

Here is your July 26 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, Rick Frishman, Eric Kampmann, Pam Lontos, Dana Lynn Smith, Paulette Ensign, Judith Briles, Jerry Seltzer, Robin Bartlett, Gail Z. Martin, Tonya Evans and Roger C. Parker. The guest columnist in this issue is Patricia Fry.

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 to brianjud@bookmarketing.com 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 14, Number 206 July 26, 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.**

**BrianJud@premiumbookcompany.com
Or www.premiumbookcompany.com**

We get about 3,000 hits per month on the ESP search engine. Most of the titles in our program receive some action on a regular basis. We cannot show them all, but below is a list of the direct inquires for which we send sample books. We usually customize them with the customer's logos or with a tip-in insert page.

**New inquiries from the reps
for the week ending 7/23/10**

<u>Title</u>	<u>Quantity</u>
<i>One Minute Entrepreneur</i>	2000
<i>Suzanne Somers Knockout</i>	1600
<i>What Color is Your Parachute</i>	250
<i>Identity Theft</i>	2200
<i>My Husband Made A Man Out of Me</i>	700

Personal consultations on selling your books to buyers at different types of schools -- August 10

With Brian Jud and Guy Achtzehn

The academic segment dwarfs most opportunities because of its various sub-segments. They buy fiction, non-fiction, business books, cookbooks, textbooks, religious books and most other genre. Learn creative ways to sell your books in its many unique segments: public schools, private schools, adult education, home schooling, distance learning and private, military, government, religious and other schools.

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. Please visit Paypal to complete the payment process (account is brianjud@comcast.net). If you prefer to call with your card number, please call (800) 562-4357. Or, email your card number to brianjud@bookmarketing.com

"That was a fantastic call - anyone who has written a book should hear it. And thanks so very very much for answering all my Qs!!!" Angela Treat Lyon, author,

Tuesday, August 10 6:00 – 7:30 Eastern Time
Sign up at <https://www1.gotomeeting.com/register/877949585>

Free Webinars in July by Brian Jud

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

Tips for Selling Books in Non-Bookstore Markets **Tuesday night – July 27! 10:00 pm Eastern**

Sponsored by the Alaska Writers Guild

Every year, more 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>

***M is for Marketing* --- How to Sell More of Your Fiction**

Sponsored by SPAN -- July 29

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, 2010 6:00 - 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)

Years ago, publishers considered most bookstore-related events to be a colossal waste of time, particularly if the author was not a major celebrity. How times have changed. Today, many bookstores encourage events and even employ event coordinators. It doesn't seem to matter whether the author is well known or not. And often these events can be extremely successful, but not always. There are a few rules you ought to follow in order to save yourself the embarrassment of having no one else come. First, work very closely with the storeowner or event coordinator. Find out what works for them and follow their advice. Second, if you are doing an event in your hometown, make sure you invite people you know. Send out written invitations and scribble a personal note on it. Third, if you are away from home, try to do the event after doing television or radio where you can promote the appearance. Fourth, make sure books get there on time and just in case, have a supply in your car. And finally, encourage the store to promote your book in-store at least a week before your appearance. This is grassroots marketing and when it is handled professionally, it can help build recognition and sales.

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>)

You are more than an author, a publisher, or a publicist; you are an information provider. Nonfiction authors provide information and you should provide your information in any form your reader wants: Book, special report, audiotape, videotape, speeches, seminars, consulting, etc. Some of your customers want your guidance (information) but are too busy to read your book. Some may commute a long distance and want your help on tape. They have time to listen to you. Once your book is out, use it as a script and record an audiotape album. Bundle the book with the tape set so those listeners can find the text they wish to review without searching the whole (linear) tape.

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)

A small chain of children's shoe stores implemented a punch-card program where every \$25 spent was worth 1 punch on the card. Every time a card was punched 4 times, the child or parent was able to select 2 books from the books available on display. The theme was "We'll take care of your child... From their head to their feet"! Moms loved this promotion!

The Book Shepherd

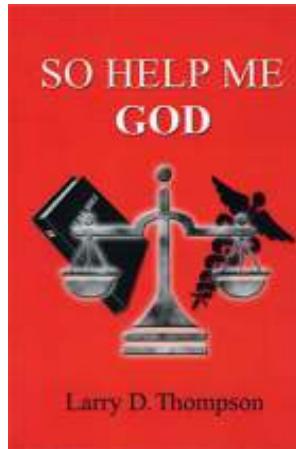
(Judith Briles, www.TheBookShepherd.com Follow me on Twitter, <http://twitter.com/JudithBriles>)

Blogging isn't going away. It's tweaking, getting more refined and polished. So is Twitter—a mini-mini blog, that forces you to keep whatever messages you write to 140 characters including spacing—I think of a good tweak as a ruthless edit. A blog can be long or short—some are full-blown articles; others tidbits. Let yours vary. Probe blogs that cover your topics—study them. Does the blog owner quote other blogs, articles, authors, experts, link to other blogs, allow for comments or have guest bloggers? For authors, becoming a fan of another's blog, may just open up a new world to you. Making comments creates name recognition (your name is part of your brand—never forget that); and if the blog owner likes what you say, you just may be invited to do a guest blog or two, or three. Your wise words now reach many who you might never have touched. It's the way of the viral world. Get to know it, you just might love it!

