

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

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

**We sell your books. We pay shipping.
All non-returnable.**

**BrianJud@premiumbookcompany.com
Or www.premiumbookcompany.com**

We get about 3,000 hits per month on the ESP search engine. Most of the titles in our program receive some action on a regular basis. We cannot show them all, but below is a list of the direct inquires for which we send sample books. We usually customize them with the customer's logos or with a tip-in insert page.

Top inquiries from the reps for the week ending 10/15/10

<u>Title</u>	<u>Quantity</u>
More Than A Minute	50
Inside the Magic Kingdom	100
Family Caregiver Organizer	200
Cupcakes!	700
One Minute Manager	1200

Free Webinars in October by Brian Jud

Tonight! 8:00 pm Eastern **How to Negotiate Large-Quantity Sales**

Sponsored by Publishers and Writers of San Diego

Brian will show you how you can negotiate profitable orders. Rarely will buyers accept your initial proposal, so you must negotiate the final terms. If you want to make larger-quantity sales to corporate buyers, you must be ready to deal. There are a variety of ways to do that effectively and in a non-threatening manner. It is not difficult, but you have to know where to give and take – and when not to cave in.

Sign up at <https://www1.gotomeeting.com/register/918913937>

How To Sell More Books Before The End Of Year

Sponsored by Alaska Writers Guild

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>

How to Sell Books to the Military and Government

Sponsored SPAN

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.

Wednesday, Oct 27 6:00 – 7:00 pm Eastern Time

Sign up at <https://www1.gotomeeting.com/register/223259817>

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/>

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)

Self-Publishing works best when your overall operating costs are low. The only way to achieve a low-cost publishing paradigm is to outsource almost all essential publishing activities from editorial and printing to sales and distribution. But beware: outsourcing is a great strategy only if you are able to put together a great team. This takes time. It may mean going back to the starting block several times before the team that is just right for your publishing program, but it is essential to keep at it until you are satisfied that the team is working in concert with you.

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>)

Unless the group is the National Association of Cookie Products, a book makes a better fund-raiser than a bake sale.

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)

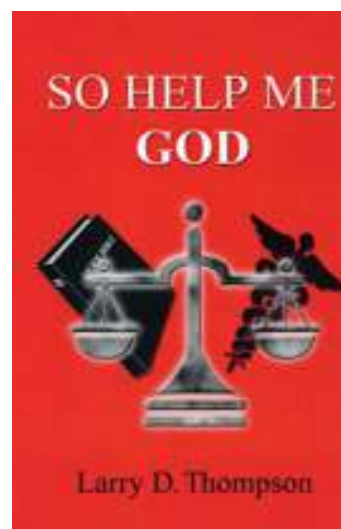
There are approximately 180 Ship Stores on U.S. Navy commissioned ships. The mission of the Ship Store program is to provide quality goods at a discount. As you can imagine, space aboard a ship is very limited and only the most necessary items in each category are held in stock. Ship Stores carry basic necessities such as soap and shampoo as well as a limited selection of semi-luxury items such as watches and consumer electronic items. However, the crewmembers may place an order for almost any item (including your book) through NEXCOM (Navy Exchange, <http://www.navy-nex.com>).

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)

Before: If you're looking for a courtroom drama that combines politics, religion and greed, you found it here. The first cover's red is an attention grabber, but is this a novel or an instruction manual?

After: This book handles conflicting issues, and we threw it all in the cover, but in a short moment you understand the religion-courtroom-greed. The face of a fetus is in the gavel, and that's an embryo next to Ben Franklin. Shortly after the new cover was published, a producer bought the rights to make the movie.



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.)

The concept of fair use should not be confused with the concept of public domain. When a work is in the public domain it has no copyright protection. Therefore, the public—rather than a particular individual or entity—owns the work. A work might be in the public domain for one of four reasons:

1. The term of copyright protection has expired
2. The owner failed to fulfill a requirement and lost copyright protection
3. The work was created by the U.S. Government
4. The owner dedicated the work to the public domain

As a rule of thumb, registered works created before 1923 are now in the public domain.

Marcella's Magic

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

An effective promotion technique that you can do particularly in the creative fiction category of the store is to get in touch with the store people. Send them flyers. Send them a mailing, and let them know what kind of promotion you're doing and where you're doing it.

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 on your own include *Timing, Control, Quality and Money*. This week, let's look at *Control*.

