarketingworks.com/mktgmattersnews](http://www.bookmarketingworks.com/mktgmattersnews)

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I won't share or sell your email address.

Discover even more information about non-bookstore marketing by visiting the *Special-Sales Tip of the Week* at [www.bookmarketing.com](http://www.bookmarketing.com)

Brian Jud now offers commission-only sales to buyers in special markets and several other programs to contact prospective buyers in special markets for you through personal sales calls, customized mailings and telephone calls. There is a program for any budget. [www.premiumbookcompany.com](http://www.premiumbookcompany.com)

Brian is also an author and book-marketing consultant helping publishers market and promote their books to increase their sales and profits. Find rated lists of suppliers to publishers at [www.bookcentralstation.com](http://www.bookcentralstation.com). Brian is a media trainer, frequent speaker at publishing events and host of the online Publisher's Bookstore listing many discounted titles on publishing, publicity, planning, marketing, publishing law, design and writing. Visit his blog at <http://blog.bookmarketing.com> and contact Brian at P. O. Box 715, Avon, CT 06001; (800) 562-4357; [brianjud@bookmarketing.com](mailto:brianjud@bookmarketing.com) or go to <http://www.bookmarketing.com>