

Here is your July 12 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 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 13, Number 205 July 12, 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.  
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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 7/9/10**

<u>Title</u>	<u>Quantity</u>
<i>Are You My Mother</i>	5,000
<i>Bark up the RIGHT Tree</i>	400
<i>Countdown to Baby</i>	500
<i>Guide to Working for Yourself</i>	450
<i>Healthy Mexican Cooking</i>	350
<i>The YOU In Business</i>	600
<i>Aim High: 101 Tips for Teens</i>	550

# Free Webinars in July -- by Brian Jud

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

On Wednesday, July 7 Dan Poynter, Judith Briles and Brian Jud conducted a one-hour webinar with many tips on book publishing and marketing. If you want to see the webinar, go to [www.bookmarketingworks.com](http://www.bookmarketingworks.com), and scroll down to "Recordings" in the left-hand column. There are several other free webinars there, too.

## Mid-Year Marketing Checkup – July 22 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, July 22 6:00 – 7:00 pm Eastern Tme**

Sign up at <https://www1.gotomeeting.com/register/110691320>

## Tips for Selling Your Books in Non-Bookstore Markets Sponsored by the Alaska Writers Guild

Every year, fiction books -- fiction and non-fiction -- are sold to buyers in market segments outside of bookstores than are sold in bookstores. And they can be sold more profitably on a non-returnable basis. In this webinar you will learn how to get your share of these sales. You can do this by moving into adjacent markets with your existing titles or by creating different products for buyers in new market segments. Find out how to find these markets, create the best products for them and market your books profitably.

**Tuesday, July 27 at 10:00 pm Eastern time**

Sign up at <https://www1.gotomeeting.com/register/577574865>

## How to Market Fiction to Non-Bookstore Buyers – July 29 Sponsored by SPAN

As an author of fiction, you know the challenges of selling your books to bookstores and to non-bookstore buyers. The time and effort involved is great -- unless you know the secrets of how to do it. You will, after this webinar. You will discover traditional and creative marketing technique used by the pros to sell hundreds of thousands of books. Learn the tricks for getting more reviews, awards, shelf space and corporate buys. Find out how to sell to the military, schools and government agencies that can, and will buy your books.

**Thursday, July 29 6:00 pm to 7:30 pm Eastern Time**

Sign up at <https://www1.gotomeeting.com/register/593709897>

## 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) )

**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>)

If people are asking questions, they like your work. Note their questions and your responses in a "correction copy" of your most recent edition and keep it on your shelf so you will be able to easily find the updates when the inventory runs low. Put the new information in your next *revised* edition—and sell the book to them again. Listen to your readers. Your best customer is one you have sold to previously.

## 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 local bank used a personal finance book as a business gift to new clients opening saving accounts. The promotion was geared towards high school and college graduates. The book featured information on loans, investing and saving techniques as well as information on stocks, bonds and other investment vehicles. The bank realized that an educated customer is a long term customer... and focusing on young clients insured years of good relationships. Over 7500 books were sold on short discount.

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

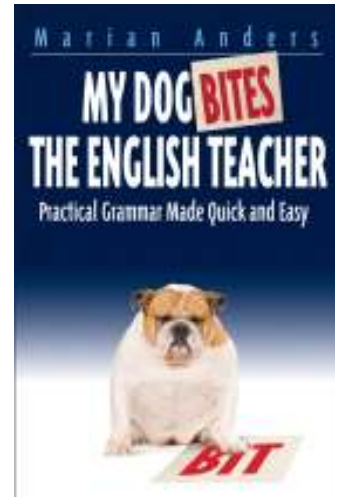
(Contact Professor Evans at Legal Write Publications, [info@legalwritepublications.com](mailto:info@legalwritepublications.com) or [www.legalwritepublications.com](http://www.legalwritepublications.com); The information contained in this column is for general informational and educational purposes only 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.)

**What are examples of things that cannot be copyrighted?** Copyright does not protect facts, ideas, systems, or methods of operation, although it may protect the way these things are expressed.

## The Cover Story – Michelle DeFilippo

(Your cover is a critical part of your marketing effort. Contact Michele at 1106 Design today for book cover design with hand holding. (602) 866-3226 or <http://www.1106design.com> )

Few titles present such a clear visual direction for a book designer as *My Dog Bites the English Teacher* by Marian Anders. Marian wanted to feature both forms of the verb “bite” on the cover. By giving both words the same graphic treatment (similarly colored text and background in the form of a sign) and tying “bit” to the dog, we were able to play on the humor in the title, and create a single visual element with quick reader impact.



## Marcella's Magic

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

What you want is for your book to have “legs.” When it is on the shelf next to all those other books about Italian cooking or about financial management, you want your book to speak for itself and say, “I have a message that no other book on this shelf has.”

## The Book Shepherd

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

**Why, oh why**, do self-published authors insist on creating mediocre book covers? At a recent publishing conference, I talked with a gaggle of newly published authors. As proud as a new Dad or Mom, they put their treasure in my hands. Too many times, the cover was poorly designed, didn't relate to the book topic and was third-rate at best.