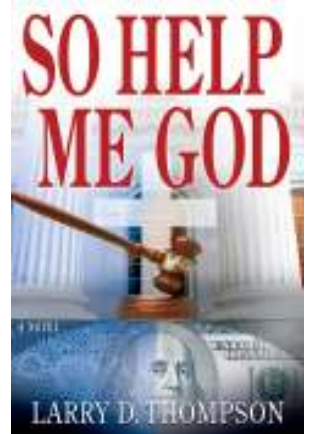
The Cover Story – George Foster

(George Foster has designed the covers for more than a thousand books and is contributing author to "1001 Ways to Market Your Books". Contact him at www.fostercovers.com) george@fostercovers.com,

Before: If you're looking for a courtroom drama that combines politics, religion and greed, you found it here. The first cover's red is an attention grabber, but is this a novel or an instruction manual?



After: This book handles conflicting issues, and we threw it all in the cover, but in a short moment you understand the religion-courtroom-greed. The face of a fetus is in the gavel, and that's an embryo next to Ben Franklin. Shortly after the new cover was published, a producer bought the rights to make the movie.



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's a copyright notice and when should I use it? To demonstrate to the world that you own your work, you should use a copyright notice (although you are not required by law to use the notice). The notice should contain the copyright symbol (ex: ©), the date, and the copyright owner's name

Marcella's Magic

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

One of the most difficult things we run into is people who are letting us know at the last moment about promotion that's happening with their book. It's really difficult when you put the bookseller in a position of having to play catch up on a title. We often lose that initial sale, we lose that initial momentum, and then we're always chasing that title and we never have the right inventory. If we had known in time, we would have been able to respond appropriately, get the books on the shelf and do the right things to sell the books.

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.)

What to Tweet About. Twitter is a wonderful way to develop relationships and promote yourself and your book. Here are five more ideas for what to tweet about:

1. Mention your hobbies, pets, kids, or personal activities. Just don't talk about what you ate for lunch!
2. Talk about your writing or what you're doing in your business.
3. Link to helpful resources that you've found.
4. Post an inspirational or uplifting quote or message.

Welcome new followers and mention what they do.

You're On The Air

(Lori Dolney Levine, Senior Talent Executive, Fox After Breakfast)

What helps sometimes is to look down and look up. People don't stare into the eyes of another.

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>)

While the major mail-order catalogs drive a hard bargain – requiring as much as a 60 to 70% discount – they can move a lot of books. Not only that, but the exposure they give your books to their customers will often result in spillover sales through bookstores. Where else could you find outlets that are willing to pay you so they can advertise your books to as many as five million people?

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)

To be successful, all books need publicity. Readers are swamped with books. Hundreds of thousands of titles are published every year, which breaks down to several new titles being issued each minute. That's an awful lot of books competing for booksellers' shelves and readers' attention. Plus, books face stiff competition from movies, television, newspapers, magazines, sports, the Internet, games, and more.

Publicity is the most effective way to single out your book for recognition and to build its identity and visibility. In publishing, they refer to "breaking a book out," which means getting it noticed so that it can emerge from a sea of competitors. Publicity is the best way to break your book out and to create name recognition, interest, and sales. Through the wonders of publicity, weak books have been built into huge successes, and great books that lacked publicity have not been widely read.

The Very Idea

(Editorial by Brian Jud)

When some authors come to me for book-marketing help, the often begin by telling me that their book is the first on its topic: "There is no other book like it." In many cases I ask them how it is different from Title A or Title B, and they are not aware the competitive titles exist.

Search Amazon.com or the other online stores using your topic as the search argument. Google your topic to see what else is out there. If no other titles exists, perhaps there is no demand for your content. If you wrote *The History of the Ballpoint Pen Sharpener*, you would probably not find any existing titles since there is not much demand for your content.

Be able to answer this question posed by potential TV and radio producers, print editors, reviewers, distributors, buyers at bookstores and for corporations: "How is your information different from and better than other titles "



The caption reads: *Just because you are unique doesn't mean you are useful*

Booklet Ideas – Paulette Ensign

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

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

Make each tip a single tip rather than multiple tips within one. Pull apart multiple tips so only one concept is addressed, with a specific suggestion and a specific reason to support that suggestion.

ACTION: Notice how many tips you can make from the ones where you bundled several suggestions in a single tip.

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)

Keys to Getting More Interviews. Why do some professionals appear in numerous magazines and on a variety of TV and radio shows while others who have an equally dynamic product or service can barely get a producer or editor to take notice? The answer lies in their ability to cultivate future interview opportunities. Those professionals who seem to appear everywhere know how to offer the most value to their media contacts.

