

Here is your August 23 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 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 16, Number 208 August 23, 2010

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 the samples with the customer's logos or with a tip-in insert page.

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
Or www.premiumbookcompany.com**

New inquiries from the reps for the week ending 8/20/10

<u>Title</u>	<u>Quantity</u>
Flying Above the Glass Ceiling	450
Make Your Point	200
3 Elements for Effective Recruiting	1100
The Carrot Principle	700
Historic Photos of Los Angeles	1800
Principled Profit	250
Dillo	400
Hollywood Then and Now	1200

Get a personal consultation on selling your books to corporations as holiday gifts – September 7

With Brian Jud and Guy Achtzehn

Fiction and nonfiction titles may be the perfect gift during holiday seasons, for unusual events or for special marketing periods. Find out how to sell your book in large quantities to corporate buyers who could use it as a holiday gift. But you have to start soon – we'll show you how.

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

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

Sign up at <https://www1.gotomeeting.com/register/753632281>

Free Webinars in August by Brian Jud

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

How to Sell Book to the Military, Government and Non-profits (Sponsored by the Alaska Writers Guild – August 24)

Discover how to sell your books to the military -- a marketplace made up of more than 5,000,000 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. You will also learn how to sell to the largest buyer in the world – the U.S. government. And a third of their purchases must be through small businesses. And we'll also talk about selling to hospitals and non-profit associations.

Tuesday, August 24 10:00 pm Eastern Time (6:00 pm Alaska Time)

Sign up at <https://www1.gotomeeting.com/register/609106384>

Sell More Books To The Academic Market – August 26 90 Minutes of Leads, Tips and Ideas for Selling more of Your Books Sponsored by SPAN

The opportunities for selling books to schools are enormous and ideal for publishers. The academic market divided into three general sub-segments: pre-school, elementary-high school (K-12) and secondary (college 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 26, 2010 6:00 – 7:30 pm Eastern Time

Sign up at <https://www1.gotomeeting.com/register/192141801>

Notes From the Front Lines

(Excerpted – with permission – from the Book Publishers' Handbook, by Eric Kampmann, President, Midpoint Trade Books ekampmann@aol.com)

“Returns” is a word nobody in the book biz wants to talk about. But like the proverbial uninvited guest, they seem to keep showing up at the party and making a nuisance of themselves. But whatever you've experienced with returns, they are here to stay in the book trade and so we need to understand them and account for them. Books have been sold on a returnable basis since the 1930's when some of the major publishers decided to offer accounts an incentive to take greater up front risks. We have been living with the aftermath of this innovation ever since. Today, new titles generally experience a 30% to 60% return rate. Books stay on the shelf about 90 days and then come back if they are not moving at sufficient velocity. The situation is even worse with mass-market retailers. With backlist titles the story is different. Here returns will run between 5% and 15% of sales. A very low return rate might suggest that you have too few books in the marketplace. Finally, you need to factor returns into your P&L. For new titles I would use 30% as a starting point, but if you are shipping more than 10,000 books I would budget a higher percentage.

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>)

Today, authors “build” their books; writing is just part of the assembly. Building your book is like building a speech with PowerPoint. The computer simply provides you with more visual aids to help you get your point to your reader. Now, in addition to the printed word, you add digital photos and scanned drawings to your manuscript as you write, you pull information from the Web, add resource URLs to your text, search encyclopedias for background information, art sites for illustrations, and quotation sites for quotations. You draw from all these visual-aid sources as you draft the manuscript.

Ideas for Selling to Corporate Buyers – Guy Ahtzahn

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

Corporate buyers could use your books as a self-liquidator. When a book is sold at a price low enough to entice buyers, but high enough to cover its cost, it is being used as a self-liquidator. Many supermarkets use this tactic to allure shoppers to buy more at their stores if customers may purchase a book at a discounted price with a minimum purchase of the stores products. Other industries find this a valid promotional tool, too. If you have a high-priced book you might propose that your buyers use it as a self-liquidator.

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.)

Posting articles on your own blog and submitting articles to article directories, newsletters and other blogs are very effective ways of promoting books. Be sure to include important keywords in your articles. The first three words of the title are the most important place for keywords. For example, if “promote your book” is the target keyword, the title should be “Promote Your Book with Articles” rather than “Use Articles to Promote Your Book.”

It's best to focus each article on one or two keywords. I use Google's keyword tool at <https://adwords.google.com/select/KeywordToolExternal> to determine the most popular keywords for my topics.

The Cover Story – Tamara Dever

(Owner/Creative Director, TLC Graphics. For more information about producing beautiful and saleable books, please visit www.TLCGraphics.com)

How does color affect the message your cover sends to potential readers? Let's look at *Self Marketing Power* by Jeff Beals. The actual cover uses a strong and energetic orange which is associated with attitude, happiness, empowerment, and ambition — just the message Jeff wants to convey. (We later learned that the author and publisher perused books looking for colors that really popped and Jeff loved orange right away because it looked powerful.)