Covers are your barker ... “look at me,” “I have the answer to your question,” “Here's the solution to your problem,” “Wahoo ... pick me, I'm a terrific read,” etc. Covers are a critical investment in the presentation of your book ... not just the front, but the back. Where the front is designed to say what the book is about and convey, “Pick me up now, I'm the one;” it's the back cover that should get them to fall in.

Your buyers spend more time on the back—does it have a bold “grab them” headline so they fall in? How about three to five bullet points that are designed to hook the reader with “That's me; that's me; the author has written this just for me” as they read through them. A paragraph or two about the book and they should be sold. Don't get stuck on a bunch of endorsements—unless they are knock your socks off with a name that is the guru in the genre you are writing in. The truth is, most endorsements are fillers and used when the copy in the body doesn't sing—you probably don't need them.

With covers—the back, the front and flaps or a dust jackets—always think benefit to the reader. Your book shouldn't look like it was “self-published.” Ever.

## 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.)

**When Should You Begin Marketing Your Book?** Many authors don't think about marketing until their book is about to be published. Regardless of whether a book is traditionally or independently published, the marketing process should begin far in advance of publication. It's best to develop at least the outline of a marketing plan early on, and refine it as you approach the publication date. It's especially important to begin building an author platform and network right away, because it takes many months to develop a reputation and a significant number of followers and opt-in subscribers. For ideas on what to include in a book-marketing plan, see [www.CreateYourBookMarketingPlan.com](http://www.CreateYourBookMarketingPlan.com).

## You're On The Air

(Larry Kahn, Director of Talk Programming at Westwood One Entertainment, the company that produces and distributes talk programming for *Larry King Live* and *Jim Bohannon*.)

Talk-show producers book guests who have information of interest to their viewers. Their objective is to create a memorable, provocative show that will increase ratings.

## 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>)

Options for movie rights allow producers to gain exclusive rights to a book while they arrange for financing of the movie, assemble the necessary talent and explore the feasibility of making a movie based on the book. The term of most options varies from ninety days to one year. Option payments are nonrefundable. That means that the author and/or publisher keep the money even if the option is not exercised. If the option is exercised, the option payment is applied to the purchase price of the movie, which is usually stated in the option contract.

## 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))

"The bar for platforms has been raised to almost absurd heights," according to agent Sharlene Martin, of Martin Literary Management in Encino, California. "A whole plethora of good writing is being ignored because it doesn't have the promotional hooks that publishers are now demanding. If you have a book on woodworking, you better be a contributor to a woodworking magazine, have appeared on shows about woodworking, give seminars on it, speak about it all the time, have your own newsletter and Web site."

And don't forget lucky breaks! Sometimes endorsements from famous authors, experts or celebrities help position a book. It's not just what you know, but who you know. Your book has to be a quality book, but it doesn't hurt to be validated by respected sources who think you have something important to say.

## Marketing to Non-Bookstore Buyers

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

The thought of speaking before a group makes some people feel pressure that catches them in the chest like a giant fist. But if you are proficient at public speaking you could sell your books at the back of the room at full list price. Effective speaking skills will also enable you to conduct library tours during which you can sell your books with little or no discounts. If you are not good at speaking – or do not want or have time to be a speaker – find a speaker who will sell your books after his or her presentations.

## The Very Idea

(Editorial by Brian Jud)

Did you ever see or use an old-fashioned, hand-operated water pump? My older brother told me about them. ☺ If you ever used one you probably recall that it did not work until you first primed it by adding some water. Then you pumped furiously to bring the water up. Once the flow was steady, you could slow down and the water would pour out.

That process reminds me of selling books to non-bookstore buyers. You have to put something in before you get something out. Prepare for selling by learning your prospects' industries, knowing your costs at various quantities, practicing your presentation and anticipating questions. Then when you are selling, you have to work hard, describing how your content is the best solution to the buyer's problem. Once you get agreement you can ease off and work out the details of the sale.

However, it's best to close the sale while the buyer is still "hot." If you don't know the answer to a major question, you have to come back later. But, you cannot simply return and say, "Here is the answer to your question." In the interim, the water has gone all the way back down and you work hard at selling again, reminding the buyer of all the benefits you discussed earlier.

Prime your sales pump by doing your homework before you get face-to-face with a buyer. Know your printing costs and times, and shipping costs, at different quantities. Then when the buyer asks you, "What is your price for 5,000 books, delivered by truck in eight weeks?" you will know the answer. Smile, relax, close the sale and watch the money pour into your pockets.



## 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>)

Develop a booklet to start your product line or to expand your already-existing product line. A booklet can be self-published in a couple of weeks, start to finish, unlike what it takes most people to write a full-length book.

## 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))

**You can get into a large publication.** Many new authors feel intimidated by the big name publications. They envision high-powered magazine editors schmoozing only with celebrities and lining up interviews with well-known figureheads for the next six months. In reality, editors scramble daily to find people to interview who have knowledge on the latest trends and topics. Realize too that editors must find new and exciting people to interview either weekly or monthly, so the more knowledgeable people they can add to their database, the better. Make yourself stand out as a reliable source of information and you will get the media's attention.