You can get reporters and producers to remember you for future stories by positioning yourself as a valuable information source. The next time you talk with any member of the media, remember to use the following rapport-building techniques. More at: <http://prpr.net/prpr-publicity-newsletter/private-newsletter-pages/more-interviews/>

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)

Create a new vocabulary for your book. The words you use in your book play an important role in growth of your brand. The best-selling books in each category tend to introduce new words and phrases that establish lasting brands for their authors.

- Jay Conrad Levinson, for example, is associated with Guerrilla Marketing.
- Michael Gerber is forever linked to *The E-Myth*.
- Stephen Covey is associated with the *Habits of Highly Effective People*.
- Seth Godin coined the phrase *Purple Cow*.
- Sarah Susanka is famous because of her *Not So Big House* series of books about residential architecture.
- Rachel Ray earns an estimated \$26 million dollars a year brand with her *30 Minute Meals* brand.

The list goes on and on. Familiar words arranged together in new ways create titles that instantly communicate reader benefits in concise, easily-understood, and easily-remembered ways. Take a few minutes to expand upon the above list, by examining the leading books in your field. Chances are, you'll find many examples of "obvious" titles that have created lasting brands for their authors.

Editor: Brian Jud is known for special-sales marketing because of his book, [*How to Make Real Money Selling Books*](#)

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)

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)

Do not think of the word plan as a noun – a document created at the beginning of a fiscal period. Instead, think of it as a verb, a technique to help you organize and direct your thinking so you can prepare your activities over the planning period. The objective of the planning process is not a physical plan, but a course of action. The written plan documents the course of action.

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-product 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 product, allows you to identify and correct weaknesses, and not waste (or perhaps spend less of) any vital resources.

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)

A light touch is important, even in an informative book. So, if you are marketing your book to information readers, remember that they are looking for content and readability. Create marketing messages assuring the reader that your book answers their questions and is easy to read. Give your reader tidbits of very useful knowledge in a brief, easy-to-remember and fun way. Apply the information directly to real-life situations so the reader can make a connection to his own problems. Use lots of examples and colorful abbreviations to make it easy to remember.

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. She teaches 6 online courses—including one on book promotion and a new one on self-editing. www.matilijapress.com/courses.htm. Patricia is also the Executive Director of SPAWN (Small Publishers, Artists and Writers Network www.spawn.org)

Keep A Box of Books Close-by. If you have published with a traditional royalty publisher, pay-to-publish service or a POD company, do yourself a favor and order a dozen or more copies of your book to keep on hand just in case. Those "just-in-case" moments do occur—such as when your publisher doesn't get books to you in time for your signing, you just heard about a book festival being held this weekend only an hour from your home, you receive an invitation to speak before 100 people TONIGHT or a neighbor needs last-minute entertainment for a dinner party and has invited you to read from your book of poetry.

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.)

NewPages (Literary Magazines) –
<http://newpages.com/litmags>

The NewPages Guide is a list of the best literary magazines in print. The site offers quick links and information on current literary magazines, and you can easily see the covers to get a quick sense of the publication.



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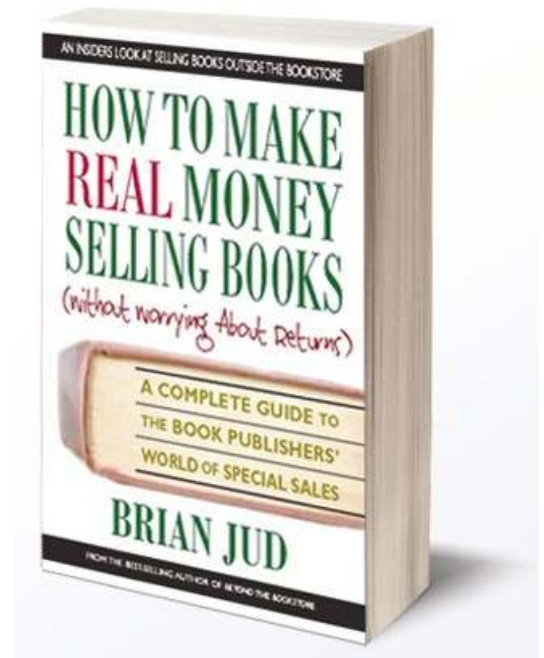
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Do you have a quick question or two about how to get started in special sales?

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...

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- Beat your competition
- Become more profitable
- Sell in untapped, lucrative markets
- Minimize -- if not eliminate -- returns

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Infinity Publishing's 11th Annual "Express Yourself ..."TM Gathering of Authors

Friday, September 24 – Sunday, September 26, 2010
The Radisson Hotel at Valley Forge, PA

Confirmed speakers are Brian Jud, Dan Poynter, Jeniffer Thompson (author of *Website WOW: How to Turn Your Website into Your Most Powerful Marketing Tool*) and Melanie Rigney (owner of Editor for You)

For more information go to <http://www.authorsconference.com/>

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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/index.php?pg=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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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>