

Here is your September 20 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 Jill Lublin.

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 18, Number 207 September 20, 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 9/17/10**

<u>Title</u>	<u>Quantity</u>
Little Black Book of Cocktails	50
Hawaii Trivia	2300
Best of Hawaii Cookbook	2300
Book of Conversion Charts	7200
Talk Turkey	700
Nature's Way ... Earthkeeper	1200

Brian Jud's Free Webinars in September

Where to find people who can buy thousands of your books – with no returns

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Selling books is a matter of numbers. The more people you contact, the more books you can sell. Unfortunately, many authors miss out on potential sales because they don't know where to find the names of people who can buy in large quantities, with no returns. In this webinar you will learn where to find the names of people willing and able to buy your books. Do you think there is *nowhere* to sell your books? There is, if you *know where*. Sign up today and discover new markets and people that you probably never considered as prospects before. Then watch your sales grow.

Tuesday, September 21 4:00 pm – 5:00 pm Eastern Time
Sign up at <https://www1.gotomeeting.com/register/547093217>

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>

3rd Annual Author Marketing Summit

Join Brian Jud, Sam Horn, Marsha Friedman and others on October 29- 30, 2010 - Charleston, SC
<http://www.authormarketingsummit.com/>

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)

What to Look for in a Distributor. At Midpoint we are undergoing a thorough review of practices and procedures. All companies need to examine the assumptions behind their business because it is so easy to drift into a status quo mentality that is a killer if you want to compete and grow in a challenging economical environment. We have come up with some key words to describe how we would like our client publishers to characterize us as partners in the publishing process. The six words are: experienced, motivated, responsive, candid, flexible and positive. Here is the interesting part: Once we have determined how we would like others to think of us, then we begin to set a standard based on the six words and we begin to strive to live by them. Everyone falls short of the ideal, but when you have a standard that customers expect as the norm, then outstanding results often result, creating an overall environment for excellence and achievement.

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 cover: The package outside should express the text inside.

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)

Think of catalogs as an extension of your mail-order capability. Each acts as a sales brochure for your titles, helping you build awareness in your target markets. Catalogs deliver your book's cover and major sales handles to thousands – if not tens of thousands -- of potential buyers. This gives you additional *hits* on people in your target markets, enhancing your credibility as well as your long-term sales.

Catalogs pride themselves on a "high fill rate" which means they fill and ship orders quickly. Maintaining this reputation requires a sense of partnership with their suppliers (publishers). You have to meet deadlines with a quality product. On the other hand, they purchase books for inventory, not to orders, so you can ship in fewer, larger quantities. They rarely require an exclusive and most pay in 30 days. Sales are generally non-returnable and the catalog company usually pays for shipping.

There is one similarity to selling books in bookstores: the competition for your title to stand out is intense. Minimize this by seeking specialty catalogs that sell complementary products. Then, your book becomes an accessory item.

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>)

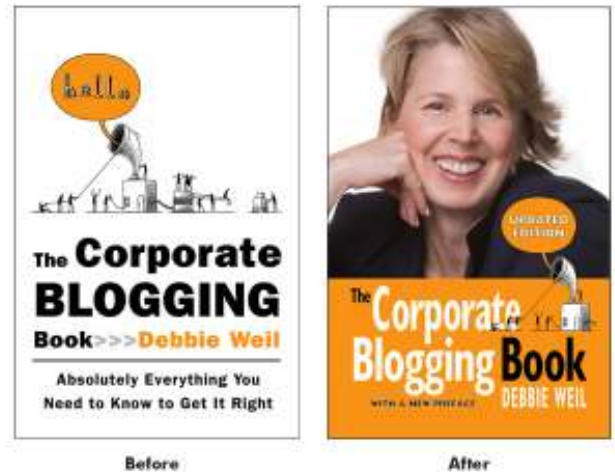
It is possible to sell rights to another publisher to produce limited editions of your book. For example, both Phantasia Press and Underwood-Miller publish autographed, numbered and slipcased editions of books by well-known science fiction authors (such as a \$50.00 autographed edition of Roger Zelazny's "Trumps of Doom" or a \$40.00 autographed edition of C. J. Cherryh's "Cuckoo's Egg"). These higher priced editions rarely compete with standard hardcover or paperback editions since they are issued in limited runs of 250 to 1,000 copies and are sold primarily to collectors.

The Cover Story – Michele DeFilippo

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

The Corporate Blogging Book by Debbie Weil

For this “before and after” example, our client wanted to more effectively promote her consulting practice without losing the connection to an earlier successful edition of her book. We filled more than half of the new cover with her portrait, since she is now the “product” being sold. To maintain the connection to the earlier book, we kept the black and orange color scheme, chose more contemporary fonts, and utilized just a small portion of the previous illustration.



