

Here is your October 4 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 Patricia Fry.

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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 19, Number 208 October 4, 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.

Top inquiries from the reps for the week ending 10/1/10

<u>Title</u>	<u>Quantity</u>
Living a Life of Significance	100
Mr. Peabody's Apples	3000
Handbook – Heart Disease	250
Soccer for Moms	300
Turtle Wisdom	450

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

Free Webinars in October

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 and the Government

Sponsored by CreateSpace

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 local and state government agencies as well as largest buyer in the world -- the U.S. government. And a third of their purchases must be through small businesses.

Thursday October 14 6:00 pm Eastern Time

Sign up at <https://www1.gotomeeting.com/register/944357057>

How To Sell More Books Before The End Of Year

Sponsored by CreateSpace

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 November -- 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.

Tuesday, October 26 6:00 - 7:00 pm Alaska Time (10:00 -- 11:00 pm Eastern)

Sign up at <https://www1.gotomeeting.com/register/818044985>

3rd Annual Author Marketing Summit

Join Brian Jud, Sam Horn, Marsha Friedman and others on October 29- 30, 2010 - Charleston, SC

Sponsored by Advantage Media

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

Marcella's Magic

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

The question of what makes a good book is a very large question and it's also an easy question to answer. A good book is a book that people want. How do you make a book that people want? You give them information that they need, that they are asking for, whether its a story in the form of fiction, mystery, collection of poetry, a western, or whether or not it's in a business book.

Notes From the Front Lines

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

I see seven key decision points that need to be addressed as a book is being prepared for publication. As a distributor, we often are forced to reject books because not enough care was put into one or more of the key decisions before we saw the project. In fact, it would be best if the publisher would enlist the help of the distributor, or some other experienced advisor before arriving at a final decision. Here are the seven key decisions as I see them. First, print the right number of books. Err on the side of caution if you are unsure. Remainder tables are always full for a reason. Second, price the book for your market. If you are selling retailers, then your price should be lower. If your market is very specialized, then you may be able to price up. Third, use an experienced designer for your book jacket. Fourth, chose your printer carefully. Do they have a good reputation for service and fast turnarounds for reprints? Fifth, should you pay the traditional royalty rate or is there another way? Sixth, do you have a distributor and if not, how do you plan to sell your book? Seventh, what is your marketing plan? Do you know your market and do you know how to reach it?

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>)

Just as a parent's responsibilities do not end with giving birth, an author's do not end with publication. The child must be raised and the book must be marketed.

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)

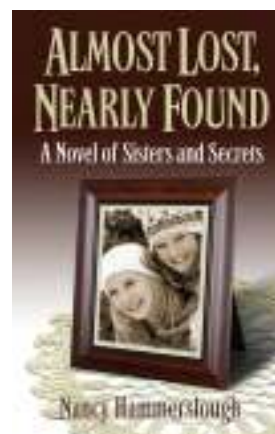
Make it easy for people to buy from you and to sell your books. Provide retailers with free counter-top displays with the purchase of a minimum quantity. Include instructions for re-ordering your books to refill the displays (see <https://www.bookdisplays.com/>). Give the retailers ideas for cross selling, such as suggesting that they place your book about forgiveness near a display of flowers or candy. Contact the department buyers in large stores rather than the people purchasing general store items. The buyer for cookware may be amenable to purchasing your cookbook when others may not see its value.

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>)

Almost Lost, Nearly Found: A Novel of Sisters and Secrets by Nancy Hammarlough

This novel about two sisters, one who follows the rules and one who doesn't, is set at the end of World War II. The publisher wanted to visually communicate the time period to the buyer. To accomplish this, we chose sepia tones and a traditional wood picture frame with a crocheted doily underneath. The photo of the girls also supports the story. One sister wears a pure white hat, the other wears a hat with a bolder design.



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.)

How much can I quote without permission? There is no set number of words you can use under the fair use doctrine. This doctrine permits use of copyrighted materials for certain purposes listed in the Copyright Act, such as criticism, comment, news reporting, teaching, scholarship, or research. While technically infringing on the copyright owner's rights, these uses are considered permissible; and such fair use can be used as a defense against a claim of copyright infringement. Note that it is not sufficient simply to acknowledge the source of the copyrighted material. The Copyright Act provides four factors to determine, on a case-by-case basis, whether fair use or infringement exists.

1. Character or purpose of use
2. Nature of the copyrighted work
3. Amount and substantiality of the copied work
4. Effect on the potential market

The Book Shepherd

(Judith Briles, www.TheBookShepherd.com Facebook.com/AuthorU and Facebook.com/TheBookShepherd and follow me on Twitter, <http://twitter.com/JudithBriles>)

The four key reasons to look at publishing own your own include *Timing, Control, Quality and Money*. This issue, let's look at *Timing*. If your manuscript is completed, you can have it edited, cover and interiors designed, printed and in your hands within four months, even less depending on which format you use. With traditional publishing, you can have your manuscript completed and it will most likely be in your hands in 18 months. That only gets fast-tracked if the publisher is going to “crash” the book—it could be something spicy about a celebrity, a politician, even a tie-in with a movie that will be released or has hit it big. That leaves most of us out. Crashed books are truly mass-produced and can pop up in a bookstore in 30 days.

