

Here is your September 6 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, Gail Z. Martin, Tonya Evans and Roger C. Parker. The guest columnist in this issue is Lin Lacombe.

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 17, Number 206 September 6, 2010

Do you want to sell more books to non-bookstore buyers? Join our commission-only special-sales program.

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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 9/3/10**

<u>Title</u>	<u>Quantity</u>
Smart Patient's Handbook	2000
Stay Healthy, Live Longer	2000
Nascar	1200
The Sipping Point	50

Personal Consulting To Help You Sell More Of Your Books Around The Holidays

Give Yourself a Holiday gift – more book sales. The economy may be down, but your books sales can go up – if you do the right things. Start now to sell more books during the October – December Holiday buying period. In this webinar you will discover tips and actions that you can do today to maximize your sales and profits before the end of the year.

Receive a personal 15-minute consultation for \$49.95. Or, listen in as we consult on four titles 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, September 7, 2011 6:00 – 7:30 pm Eastern Time
Sign up at <https://www1.gotomeeting.com/register/753632281>

Free Webinars in September by Brian Jud

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

How To Get On And Perform On More TV And Radio Shows

Sponsored by SPAN

Do you want to sell more books on TV and radio shows? This media-training webinar will show you how to get on more shows and appear confident while delivering your message convincingly, with your words and actions. Learn how to use memory techniques if your mind goes blank, discover proven techniques to use when taking calls from listeners and find new ways to improve your telephone interviews for radio shows. You will also learn how to become the perfect television guest by using your body language, gestures and facial expressions strategically and confidently.

Thursday, September 23 6:00 – 7:30 pm Eastern Time
Sign up at <https://www1.gotomeeting.com/register/591867656>

How to Sell Fiction in Special Markets

Sponsored by the Alaska Writers Guild

It can be difficult getting into the chain stores to sell fiction, but it can be done. In addition, there are many other ways to sell fiction, particularly in special markets. But you have to know the secrets, and you will after this webinar. You will discover proven ways and places to increase your sales of fiction books outside the bookstore. These techniques apply to all genres of adult fiction, children's fiction and even poetry. Join us for this unique discussion of things you can do to sell your books.

Tuesday, September 28 10:00 – 11:00 pm Eastern Time
<https://www1.gotomeeting.com/register/258671440>

Published Authors' Promotion Workshop **One Day With the Masters of Book Marketing** **Judith Briles • Brian Jud • Dan Poynter**

<http://mastersofbookmarketing.com/>

November 13 in Phoenix

Notes From the Front Lines

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

Getting Lead Times Right. One of the biggest mistakes a publisher can make is to accelerate the publication date to meet some artificial deadline. The most important date you should keep in mind is the lead time demanded by the largest book retailers. They do this to establish a coherent budgeting procedure, which means if you insist on a one-month lead time, you will not get your book onto the shelves of America's biggest accounts. Most distributors will counsel you on the best timing for your book. Listen to them because they are trying to maximize your initial sales with book retailers.

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>)

The secret to successful publishing is not to publish more and more books but to effectively market those books already published.

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)

Associate with a cause. If you want to maximize the power of your book as a motivational tool, connect it with a cause. You inspire employees, channel partners and customers to do good for others as they do good for your client's company. A *PR Week/Barkley Cause Survey* revealed that nearly three quarters of consumers purchase particular brands because they support a cause in which they believe. And more than 90% of consumers said it is important for companies to support causes and charities. Corporate respondents said they saw positive publicity, an increase in sales/retail traffic and an enhanced relationship with their target demographic as a result of cause-marketing efforts.

Every year, Reading Is Fundamental (RIF) provides free books and literacy resources to millions of children and families with free books. Contact one of RIF's corporate sponsors to work your title through the system (<http://www.rif.org>). For example, Colgate-Palmolive Company donated more than 120 new book collections each containing 127 high-quality hardcover children's books to RIF programs nationwide and at U.S. military bases overseas. Other sponsors include Capital One Financial Corporation, Macy's, Target Corporation, MetLife Foundation and The ARAMARK Charitable Fund. UGI Utilities, Inc. gave RIF a local twist by helping RIF target specific geographic areas such as those located in UGI communities in Pennsylvania.

The Book Shepherd

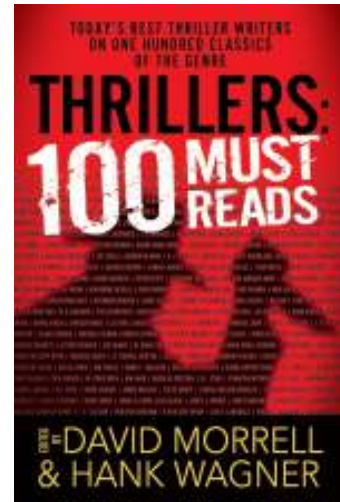
(Judith Briles, www.TheBookShepherd.com Follow me on Twitter, <http://twitter.com/JudithBriles>)

Regular communication reminds potential buyers that your book is available and how the information in it will improve their lives in some way. A consistent series of promotional events provides free exposure. This free exposure can reap the equivalent of tens (if not hundreds) of thousands of dollars in publicity by informing people about your book and where they can buy 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,

This cover must display the names of 100 of today's best thriller writers, all of whom wrote an essay for the book. This is accomplished by using all of their names as a screen, as if looking through a window, to reveal the lurking figure outside. The effect is unifying, creates a strong visual, yet lets each name be legible. This is an example of the power of giving visual meaning to the words on a book cover. When words and image become one.



