

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 21, Number 210 November 1, 2010

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 10/29/10

<u>Title</u>	<u>Quantity</u>
Clean Plates New York	500
My Grampy Can't Walk	350
365 Easy Soup Recipes	600
Sports Nutrition Guide	300
The Great Secret	475
Brain Storms!	250

**Get a personal consultation on
How to Sell Your Books as Promotional Items to Non-Retail Buyers
By Brian Jud with Guy Achtzehn**

Companies of all sizes can use your book as a promotional tool to sell more of their products. It could be used as an ad specialty, premium, self-liquidator, coupon, prize, award, recognition and for branding their products. Have a personal 15-minute consultation by two industry pros -- on your specific title -- for \$49.95 or just listen in (and ask questions) for \$15.95. In both cases you will get a recording of the 90-minute webinar and all handouts.

November 9 6:00 – 7:30 Eastern Time

Sign up at <https://www1.gotomeeting.com/register/119493761>

**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 November
by Brian Jud**

**How to Find More Buyers for Your Books in Non-Bookstore Markets
6:00 pm Eastern Time -- November 1
Sponsored by CAPA and IPNE**

Brian will begin this three-part series with a general introduction to special-sales marketing. Every year, more books are sold to buyers in market segments outside of bookstores than are sold in bookstores. And they can be sold more profitably on a non-returnable basis. In this webinar you will discover where and how to find new markets and buyers for your books. Do you think there is *nowhere* to sell your books? There is, if you *know where* to sell your books. Sign up today and you will find new opportunities that you probably never considered before. Then watch your sales grow.

Sign up at <https://www1.gotomeeting.com/register/894384960>

**Plan to Sell More Books in 2011
Sponsored by CreateSpace**

Make 2011 *your* year for success! During this webinar you will discover unique and practical ways to increase your sales through marketing planning. Brian Jud will show you how to create innovative strategies for selling more books, and plan the actions you can take to make them happen. Find out practical things you can do immediately to arrange distribution into retail and non-bookstore markets. See easy ways to promote your books economically in a competitive environment. By the end of the webinar you will have a step-by-step, customized plan to sell more books throughout 2011.

Thursday November 18 6:00 – 7:00 pm Eastern Time

Sign up at <https://www1.gotomeeting.com/register/818356816>

Notes From the Front Lines

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

Book Marketing. Marketing is a very misunderstood word when it comes to selling books through bookstores. With most consumer brands, marketing is based on sophisticated and expensive testing. Almost nothing is left to chance, which is not so much a guarantee of success as it is a reduction of the cost of failure. Book launches involve little or no testing and therefore might be compared to a baseball batter taking a swing at a curve ball. If he hits the ball one third of the time, he is considered a star. So it is with many trade books on a publishers list. A few home runs pay for many swings that miss. Publishers try to mitigate this situation by finding well-known authors who have previous successes, or barring that, they use the media as extensively as possible to create buzz and sales. So one reason book publishing is a risky business is because most of the marketing is done after the launch when the investment in books has already been made. This would suggest that for most books a conservative first printing would be the wisest course of action.

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>)

Have you ever heard anyone say, "Simon & Schuster, I love their books. I buy everything they publish"? Of course not. People what to know what this book is about? Is this something I need to know? Who is the author? Is she a credible person? No one ever asks, "who is the publisher"?

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)

Businesses – both large and small -- comprise a unique, large, growing and diverse opportunity for selling your books. They use books in two general ways to increase their profits as they help or educate employees and consumers. The first is for premiums and incentives where a product such as a book would be given to promote goods and services, to reward buyers for making the purchase, to motivate employees or serve as a gift to customers. Your book is considered a premium or incentive if a company buys and uses it "as is." Second, if the company customizes it, for instance if it puts its logo on the product and sells or gives it away, it's considered a promotional product -- an ad specialty.