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.)

When in the Writing Process Should I Register My Work? The “lawyerly answer” is based on the benefits of timely registration defined in the Copyright Act: you should register before your work is infringed and within three months of publication. Additional guidelines:

- Register your manuscript once completed
- Register works (even if only a few chapters) that you are submitting on a regular basis, posting on the Internet, or performing on a regular basis
- Update your registration after a substantive change to your work
- Register the final product
- Within three months of publication

Marcella's Magic

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

A consistent series of promotional events helps you sell more books. The more people you tell about your book, the more likely a significant number of them will buy it. Move them through the mental buying process more quickly (through frequent repetition of your message), and they will reach the inevitable conclusion to purchase your book.

You're On The Air

(Rita Thompson, Field Producer for CNBC, CBS News and Chronicle)

I want somebody who is going to be concise, clear and accessible. Someone who can take perhaps complicated information and put it in very simple, understandable terms.

The Book Shepherd

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

Ahhh, times have changed—which publishing road does an author take today? With the Internet and today's technology, traditional publishers are being turned on their heads, self and independent publishers have morphed into new critters—ranging from “Wow—look at these books, they are amazing” to “Wow—these like they were done with Elmer's Glue at the kitchen table.”

The publishing road answer: it depends. Authors are choosing to bypass the traditional method that had been so coveted by the majority of authors just a few years ago. The five key factors that have moved authors to seek other avenues are: rejection, timing, control, quality and money.

Rejection. That a traditional publisher(s) has said, “No,” has led authors down the do-it-themselves path. Some choose the vanity format such as LuLu or iUniverse; others explore POD; pay to publish; eBooks; or create their own publishing house. It's your choice ... but do the math always. Measure your time, investment and potential return.

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.

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)

Before writing your silver bullet, take a closer look at your book. Then answer the following questions:

- What is most interesting or unusual about your book?
- What makes your book most memorable?
- What are the three most important benefits that readers will receive from your book?
- What differentiates your book from titles on the same or similar subjects?
- What are the first responses you receive when you tell people about your book?
- What causes people to stop, listen, or say wow?
- What questions do people ask when you tell them about your book?

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)

A planning meeting beginning with the words “I received a great manuscript today” will rarely be as effective as one beginning with “I was reading about a new consumer trend for which there are no current titles available. What if we....”

The Very Idea

(Editorial by Brian Jud)

Did you know that it is impossible to sneeze with your eyes open? It's also impossible to succeed in book marketing with your eyes closed. Always look for new opportunities. To see what others do not, look at...



- ... **the content of your book.** People do not buy your physical book per se, the buy what the information in your book does for them. Describe your content in terms of what it does for the reader/buyer, and give it to them in the form they desire.
- ... **people rather than on markets.** Define your target readers (for retail sales) and target buyers (for non-retail, i.e., corporate sales).
- ... **getting people to buy rather than selling to them.** Divide a page into three columns, headed *Problem*, *Action* and *Result*. In the *Problem* column list all the issues or challenges that your prospects have. Then list the *Actions* you recommend and finally the *Results* that readers will get if they follow your advice. Then communicate the *Results* to prospects in your marketing efforts.
- ... **the differences of your content, not on its sameness.** People do not want more of what they already have. Tell how your content is different from and better than competitive titles.
- ... **yourself as an expert.** You are part of every sale, particularly in special markets.
- ... **market segments.** Organize your target readers/buyers in easy-to-reach groups of people with similar reasons for buying. For example, if you have a children's book, segments might include schools, PTAs, daycare centers, home schooling, children's museums, etc.

Effective and successful marketing is simple, but not easy. Keep your eyes open for new ways in which to sell your books. That is nothing to sneeze at.

Booklet Ideas – Paulette Ensign

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

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

Tap into people you know in your field, people you never met who you respect, or a combination of both to develop and market products together. That can be a tips booklet, an interview series, ezines, or other information products. The revenue can be split or not.

ACTION: Which product format seems easiest to start this week?

Guest Columnist – Jill Lublin

(Jill Lublin is the author of two national best selling books, *Guerrilla Publicity*, and *Networking Magic*. She is a renowned strategist and international speaker -- www.JillLublin.com)

Think of your clients, customers, referral sources, vendors, and suppliers as your partners and friends — as people who want to help you. Never forget that they're people, not just business statistics, and that you cannot succeed without them.