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 is the Poor Man's Copyright and how can it protect my work? The concept known as the poor man's copyright says basically that you should mail yourself a copy of your work and not open it in order to establish the date that your work existed in case you ever need to defend your work or challenge a work you believe infringes on your rights. This, unfortunately, is a myth that continues to be perpetuated even by established writers and it should no longer exist in the writing world! The Poor Man's Copyright does not offer any additional protection beyond that which already exists once your idea is fixed and thus your work is created. Additionally it does not constitute a registration of your copyright. Registration is easy (no need for a lawyer) and inexpensive (as low as \$35 if you register electronically -- as of this presentation) – a small price to pay to preserve valuable rights. Consider it an insurance policy.

Marcella's Magic

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

Regular communication reminds potential buyers that your book is available and how the information in it will improve their lives in some way. A consistent series of promotional events provides free exposure. This free exposure can reap the equivalent of tens (if not hundreds) of thousands of dollars in publicity by informing people about your book and where they can buy it.

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.)

My top choices for social networking are Twitter and Facebook, used together. I also recommend LinkedIn for nonfiction authors. Other sites may also be useful, depending on your target audience. For example, if you are writing for young adults, [MySpace](http://MySpace.com) would be a good choice. If your target audience is baby boomers, check out Eons.com. Also, search on Ning.com and on Google for networks that serve your specific niche audiences.

You're On The Air

(Nick Peters, Vice President, MediaLink)

It is incumbent upon the talent to be prepared to either answer the tough or unexpected question or know how to deflect it.

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>)

Send out review copies to make subsidiary rights sales. The quicker you send them, the less chance the editor or buyer will have to lose interest in your book. In most cases, these review copies must be in the hands of major rights buyers at least six months before publication date so they have plenty of time to make a decision and schedule their use of the rights they buy.

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)

Local or regional media. For local promotions, this group can be ideal, and it may be more willing to give you coverage. In some campaigns, concentrating on local coverage can provide better value. Don't discount the value of building a strong media base in your hometown. A supportive local base can be extremely loyal and helpful in expanding your contacts. Usually, locals will take special pride in your success and go to great length to boost your career.

The Very Idea

(Editorial by Brian Jud)

What is your definition of *special sales*? Many define it as "everything outside of bookstore sales (bricks and clicks). While that is basically true, it is not specific enough to direct your selling activities. An unclear definition makes it difficult to plan your attack.

It will be easier to get started if you simply divide "special sales" into two parts: retail and non-retail. The retail segment is comprised of outlets such as supermarkets, discount stores, airport stores, gift shops and specialty stores. You sell to them through distributors and wholesalers, and most sales are returnable.

The other part is non-retail, and is made up of corporations, associations, schools, government agencies and the military. In most cases you sell to them directly, and sales are non-returnable and in larger quantities.



I would be unstoppable. If I could just get started.

As Mark Twain said, "The secret of getting ahead is getting started. The secret of getting started is breaking your complex overwhelming tasks into small manageable tasks, and then starting on the first one."

Booklet Ideas – Paulette Ensign

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

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

It is easier than it's ever been to find people and information to ease your journey and help you succeed. Virtual Assistants are available to hire for specific projects or tasks, for one time or continuously. They have a wide range of services and prices, from administrative to sales. The more you offload the things you don't want to do, that can be done better by someone else, or are a better use of someone else's time, the more you are free to create and expand your business. **ACTION:** Who can you test for offloading a task to lighten your load and increase your income?

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)

Editors and reporters care less about the length of your resume or how much you've published and more about your ability to deliver timely, interesting, audience-centered information that makes their jobs easier to do! So don't worry if you don't have a book out yet. You can still attract plenty of attention if you market yourself and your ideas well.

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)

How to choose the right designer to set up your author platform. Authors often ask the wrong questions when looking for a web designer to help them create a blog to serve as the hub of their author platform. This is especially true when authors approach- -or are approached by- -local web designers.

During the past 2 years, I've encountered a distressing number of authors who have spent great amounts of money (*4-figure sums are not uncommon!*)- -who, after 3 or 4 months- -*still* don't have an appropriately, functioning blog-based author platform. This is *bad enough* from the point of view of wasted money. But, it's *even worse* when viewed in terms of lost opportunities caused by the delays and non-performance.

Inappropriate expectations and delegation. The unhappy scenario described above begins when an author chooses the wrong designer, then delegates too much unsupervised authority to them. Many designers come to blog and web from a print background. A print background is fine, especially when it has taught the designer the fundamentals of organizing and presenting complex information in a manner that emphasizes readability and permits easy scanning.