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 Can I Get Permission to Use Copyrighted Materials in my Book? To acquire permission from a copyright owner to use his or her copyrighted work in, for instance, your manuscript, you should submit a permissions request, preferably in writing.

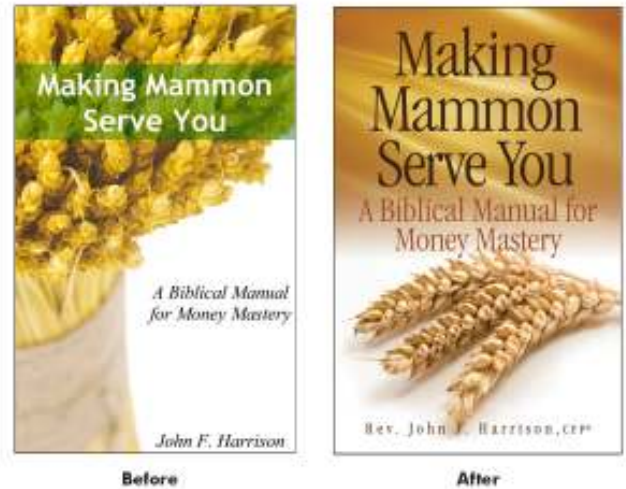
Hunting down permission to use a quote a couple of months before you go to print is always a bad idea. The ultimate decision about if and when to seek permission often boils down to a matter of business as well as legality.

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>)

Making Mammon Serve You: A Biblical Manual for Money Mastery by John Harrison

For this book, the author wanted the image of wheat on the cover. In the “before” version it’s there, but the view from above makes it all but impossible to see the beauty of the plant. The subtitle and author name float aimlessly in white space, and the typography is dull. For the “after” version, we found an image of gold silk fabric to symbolize wealth, added a more beautiful image of wheat that gracefully curves from the subtitle to the author name, to connect the two elements and lead the eye from top to bottom.



Marcella's Magic

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

Regular communication reminds potential buyers that your book will improve their lives in some way. A consistent series of promotional events will inform people where they can purchase your book. This may be directly through your toll-free number, from local bookstores or at one of your book-signing events.

The Book Shepherd

(Judith Briles, www.TheBookShepherd.com, [Facebook.com/AuthorU](https://www.facebook.com/AuthorU) and [Facebook.com/TheBookShepherd](https://www.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 *Quality*.

Just a year ago, a close friend had her 5th book published by the same NY publisher that did my second book in the mid-nineties. Over 20 years between our respective publications. The book she proudly gave me was a month old and a trade paper. The interior paper was thinner than mine when we took it off my book shelf to compare; my trade paper cover was still flat—hers was already curling up. Hers, of course, was twice the price of mine.

Publishing houses are cutting back—even on the glue used. Quality has disappeared, and choices for cover and interior formatting have taken on a “template” approach. The art of the book has been diminished, and in some cases, lost.

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.)

Make your blog more viral by encouraging your readers to share your content with others. First, make it easy to share by adding sharing buttons such as those from [Share This](http://sharethis.com/) <http://sharethis.com/> or [Add This](http://www.addthis.com/) <http://www.addthis.com/> to your site. Then ask readers to share by including text at the end of your best posts such as: "Do you know someone who might benefit from these tips? Just click the Share This button below to send a link by email or recommend this post on your favorite social site."

You're On The Air

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

Most of the time what interviewers are looking for are three big points. Understand that before going in. When they ask, "So, what are the big issues here?" you can say A, B and C. Now you've begun to manage your interviewers. You've steered them into an area without making them feel foolish, without dictating terms per se. They want to bring out the best in you, and they want to look their best, too.

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>)

Because of certain laws and union contracts, some corporations are now required to provide retirement planning for employees, as well as help for those they lay off or fire. Books are great resources for either program. Monsanto bought 800 copies of Crisp Production's Retirement Planning Guide to give to its employees to help them with their retirement plans.