If you get a group of authors together who have traditionally published, one of the most common grumblings you will hear is that they don't like the way their book looks—covers and interiors and they really have been in a fog when it comes to book sales. Even authors who hit the major best selling lists are clueless about what their sales are. Royalty statements are one of the great mysteries.

As an independent or self-publisher, you've got a palate at your fingertips. Covers can be very creative, and quite the piece of art without breaking the bank. The use of embossing, foils or a touch of spotkote can set your cover up as a "pick me up" to the buyer. Control means that you never have to author a book you will regret ... at least the way it looks. You don't have to stick with the new norm of too many in publishing, the "template" look.

You're On The Air

(Eric Marcus, Author of *Breaking the Surface* and former producer for *Good Morning America* and *CBS This Morning*)

If you have people calling in to your show, you have to engage them and ask them questions.

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.)

Attract Readers to Your Author Blog with Lists. Looking for ideas for your author blog posts? Bulleted and numbered lists are always popular with readers. Here are some ideas to get you started:

- 7 Ways to . . .
- My 10 Favorite . . .
- Do You Make These 3 Mistakes in . . .
- Top 10 Reasons to . . .
- 9 Secrets to . . .
- The 15 Best . . .
- 12 Tips for Effective . . .
- 5 Steps to . . .

At the end of your list article, invite readers to share their own ideas by commenting. You can also write a series of blog posts expanding on each of the items in your list.

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>)

A Blog Carnival is a blog post where someone takes the time to find really good blog posts from other bloggers on a given topic, and then puts all those posts together in a periodic blog post called a carnival. If you'd like to set up a blog carnival, check out <http://www.blogcarnival.com>

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 the media hears about books and authors, it checks them out the Internet. So, it's essential for authors to establish a strong Web presence. Make sure that your site supports your mission, which can be to publicize your book. Find a great domain name that is easy to remember, and register that name with all the major search engines. Create a site that looks great and is easy and intuitive to use and understand.

The Very Idea

(Editorial by Brian Jud)

You have two avenues to sell your books: through bookstores and to non-bookstore buyers. As a general rule, it is not necessary to choose between the two. Sell to both channels, but know your options and choose the best combination of distribution channels for each of your titles.



Booklet Ideas – Paulette Ensign

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

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

Sometimes the most logical directions for marketing your tips booklet turn out to be a dead end with little or no sales. It can happen for more and less obvious reasons, no matter how much sense the original idea had in your thoughts or how much you try to reason it out. Take a different path when that happens. After all, you have nothing to lose. You may surprise yourself when sales show up from a completely illogical and unlikely source.

ACTION: Who can you approach in a totally different industry or profession?.

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)

Strategies for Giving Great Magazine Interviews for Book Publicity. Getting an interview takes great effort. But an interview doesn't necessarily mean you'll get quoted in the final article. If your image is unprofessional, if your information isn't quite what the reporter wanted, or worse yet, if you come across as rude, then you won't get plugged in the article and you definitely won't get another chance. So what can you do to make the right impression and help ensure that you're quoted in the final article? Here is one of my five strategies for giving a great interview and getting the media attention your book deserves:

Find Future Stories. Always view your interview as an opportunity to establish a working relationship with the reporter. You want the reporter to see you as a resource they can use for information now and for stories in the future. Just like you're always looking for ways to get quoted, reporters are always looking for people to quote. So at the end of every interview, always ask what other stories they are covering and what other publications they write for.

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)

3-step system for marketing your speaking services to meeting planners. Successful authors view meeting planners as one of their most important target markets. Meeting planners are the gatekeepers speakers must pass in order to get in front of the corporate managers and executives who make hiring decisions for coaching and consulting services. Here's a suggested 3-step process for convincing meeting planners to sign you up for their next event.

1. **Home page.** Attract the attention of meeting planners with a home page headline that communicates your ability to captivate audiences. Include a sentence or two of proof copy, plus a link to an inside page promising more information.
2. **Meeting planner page.** Create a page of your website focused on proving the promise of audience satisfaction mentioned on your home page. Include a brief overview of the types of speaking you do and examples of the clients you have worked with. Conclude with a link to a downloadable Acrobat PDF file containing complete details.
3. **Downloadable PDF.** Prepare an attractive, easy-to-read Acrobat PDF file containing all the details a meeting planner is likely to need to know to make an intelligent hiring decision. Include details such as the types and length of the events you have presented, the topics you are qualified to talk about, and - most important- -attendee comments and audience testimonials.