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)

How many times have you opened a magazine or newspaper only to find a fellow author quoted in an article or featured as a guest author? Even worse, how many times could you have commented on the same topic or written a better article? These savvy authors know the importance of writing articles and having magazines, trade journals, and newspapers publish them. Why not follow their lead?

Getting published in a magazine or trade journal is an excellent way to become perceived as an expert. Articles allow you reach hundreds of thousands of people for free, and you'll receive the same amount of clout as other more well-known authors. Additionally, you can reprint your published articles and use them as promotional items. When readers see you in numerous magazines, they'll consider you an industry leader and will want to buy your book. Regardless of your topic, you undoubtedly have plenty of ideas you could write about. Make your articles stand out by emphasizing something unique and giving the readers useful information they can implement today.

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)

Why authors must also be speakers. There are several compelling reasons authors should fine-tune their speaking skills and market their availability as skilled speakers.

1. Enhanced profits. Speaking offers authors greatly enhanced profit opportunities. Authors can earn more from a single 30 to 45-minute keynote speaking engagement than from the sales of thousands of books. In addition, speaking opportunities frequently lead to additional presentation and training opportunities, as well as lucrative consulting and coaching opportunities.
2. Credibility and visibility. Speaking builds your credibility and visibility while earning significant profits. When you're hired by a well-known client, it's like they're endorsing you- -your client's credibility is additional proof of your accomplishments. On your website, your calendar of upcoming speaking events, coupled with testimonials from event planners and attendees at previous events, enhance your credibility in an editorial, or factual, environment.
3. New ideas and perspective. Speaking provides you with new opportunities to fine-tune and revisit your ideas. Each speech is an opportunity to enhance your perspective and advance your thinking. You're likely to get new ideas for future books and further exploration from the comments and questions you encounter before, during, and after your speech.

Whether you speak for exposure or for profit, speaking offers you ongoing opportunities to earn significant income while building and promoting your books and brand.

Marketing Strategy

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

A title is like an individual musical instrument. Your list of titles is like a group of instruments. They can function alone, but the conductor leads the individual musicians to act as one unit instead of a cacophony of individual performances. Orchestrate your front-, back- and mid-list titles to yield a successful performance. This is accomplished through the application of marketing strategy.

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)

Another way to raise your visibility and to increase inbound links to your web site (which helps to increase your search engine results) is to contribute articles online. You can submit articles to membership sites where you are part of the community, thereby both enriching the community library and helping to establish yourself as an expert. You can also submit articles to article directory sites such as eZineArticles.com. Article directories are an easy way for your content to find its way into blogs, newsletters and other sites with full attribution to you and links to your web sites. You can post your articles for free, and anyone who finds your material can use it for free, but they are required to include your by-line plus a resource box of contact information that points readers back to you. Your article (and contact information) will end up in publications around the world—editors whom you would never have known to pitch. It's great visibility and it furthers your reputation as an expert.

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.)

Internet Public Library

<http://www.ipl.org/>

The Internet Public Library is a public service organization and a learning/teaching environment founded at the University of Michigan School of Information and hosted by Drexel University's College of Information Science & Technology. The IPL is the first public library of and for the Internet community featuring books, magazines and newspapers on any subject under the sun.



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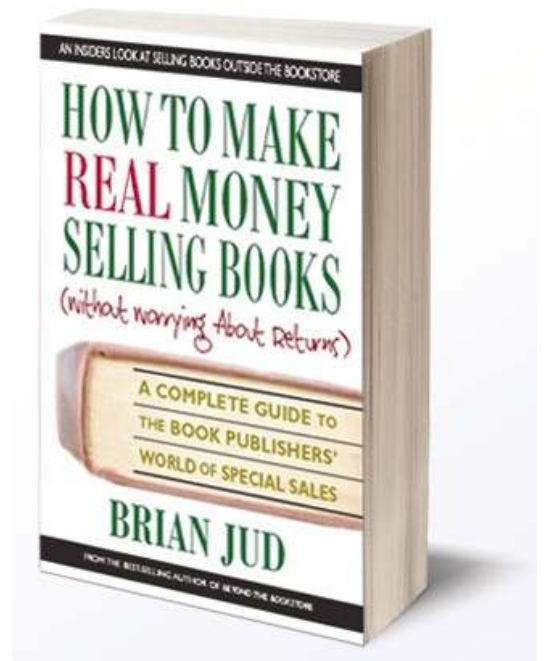
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"Experience Speaks!" FPA Ed-U-Conference -- Oct. 9

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/37gbwx>.

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 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>