

Here is your August 9 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 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 15, Number 207 August 9, 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 8/6/10

<u>Title</u>	<u>Quantity</u>
<i>Primetime Makeover</i>	2500
<i>Stop The Fitness Confusion</i>	900
<i>Lincoln Speaks to Leaders</i>	1100
<i>Inherited Journey</i>	100
<i>Mental Rules For Golf</i>	1050
<i>Getting to the Top</i>	600
<i>Successfully Sell Your business</i>	200
<i>Mother Goose, Other Goose</i>	350

Tomorrow night (August 10)! Listen to 6 personal consultations about selling books to buyers at different types of schools --

With Brian Jud and Guy Achtzehn

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

Listen in on four personal consultations by two industry pros 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 (860) 675-1344. Or, email your card number to brianjud@bookmarketing.com

Tuesday, August 10 6:00 – 7:30 Eastern Time

Sign up at <https://www1.gotomeeting.com/register/877949585>

Published Authors' Promotion Workshop August 21 in Denver

One Day With the Masters of Book Marketing

Judith Briles • Brian Jud • Dan Poynter

<http://mastersofbookmarketing.com/>

Save these dates

November 6 in Chicago • November 13 in Phoenix

Free Webinars in July and August by Brian Jud

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

How To Sell More Books To Schools -- August 19 Sponsored by CreateSpace

The opportunities for selling books to schools are enormous and ideal for publishers. The academic market is divided into three general sub-segments: pre-school, elementary-high school (K-12) and secondary (colleges and universities). Further segmentation uncovers more opportunities to sell books for adult education, home schooling, distance learning and private, military and other schools. Each sector has its own procedures, policies and distribution partners. Brian Jud will show you how to work in each segment to sell more books in more ways than you ever thought possible.

August 19, 2010 6:00 -- 7:00 pm Eastern Time

Sign up at <https://www1.gotomeeting.com/register/411247129>

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>)

Proofread. It is less expensive to put ink on paper than to take it off.

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)

Sell your book as an addition to the corporate library. If a company has (or is interested in starting) an internal library, show them how your title could be appropriate. If it is on an applicable topic -- such as selling, industry information, motivation, or marketing – you might convince the company librarians to add your title to their collections. EBSCO Book Services is a link to corporate libraries with Web-based ordering for millions of book titles from all disciplines. Invoicing and reporting options help organizations manage and track book purchases. Payment options include monthly consolidated invoicing, purchase orders and corporate purchasing cards; EBSCO Book Services, Division Headquarters, 5724 Highway 280 East, Birmingham, AL 35242, Phone: (205) 980-5623, Fax: (205) 995-1518, www.ebscobooks.com

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 (Part 4). Twitter is a wonderful way to develop relationships and promote yourself and your book. Here are five more ideas for what to tweet about:

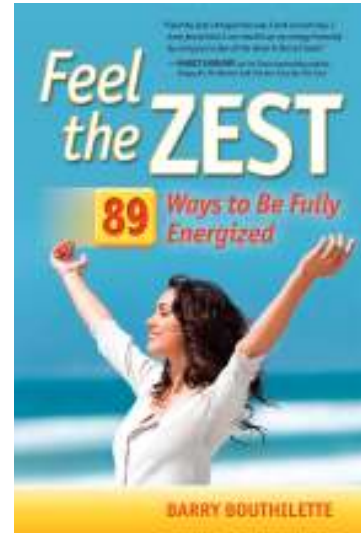
1. Mention your hobbies, pets, kids, or personal activities. Just don't talk about what you ate for lunch!
2. Talk about your writing or what you're doing in your business.
3. Link to helpful resources that you've found.
4. Post an inspirational or uplifting quote or message.
5. Welcome new followers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

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

Feel the Zest: 89 Ways to be Fully Energized

The concept of the book is based on 89 tips to more energy, so the cover not only had to have a fresh and lively look but also visually convey energy. This was achieved in the use of the image, the number shape giving the illusion of movement and the use of an italic font for forward motion. One pitfall with the use of *Zest* in the title was that we could not use colors that were too citrusy, especially orange. A use of primary colors with a modern twist, enhanced the fresh concept. The woman appears relaxed, happy and in the moment which was important to the overall feel of the cover.



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 copyright registration and do I need to register my work? Registration of your copyright creates a public record of the facts and circumstances pertaining to it. While registration is *not* necessary for your copyright to exist, you should register it for further protection. The Copyright Act gives you certain advantages under the law if you do register your work. Advantages include (more to come next month):

- File an infringement lawsuit
- If registered before or within five years of publication, registration establishes sufficient (a/k/a prima facie) evidence in court of the validity of the copyright and of the facts stated in the registration certificate.
- If you register within three months after publication of the work or prior to an infringement, the burden of proof shifts to the defendant who is then required to prove that infringement did not occur.