## 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))

**Create a system for writing and distributing articles to promote your book.** Profit from the power of articles used to promote your book--while they help you generate content and ideas for future books! Articles offer authors both short-term and long-term benefits:

- \* Short term, articles written for magazines, newsletters, and online distribution are great for generating interest in your book and pre-selling your expertise in your field.
- \* Long-term, articles are great for developing ideas that you can later expand into additional books, e-books, and other information products.

Once created, articles can be frequently re-purposed and recycled for different target markets.

Published & Profitable members enjoy access to numerous online tools that can help authors generate an on-going stream of articles, such as the Universal Project Planning Mind Map located at: <http://www.publishedandprofitable.com/members/238.cfm>

## Bartlett's Quotations on Powerful Publishing Ideas

(Robin Bartlett is a former member of the IBPA Board of Directors and the former Publishing University Chair [rbbartlett@aol.com](mailto:rbbartlett@aol.com))

**Keep on smiling.** Your smile sets the stage for your pitch and how your prospect is likely to feel about you. A strong smile allows your positive attitude to show through. A warm smile establishes the context for your meeting. And your smile can immediately put a smile on your prospect's face. Many of us smile when we first meet, but forget to keep on smiling when we launch into the serious part of our presentation.

## 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))

Planning is a process that forces you to focus on important issues and answer tough questions that you might have otherwise avoided.

## 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))

Book marketing requires an investment of time, labor, money and an entrepreneurial spirit before any income is generated.

## 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))

Remember, your ultimate goal is to let readers, who are interested in your particular kind of book, know that your book exists so they can buy it. You're not trying to reach every reader in the world, only the readers who read the kind of book you've written. In marketing language, the readers who read the kind of book you've written are your "target audience." To market your book effectively, you must either reach that target audience directly, or have your message relayed by people who do reach them directly (the media).

## Guest Columnist – Patricia Fry

(Patricia Fry is the author of 31 published books, including “The Right Way to Write, Publish and Sell Your Book.” [www.matilijapress.com/rightway.html](http://www.matilijapress.com/rightway.html). She teaches 6 online courses—including one on book promotion and a new one on self-editing. [www.matilijapress.com/courses.htm](http://www.matilijapress.com/courses.htm). Patricia is also the Executive Director of SPAWN (Small Publishers, Artists and Writers Network) [www.spawn.org](http://www.spawn.org))

### Book Signing Tips for Authors:

#### Several weeks before the signing:

- 1: Don't wait for an invitation. Take the initiative and approach the bookstore or other retail store manager about doing a signing.
- 2: Order books from your publisher or POD printer.

#### 2 ½ weeks prior to the event:

- 3: Send press releases to all newspapers within a 40 mile radius.
- 4: Invite friends, acquaintances, business associates and others to your signing.

#### 10 days before the signing:

- 5: Deliver posters and flyers or advertising bookmarks to the store. Ask clerks to display the posters and include a flyer or bookmark with each purchase.

#### One week before the event:

- 6: Find out what to expect. Will you have a microphone, lectern, table? Where will you be positioned?
- 7: Prepare handouts.

#### The day of the event:

- 8: Dress to stand out in a crowd, but not so dramatically as to distract from your presentation or message.
- 9: Arrive a tad early so you can settle in.

#### After the event:

- 10: Send a note of thanks to the store manager and staff.

## 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).)



## Writers Guild of America

<http://www.wga.org>

The Writers Guild of America, west (WGAW), is labor union that represents the thousands of writers who write TV shows, movies, news, documentaries, animation, CD-ROMs and content for new-media technologies. This site has a roster of informative links to key sources for writers. You can download contracts and find your residuals online. The list is freely accessible.



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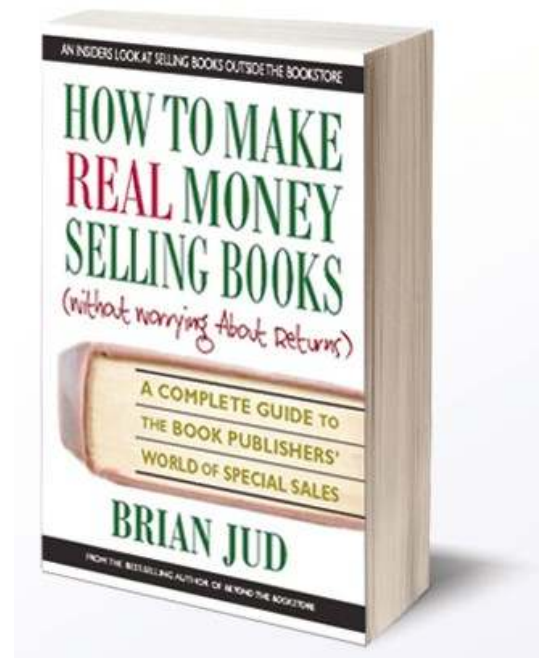
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- Beat your competition
- Become more profitable
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(<http://www.bookmarketingworks.com/bookstore/bookstore.htm>)

### Contact Information for Brian Jud

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