The problem is that many "jack of all trades" designers have previously earned most of their living from creating ads, brochures, logos, menus, and newsletters for local businesses and non-profits. They often have a different perspective; they approach blogs and author platforms from an exclusively creative, or "image" background. As a result, these designers tend to over-emphasize color, type, and layout, while under-emphasizing the *functional* and *programming* aspects of blog set-up and design needed for success as the hub of an author platform.

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)

Planning gives you clarity and focus. Clarity is the ability to analyze all the possible opportunities and focus is the capacity to concentrate on one that will benefit you the most. The goal of any plan is a list of practical actions that lead to the attainment of your objectives.

Marketing Strategy

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

Your job is to find or create – through content or promotion -- a meaningful and distinctive reason why your customers should choose your title over all the others. Not every difference is a differentiator. To be effective in motivating people to buy, the distinguishing characteristic(s) must be important to them, superior to similar titles, communicable, affordable and profitable (to you).

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)

Do a SWOT Analysis for your book. Your SWOT analysis should make clear your **S**trengths, **W**eaknesses, **O**pportunities and **T**hreats. Your business plan should have a goal or action that addresses each SWOT aspect.

- What are your book's **STRENGTHS** and features that differentiate it from other books on the same topic?
- What are the **WEAKNESSES** of you or your book? (Examples could range from lacking a distributor for your book, to having less career success in your topic than competing authors.)
- What **OPPORTUNITIES** currently exist in the marketplace for books such as yours? (For example, during an economic downturn, books on budgeting and saving money soar in popularity.)
- What are the biggest **THREATS** you see to the book's success? (This could range from you suddenly getting too busy with family, health or work issues to suitably promote the book; to having a crisis occur that makes your topic out of favor.)

Once you have thought through these items, your book business plan should get clearer.

Guest Columnist – Lin Lacombe

(Lin A. Lacombe is a marketing and public relations consultant, literary publicist, writer, speaker and activist. Contact Lin at llacombe@earthlink.net)

When selling your book in bookstores statistics report that the author gets 7 seconds on the front cover to capture a reader's attention and 15 seconds on the back (there are small publishers who would say these numbers are high). Before you pick a book designer make sure you have researched (Amazon and bookstores) books in your genre to see how yours compares or jumps out. Make sure the book title and cover grab attention, are legible online, on your website, and on Amazon. Use unbiased focus groups to test-market the cover.

Helpful Website of the Week – Adele M. Annesi

(Adele is a freelance writer and an editor with a high-tech analysis firm and may be reached at a.annesi@sbcglobal.net.)

Web for Authors

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

Web for Authors is a great resource for those looking to create a professional-looking Web site. The mission is to help authors, writers and speakers by providing well-designed, affordable Web sites and Internet-based tools that connect you with fans and readers.

WebforAuthors.com and a new project, WikiforWriters.com, were created by Turner Technology, an IT services company based near Athens, Georgia.



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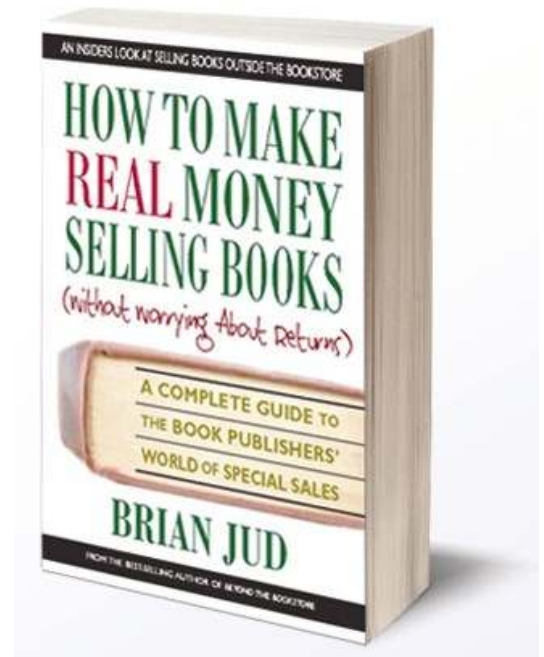
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"Experience Speaks!" FPA Ed-U-Conference -- Oct. 9

John Kremer, internationally recognized book marketing guru and author of *1001 Ways to Market Your Books*, is the featured speaker at the Florida Publishers Association's 2010 Publishing Ed-U-Conference: "Experience Speaks!" Also featured are FPA President Chris Angermann, on the three types of editing and how they relate to the success of your book, and FPA-member Kyle Miller, IBPA Publishing University Scholarship recipient on what she learned at the 3-day NYC publishing extravaganza. Registration is open to members and nonmembers, authors and publishers, friends and publishing vendors. Details, including downloadable PDF agenda, speaker list and hotel information, can be found at <http://tinyurl.com/37gbhwx>

Leadership and the Power of Acknowledgment

Judy Umlas conducts a full day traditional or two-session virtual course geared toward strengthening employee engagement by using acknowledgment as a critical tool. The course is geared toward developing participants' personal leadership capabilities, and has a positive impact on productivity and well-being in the workplace.
http://www.iil.com/emailfiles/POA/LPOA_b_7_10.htm

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](http://www.bookmarketingworks.com/index.php?pg=bookstore/bookstore.htm) 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

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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>