Marcella's Magic

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

Be realistic when computing your forecasts for sales through bookstores. Unreasonably optimistic forecasts of sales, combined with an overly conservative estimation of expenses, can lead to disappointment, financial problems and a deteriorating attitude. Create realistic forecasts and decide if a series of bookstore events is good for you under your current circumstances. If you conclude that they are in your best interests, given all your capabilities and goals, make the commitment to get on with it.

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!

You're On The Air

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

You don't want to speak too rapidly. Remember that people may be picking you up over static or while driving in their cars.

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>)

I recommend that you edit your books for promotional clout. As an example, if you were editing a gardening book, why not list specific seed and tool companies as resources in the appendix? Not only do such lists benefit the reader, but they also provide you with potential premium sales.

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 get your message heard, you must know exactly what you're selling, which will make it music rather than noise. If you know what you're selling, you can target your message so that your audience will hear and respond to it. If your message isn't targeted, it will be swallowed up and lost in the media noise.

Describe what you're selling in your "silver bullet": the sharply focused pitch that you can deliver to cut through the media noise. Your silver bullet can also be called your elevator speech, pitch, sound bite, or message. It's called an elevator speech because it should be delivered in the time it takes an elevator to rise from the lobby to the fourth floor.

Think of your silver bullet as the verbal business card for your book. It's a brief, memorable description that you quickly give people you meet or those who may be interested in your book. Your silver bullet is your core message, the unique selling proposition that you must get across if you hope to successfully promote your book. It must penetrate your target market and be delivered rapidly and powerfully before your small window of media attention slams shut. Your silver bullet must clearly explain in the most palatable terms what your book is about, why it's special, and precisely how it will benefit your audience.

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)

Titles are like people in the sense that they will grow according to their individual needs and circumstances. Each one you publish may flourish by using habitual marketing techniques, but in most cases it will be different enough to require a unique growth plan.

The Very Idea

(Editorial by Brian Jud)

Focus on your target. Know potential readers and adjust your marketing strategies to more effectively reach them.

Product design. If your readers are 55+ years old, you might produce your page layout with a larger type size and more leading. And they would probably prefer printed books over ebooks.

Pricing. An affluent target may be willing to pay more for your books, so you won't have to resort to "price-off" specials. They may be more likely to travel, so you could sell to them at list price on cruise ships or airport stores (not just airport *bookstores*). A less-prosperous target might respond better to price incentives, and perhaps look for lower prices at Target or Wal-Mart.



Distribution. Know where your target readers shop or look for information on your topic. If they frequent gift shops, supermarkets, Petco or Home Depot, then have your books there. Distribute your children's books to schools, daycare centers, children's libraries, PTOs or to the home schooling segment. Sell your business books to corporate buyers or appropriate associations.

Promotion. What print and broadcast media are relevant to your target? Their age and level of education will help you choose the right medium as well as suitable vocabulary to use in your promotional material or media appearances. Would they be more likely to respond to your APP on their iPhone or your book's cover on a T-shirt? If they shop at Costco, then conduct your in-store events there.

As the saying goes, "You'll catch more fish if you fish where the fish are." Know who your targets are, where they are, how many of them exist and why they buy. Then find creative ways to get to them. There are too many fish in the sea, so don't let the big ones get away.

Booklet Ideas – Paulette Ensign

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

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

Think about how your reader feels the very first time they ever approach your area of expertise. Being as basic and simple as possible in your advice lets them grow into more advanced information.

ACTION: What is the simplest way you can say what you just wrote in your booklet, as if it was the first time a person knew anything about the topic?

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)

Create News. By familiarizing yourself with popular publications within your audience, you should gain an understanding of what issues are important to them and what interests them. Understand what they find newsworthy, and develop your publicity around these issues. Tie your topic to current events and target your audience directly when you pitch stories.

For example, if your book is about home organization, you can reach a business audience for “Clean Off Your Desk Day.” Or if you wrote about time management in the workplace, you can reach an at-home audience with an article on how to tackle the home improvements you started, but never completed. Don’t be afraid to stretch the boundaries of your topic. And remember, create news that interests your audience, not that interests you.

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)

To write a book, write an article. One common refrain frequently mentioned by *Published & Profitable* guest authors is that their book “began with an article I wrote.” An organizing concept, or a series of ideas, that launches a new career often begins with a single article in local or trade publication.