With eBooks and the use of Smashwords.com, you can create your own form of “crash” and get something up in a few weeks, which has become a strategy for some authors with the option to create a pBook post the eBook.

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)

Creating a professional online presence is a must for businesses these days. Many business professionals are wondering how they can be online without sacrificing personal privacy or appearing less than business or Internet savvy. The following strategies can help you feel more comfortable and make sure you build your online presence in a professional manner that will help get you clients, customers and business.

1. Use a professional photo of yourself and use it consistently on all of your online profiles. Using the same photo helps potential clients and the media recognize you. Using cropped or unprofessional photos can really hurt your image. If it was taken on your cell phone, it shouldn't be your profile picture. Also, use a picture of you, and not your logo on the accounts with your name on them. A photo of you makes you more approachable. If you have a company page or account, logos are fine, but make sure they are correctly sized and clear. More at: <http://prpr.net/prpr-publicity-newsletter/private-newsletter-pages/online-presence/>

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.)

5 Ways to Write Effective Titles for Your Articles and Blog Posts. Keywords are the words and phrases that people use to search for your topic on a search engine like Google. For maximum search engine optimization value, use important keywords in the titles of your blog posts and articles. But it's also important to write headlines that entice readers. Here are five examples, using the keyword "promote your book."

1. Use the primary keyword in the first three to five words of the title: *Promote Your Book With Facebook Groups*
2. Write a compound title, containing two different phrases: *Promote Your Book in Your Own Backyard - 10 Strategies for Success*
3. Many people use the words "how to" when searching on search engines. Capitalize on those searches with a how to title: *How to Promote Your Book and Yourself on Facebook*
4. State the benefit to the reader: *Increase Your Sales When You Promote Your Book at Events*
5. Use the magic of numbers combined with keywords: *Top 10 Ways to Promote Your Book*

I use the Google Keyword Tool <https://adwords.google.com/select/KeywordToolExternal> to create keyword lists for topics that I write about.

You're On The Air

(Dr. Wayne Dyer, author of *Your Erroneous Zones*, *The Sky's the Limit*, and *Real Magic*)

I was told that the only way you could talk to everybody in America was to get on all the big talk shows. But all the big talk shows never heard of Wayne Dyer. So there's another way to talk to everybody in America and that's to go to everybody in America. Go on every little radio show in every town across the country. Most of them, like AM Columbus and Good Morning Jacksonville, if you've got a new avocado dip they'll put you on. Take the books with you. Just do it, and don't tell yourself, "I've got to struggle."

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>)

Through a network of sales representatives who sell to camera shops across the country, Amherst Media has sold over 45,000 copies of "Basic 35mm Photo Guide for Beginning Photographers." To encourage sales in non-bookstore outlets, they provide free counter-top displays with the purchase of twelve or more copies.

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 helps you prioritize resource allocation among competing opportunities. Without some means for ranking your projects you might allocate too much time or money to those with less economic. Under each priority level, do the first things first. Do that which is more important to your business before that which is more enjoyable. Hopefully, they are the same thing.

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)

For radio and TV, call producers, not hosts. Call them after their shows have run because that's when they usually have time. Prior to their shows, they're usually totally occupied by details required to put on their programs. When you call, chances are you won't get through. At that point, you can leave a message or ask to have them paged. In all contacts — by e-mail or phone messages or when speaking with the media — give or recite your silver bullet. Say, "This is Robyn Freedman Spizman. My book *Make It Memorable* tells you how to give the most meaningful and memorable gifts on earth." Then add, "I'd like to send you a press release telling you all about it."

The Very Idea

(Editorial by Brian Jud)

Sometimes it feels like the money you are spending is going in deep hole with no apparent results. Since most of us have limited budgets, it is necessary to perform some marketing triage.

Look at the five major areas of marketing. Did you **plan** your efforts? Is your **product** right (cover, title, layout, binding)? Is your **price** correct? Are you using the best **distribution** channels to reach all retail and non-retail segments? Did you implement an assorted **promotional effort** using the right amount of publicity, advertising, sales promotion and personal selling?

Also, consider the productivity of expenditures since not all expenditures have an equal return on their investment. Evaluate your actions to determine what is working and what is not. Then do more of what is working. Do not be too quick to pull the plug on those actions (i.e., publicity, special sales) that have long a long lead time between implementation and results.



Booklet Ideas – Paulette Ensign

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

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

Do one thing with your tips booklet that has seemed like a stretch to you up until now. It can truly be anything. It might be stating your opinion, shortening or lengthening your communication style, marketing only a downloadable version, going to a new industry to market what you have, selecting a new color for your business image, or anything else that feels new to you.