Using other colors give you an entirely different impression of the book. A reader takes about 10 seconds to peruse a cover before moving to the back cover or another book. In those few seconds, he will make subconscious associations between images and colors. The purple cover seems very spiritual and could be about enlightenment.



The green background paired with the light bulb signifies green energy and environmental issues at first glance. While the taupe color matches the suit jacket nicely, the cover looks like it belongs on a textbook or how-to book. By combining the proper colors and images, your cover will invoke the right emotions in your readers and they won't even know why!

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 (in addition to those listed in the August 9 edition):

- If registration is made within three months after publication of the work or prior to an infringement, statutory damages and attorney fees will be available to the copyright owner in court actions. Otherwise, only an award of actual damages and profits is available.
- Registration allows the copyright owner to record the registration with the U.S. Customs Service for protection against the importation of infringing copies.

Marketing Strategy

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

Marketing on a limited budget requires trade-offs. You may need to abandon some product features, services or activities in order to be unique at others. Trying to be all things to all customers almost guarantees that your company will lack a competitive advantage.

Marcella's Magic

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

If your topic is spiritual, you are more likely to reach your target market through signings at New Age bookstores and television appearances on shows such as *The Metaphysical Connection*. Similarly, if your book is about financial planning, you might be better served with an interview on shows such as *Today's Business*, *Capital Gains* or *The Money Wheel* in CNBC's lineup, rather than on a segment of the show, *Chef's Delight*.

The Book Shepherd

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

Continued cutbacks in traditional publishing are good news for the self-published author who dreams of being picked by a major publisher. Editors don't have the time, or the budgets, to develop a book the way they used to. The already published self/independent author has got the finished product in hand to do a "show and tell." Editors (and agents) *can* see what the book is supposed to look like, at least in the author's vision.

With product in hand, get your foot in the door by having a savvy marketing plan that reflects all the fabulous things that you have done and will do to move the book—your platform. ID your competition (editors routinely check out Amazon for competing books), so help them out—your objective is to note shortcomings and why your book fills the missing gap, not why the competing book is good.

You're On The Air

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

If the interviewer asks what you really aren't comfortable with and you really believe you need to be somewhere else, touch on the initial question and go to where you want to be. At least pay lip service to that initial question and move into your area by saying, "That's a fine question, Brian, but if we put it in the context of... ." Now I've acknowledged it, complemented the interviewer and got it to where I want to be. If you don't answer, it will look as if you're evading the question.

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>)

Have you ever attended a Tupperware party? The Tupperware Company built up an incredible market almost solely on the basis of home party sales. Why not apply the same technique to advertise and distribute your books? Lions Head Press has found that home party sales can be effective for selling religious books. They use individuals to demonstrate their entire line of books at in-home parties.

Booklet Ideas – Paulette Ensign

(Paulette is President of Tips Products International, Paulette@tipsbooklets.com
Follow me on Twitter: <http://twitter.com/pauletteensign>)

Imagine what it is like to have companies, web sites, and associations investing in hundreds of thousands and even millions of copies of your tips booklets and other information product formats. Imagine them using your products to help them sell more of their own products or services.

ACTION: What would you have to do for that to happen?

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)

When you accept speaking engagements, you often must travel, which can take lots of time. While you're in other cities, leverage your appearances by arranging for book signings or other media appearances. Frequently, the host organization or your publisher can help, so ask if their in-house publicity arms could help you get on some local morning shows.

When you speak at engagements, prepare messages that will help sell your book. In your presentations, provide strong, interesting content. Throw in interesting and provocative stories; explain ideas that your audience could explore further in your book. Be tactful; be an interesting, entertaining speaker; and don't dwell on your book!

The Very Idea

(Editorial by Brian Jud)

The chart at the right shows the number of times a home gym is used from the time it is purchased. It was posted at my gym over this statement:

Many people workout hard, see slow or little progress and then get frustrated or discouraged. Most times their lack of progress isn't because they aren't trying hard enough. It's because they don't have the right plan.

I thought how much that applies to book marketing. I've seen the same thing happen to authors. But it doesn't have to be that way. Selling books is as simple as PIE if you look at that as an acronym for **P**lanning, **I**mplementing and **E**valuating.

Take the time to plan what you will do before you do it. Then your actions should be more focused, coordinated and probably more effective. But if you are not getting the results you expected, evaluate your efforts. See what needs to be changed, make the changes and start implementing again. This sequence should help you see results more quickly and keep you more motivated to succeed.

Usage of a Home Gym



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)

If you did not reach your goals do not be too quick to blame it on "others." Did you fail because your goals were too high? Because of bad books? The wrong target buyers? Did you choose the wrong target markets? Poor execution of your plan? Was it a bad plan? Maybe it was because of what you did – or didn't do. Evaluate your results and make the proper changes. Then keep going.

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)

Take Time to Prepare for the Interview. Whether you're meeting the reporter for a cup of coffee or conducting the interview over the phone, you must be prepared. Before the interview begins, write three to five main points that you want to cover on an index card. That way you won't struggle with an answer during the interview and you won't forget to mention any important topics.