Speaking is one of the best ways for authors to promote their books and get in front of the prospects most likely to hire them. The above 3-step process helps you market yourself to those who can put the spotlight on you in front of thousands of potential clients, or keep you in the dark.

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)

Basing the price of your book on its costs plus a standard markup is a simple system, but it fails to consider your competitors, customers' buying habits, volume benefits, special sales opportunities, economies of scale and profit objectives.

Marketing Strategy

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

People buy for their reasons. If you are marketing a book about how people can get more money, understand that people can gain money in two different ways. Conservative readers may want to increase their wealth by *saving* more money, responding to a message about how "a penny saved is a penny earned." This would not appeal the more venturesome readers who think that "nothing ventured, nothing gained." The important point is that the information in the book remains the same.

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)

Remember that radio is an audio medium, so make sure your speaking voice is pitched to avoid squeaks, awkward pauses and obsessive throat-clearing. You may want to practice by having a friend interview you so you can hone your on-air voice. Avoid nervous gestures like pen clicking, tapping fingers or chair swiveling—they'll be heard over the audio connection. One of the best things you can do during a radio interview is to smile. Why? Smiling makes your voice sound friendlier. It really makes a difference. Always thank your host, and be a polite guest. Have your top three tips written down—radio interviews now are only two to three minutes long.

Guest Columnist – Marika Flatt

(PR by the Book, LLC marika@prbythebook.com/ www.prbythebook.com)

Capitalize on your travel schedule. We target all appropriate media in a specific market if our client is visiting for a book signing, speaking engagement, business meeting or even just vacationing. Ideally, you'd have a 4-6 week lead time to do this in order to give enough time to get pitches written, build media lists, pitch that market and follow up. It helps if you have an event to tie your visit to, as that makes it more "local" to the media and gives them a time-sensitive reason to feature you. Oftentimes, it depends on what else is going on in that city at that time as to how much coverage this will net you.

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.)

University Creative Writing Programs

<http://tinyurl.com/yrtaeq>

If you're looking to learn more about the art and craft of writing, this site has a free compilation of university creative writing programs, including all creative writing master's degree programs that scored at least a 3.0 in the 1998 *U.S. News and World Report's* ranking of schools.



Buy Lines -- Free Information to Help You Sell More Books

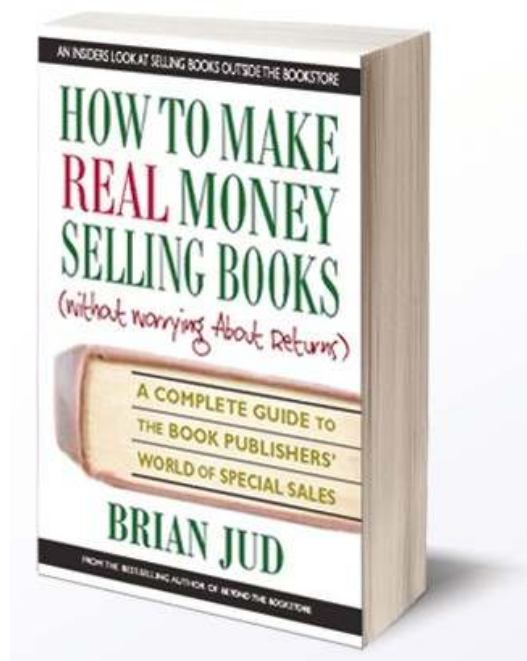
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The ultimate do-it-yourself guide to selling your books in large quantities with no returns. Not just who to contact, but when and how.

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Do you need a jump-start to get your sales moving?

Do you have a quick question or two about how to get started in special sales?

If so, consider a one-hour consultation with Brian Jud. Get answers that will ignite your sales efforts. Brian can help you create a quality product, distribute it to markets you may not even know exist, price it profitably and promote it more effectively so you can...

- Sell more books
- Beat your competition
- Become more profitable
- Sell in untapped, lucrative markets
- Minimize -- if not eliminate -- returns

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A one-day workshop *in your office* -- customized *to your titles* -- shows your staff how to make large-quantity sales

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The place to find book-publishing suppliers, based on referrals from previous users. *Book Central Station* is the only place where you can find people to help you write, publish and market your books – with ratings posted by previous clients. At *Book Central Station* you can scan a list of suppliers, look at reviews of their work and make an informed decision to choose the ones with which you will work. And you can post your own experiences with them, too. Sign up for your FREE trial at <http://www.bookcentralstation.com/trial.asp>

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>