ACTION: What one thing can you do to experiment, realizing it may be great or it may not?

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)

Choosing a co-author based on their ability to write versus their ability to promote. What are the most important characteristics to look for when choosing a co-author for your book? Many might mention characteristics like "ability to write" and "subject area knowledge." Yet, the experienced authors, agents, and publishers I talked to recently emphasize a far more pragmatic characteristic: the size of their platform. Platform is typically measured by the size of the co-author's mailing list, the popularity of their blog or podcast, and the number of individuals they speak to at live events throughout the year.

When a publisher's acquisition editor compiles a profit and loss statement, as part of the decision making prior to signing a book, one of their primary concerns is the number of books that can be sold by the authors themselves. Make sure that the co-author's contributions to the book's content will be matched by their ability to help pre-sell and support the book.

Marketing Strategy

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

Do not automatically go where everyone else is or do what they do. Look everywhere for innovative ways to market your books and achieve what others are not. Trust your intuition, make creative choices and implement them courageously. New ideas are neither right nor wrong -- they are simply different. They are odd-shaped pegs that do not fit into round or square holes.

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)

The month right before your launch, the launch month and the month immediately after launch are critical times for your books. Traditional publishing wisdom holds that a book's sales are strongest in the first 90 days, and that's the period often used by publishers and bookstores to measure a book's impact. Books that hit bestseller lists usually do so on the strength of their opening weeks. Even if getting onto the bestseller list isn't your priority, bookstores do determine who gets shelf space based on early sales, so anything you can do to front-load your sales helps. In this chapter, we'll look at several ways to open big, including media exposure, using a "street team" for early buzz, making plenty of well-promoted personal appearances and piggybacking with bloggers and web sites that reach your audience to get the word out.

Guest Columnist – Patricia Fry

(Patricia Fry is the author of 31 books, including *The Right Way to Write, Publish and Sell Your Book*. She is the Executive Director of SPAWN (Small Publishers, Artists and Writers Network) www.spawn.org. Sign up for a free gift at my new website: www.patriciafry.com. View my showcase of books at: www.matilijapress.com)

Hire An Author's Assistant If you are an author who is dedicated to turning your book into a successful venture, you probably can't get it all done. You're finding that book promotion is more than a full-time job. Do you sometimes resent having to do those mundane tasks—the non-creative work? If you have trouble getting it all done, why not hire an assistant? An assistant could handle all or some of the following:

- Do marketing, book or business research.
- Handle your social media accounts.
- Write and post at least some of your blogs.
- Research book review opportunities.
- Respond to emails.
- Fill out forms, including interview questionnaires.
- Conduct interviews for articles or your book project.
- Seek out new venues and book speaking engagements.
- Design and send out promo material.
- Do filing.
- Keep your website updated.
- Make follow-up calls.
- Run errands.
- Work with graphic designers and printers.
- Pack and ship books.
- Make your travel arrangements
- Take over in the office when you are traveling.
- Design online courses in your topic and implement them.
- Keep your appointment calendar.
- Send invoices and chase down money owed.
- Make copies of handouts, promo material, etc.
- Keep track of inventory.
- Get quotes from printers

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.)

Journalism Jobs

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

JournalismJobs.com was founded in August 1998 by Dan Rohn, a former copy editor and writer with *The Washington Post*, editor with America Online, and Washington, D.C.-based stringer for *Money Magazine*. This great site has jobs in journalism, and the listings are free. It's the largest and most-visited resource for journalism jobs and gets between 2.5 to 3 million page hits a month.



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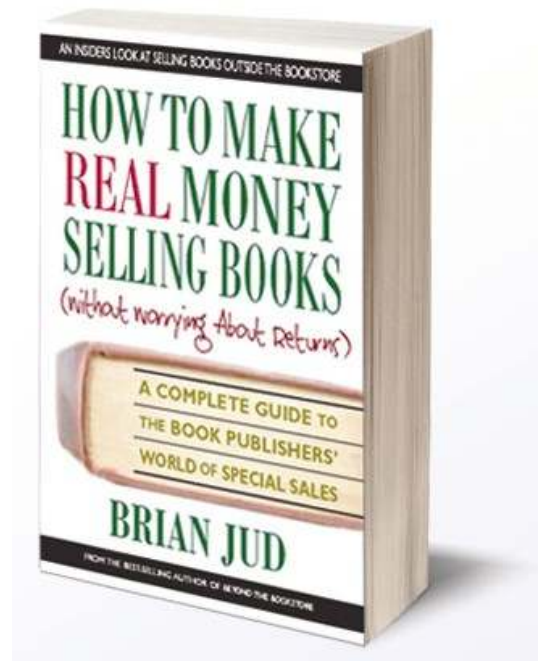
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- Become more profitable
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"Experience Speaks!"

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/37gbhw>.

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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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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>