You can also use the points on your card as backup information. Reporters will inevitably ask you at least one question you don't want to or can't answer. In case you are unable to respond, you can say, "That brings up an interesting point..." then go on to one of your prepared statements. If this doesn't work, offer to find out the answer to the questions and get back to them as soon as possible.

Book-Marketing Tips – Roger C. Parker

(Roger C. Parker is the \$32 Million Dollar Author. Test your Book Publishing IQ at his www.publishedandprofitable.com)

Customize your software for greater productivity. Many authors work harder than they have to, because they fail to take advantage of timesaving features and shortcuts built into their software programs. For example, both Microsoft Word and Mindjet's MindManager allow you to customize the toolbars that appear at the top of the screen. Yet, relatively few authors take advantage of this feature. The penalty, of course, is time wasted, inefficiently opening menus and searching for frequently commands that should be instantly accessible.

Authors should not limit themselves to the default tools that Microsoft and Mindjet install, by default, in their toolbars. (This is another case where "one size definitely does not suit all.") Take the time to customize your software program's toolbars; spend less time searching, and more time doing.

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)

"Let me tell you a story." What happens when you say these magic words? They take us back to our childhood, and, just as we were trained in kindergarten, we all stop talking and listen. We all like to hear stories. So be ready with a cute, humorous story to tell. Also, look around the buyer's office for something to talk about. Does he or she have children? They're a natural focus for storytelling. In my office, you'll see fishing pictures everywhere. It's easy to know that I love to fish and will be happy to tell you about the 37-pound King Salmon I caught in Tillamook, Oregon, or the 40-pound catfish I caught in Texas. Again, a word of caution: if you ask me about fishing, I'm good for about 20 minutes of one-way conversation. If your meeting time will be 20 minutes, perhaps you'd better hold off with that question!

Guest Columnist – Patricia Fry

(Patricia Fry, freelance writer, author and editorial consultant (www.matilijapress.com) and Executive Director of SPAWN (www.spawn.org))

Article or story-writing is a great way to promote your book—to get exposure. But the point of your article or story should not be to promote your book. It should be designed to offer your potential readers information, a perspective and/or entertainment so they begin to trust you as an authority in your field or appreciate your writing style. Your article or story will carry a brief paragraph at the end introducing you as the author of such and such book.

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 “book business plan” isn’t the same as you’d use to get a loan for a company. It’s a shorter version that is especially helpful to use as a springboard for an on-target marketing plan. Do your best to answer these questions.

1) What is the *transformative value* of your book? How does it solve a problem for the reader, or provide value (entertainment, enlightenment, ideas, etc.)?. 2) Describe your primary target audience in detail (age, gender, education, location, income, key concerns, hobbies, aspirations, etc.). 3) Do a “competitive analysis.” What research or data gathering have you done to understand who your competition is? What threat do they pose? How do their services/audience/service areas overlap with yours, and how might you turn weak competitors into strong collaborative partners? 4) Determine your annual marketing budget in dollars. 5) Determine your annual marketing budget in time. How did you arrive at that figure?

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.)

The Next Big Writer

<http://www.thenextbigwriter.com>

This is a private community where writers can post work to receive feedback from writers and readers. You can share ideas, network, build a fan base and get rewards, including cash prizes and publishing contracts. This is a validated, password-protected site to protect authors’ rights, and is one of the best out there. But, as always, be cautious when submitting your work anywhere online.



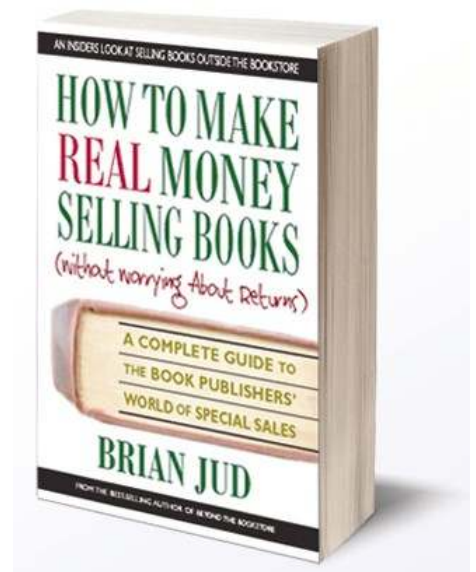
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Literary Publicist Stephanie Barko is kicking off her new web address with a daily book giveaway from August 20 through September 19. Comment to win at www.stephaniebarko.com

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/>

New media directory helps authors get more publicity

An affordable new resource for authors will help you get more publicity for your books in regional business magazines. The Build Book Buzz City Business Journal Directory offers contact information for top editors at more than 100 city and state business journals nationwide. The directory is an Excel file that can be downloaded immediately. The price for the media list, insider publicity success tips, and a bonus audio file on "how to build book buzz" is just \$19. To learn more and purchase, please visit <http://www.buildbookbuzz.com/bizdirectorycb/index.htm> or contact: Sandra Beckwith, sb@buildbookbuzz.com 585-377-2768

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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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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>