An article in *Advertising Age*, for example, launched Al Ries and Jack Trout’s *Positioning Era*, which is still selling in bookstores and generating business for the authors thirty years later. Likewise, and more recently, *Published & Profitable* Editorial Board member and recent interview guest Dr. James Prochaska, Ph.D., described how his 1994 book, *Changing for Good*, originated in an article that attracted a major publisher who asked him to write a book on the topic.

You can’t “learn” your way to writing success. But, you certainly can get the ball rolling with an article or on your website that hits a responsive chord and attracts the right interest, jumpstarting your progress.

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)

Ban Uh, Um, Basically, and Like You Know. Presenters with these kinds of verbal tics strike buyers and decision makers as people who are unable to complete the thoughts they are trying to express. When you use them you are, in effect, telling your listener: “I don’t have the verbal skill to finish my thought, so you fill in the conclusion!”

Next time you rehearse, count the number of times you use these words (or have a friend count for you). If you find you used any of them more than once or twice, you have a serious problem that you need to fix.

Marketing Strategy

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

You may become more successful at marketing when you stop selling your books and begin selling what they do for the people who purchase them. That is the difference between marketing a feature, an advantage and a benefit. A feature is an attribute of your product. For a book, it could be its size, binding, title or number of pages. An advantage describes the purpose or function of a feature, and a benefit is the value the reader receives in exchange for purchasing your book. People buy value, not generic products.

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)

Even if no one shows up to your book signing, *BE POLITE* to the store staff. Remember, they decide whether or not to stock your book. It's not their fault if it rains, or they have slow foot traffic. I have heard horror stories from bookstore staff about authors with attitude problems, and it's sad. If it's a slow day, make conversation with the staff. Most bookstore employees like to read, and they are often asked for recommendations by shoppers. Be interesting, likeable and polite, and your odds of being recommended will rise.

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 for a list of services and genres.)

Editing is critical to your book's success. You want to interview several editors and hold their completed books in your hand. Choose a set of editors who are experienced with your genre. Among equally qualified candidates, hire those with whom you have some professional chemistry. For an explanation of the types of editing your work might benefit from, read Mindy Reed's short piece, "Types of Editing", on the blog at www.authorsassistant.com.

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.)

Every Writers Resource

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

Every Writer's Resource is a killer site, one of the best yet. True to its name, it offers resources for writers on book publishing, writing, literary magazines, poetry, fiction, literary magazines, book publishers and more. This is an interactive site that aims to help and inspire all writers to publish — and you can query them with your article ideas. They also publish.



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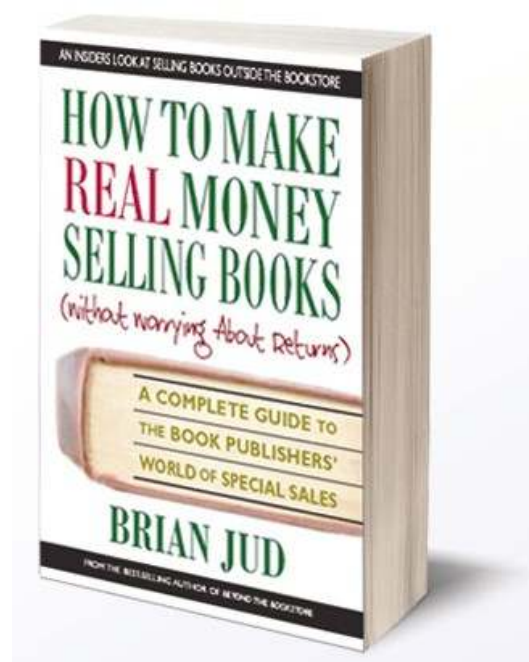
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Boost Your Book Sales With Twitter

Dana Lynn Smith, author of *Twitter Guide for Authors*, and Tony Eldridge, author of *Conducting Effective Twitter Contests*, will reveal a wealth of practical tips for getting real results from Twitter in their “Boost Your Book Sales With Twitter” teleseminar on August 12. You’ll learn how to build your author platform, spotlight your book, and find followers who are interested in the kind of book you have written. You’ll also discover how to persuade established leaders to help you promote a Twitter contest which will introduce you and your book to many new people. See this page for details: <http://bit.ly/AuthorTwitter>

Infinity Publishing’s 11th Annual “Express Yourself ...”™ 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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Contact Information for Brian Jud

For copies of all the previous issues of *Book Marketing Matters* visit www.bookmarketingworks.com/mktgmattersnews

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

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

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