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)

Many writers mistakenly think that the existence of comparable books is a strike against them, but the opposite may be true. The fact that similar books have been published can be advantageous for aspiring authors because it shows that a demand exists for that genre of book if the authors can give their books new or different twists.

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)

Press releases are the easiest and quickest ways to advertise to a large audience, and they inform the media that you have something to offer. Press releases are also a good method for getting your book reviewed in publications. Watch the breaking news and if something ties to your topic, send a press release to the newspapers, radio and television shows, and magazines offering your take as an expert to interview about the situation.

Give your press releases a professional look by using a letterhead. Keep them short (two pages maximum), and double space if possible. Direct it to a specific reporter or editor to make sure it doesn't get lost in the stacks, and always use a slant aimed at the publication's or show's audience. And perhaps most important, don't forget your contact information.

The Very Idea

(Editorial by Brian Jud)

Submitted by Bob Baker (bob@thebuzzfactor.com)

Kathleen Gage called it "One of the most creative book launches I have seen." She is talking about what I started doing last week, when I opened the door for my music marketing readers and fans to get their name in my next book -- and start reading it now! The thing is, I haven't even finished writing the book yet! This new title is called "Guerrilla Music Marketing Online: 135 Free and Low-Cost Strategies to Promote and Sell Your Music on the Internet."

It's about 90% done. But the coolest part (besides getting paid before the book is complete) is that these early buyers -- my most supportive readers -- will give me important feedback that will make the final product even better. Sure, I could have waited until this new book was completely done and polished before letting anyone have a peek at it. But that's soooo 2007 :-)

That's what a major book publisher would do -- make their customers wait. But I'm an indie author and always have been. I'm also a musician who likes to bring a little rock and roll attitude to everything I do. I prefer to do things different -- things that benefit the people who matter most: my awesome readers and fans! I did something similar when I launched my book "55 Ways to Promote & Sell Your Book on the Internet." But I turned things up a notch with this one.

Take a look at how I structured the [Guerrilla Music Marketing Online offer](#), which expires November 16, 2010. So take a look soon. Then consider this question: Could you do something like this with YOUR next book? Or are you firmly entrenched in the traditional ways of creating, publishing and selling books?

Booklet Ideas – Paulette Ensign

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

Realize that the people in your life may have limited or no experience in writing, producing, and marketing tips booklets. They may be experts in writing, producing, or marketing other things, just not tips booklets. While they mean well in contributing their opinions to your process, and there might be some carryover from what they know, their input might not always be that helpful when it comes down to it.

ACTION: What can you use and what can you politely discard from all those well-meaning opinions coming at 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)

Podcasts work just like radio except that the interview may be longer (up to two hours) and the audience is more defined. You may want to start with interviews that are shorter and move up as you gain confidence. Try to keep it conversational so listeners aren't bombarded with a monologue. Share information that is useful and fun. Avoid the temptation to go on and on about yourself and your book. People only care about your book from the standpoint of what it does for them. Deliver that, and your interview will be a success.

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)

Your mission statement should be *descriptive* in the way it defines the principles upon which you will conduct business, *aspirational* for giving your employees something to strive for and *inspirational* by motivating your staff to work towards its attainment.

Guest Columnist – Patricia Fry

Patricia Fry is the executive director of SPAWN (Small Publishers, Artists and Writers Network) www.spawn.org. She is a full-time freelance writer and the author of 33 books including, "The Right Way to Write, Publish and Sell Your Book." www.matilijapress.com and www.patriciafry.com. Visit Patricia's informative blog often at www.matilijapress.com/publishingblog.

5 Common Book Promotion Mistakes. You wrote an amazing book, designed it to perfection and even managed to get it published. But you aren't selling very many copies. What went wrong? As the executive director of SPAWN (Small Publishers, Artists and Writers Network) and an international speaker, I meet many authors who are disappointed in their book sales. I think it's fair to say that 100 percent of the time, the fault lies with the author. Fortunately, he or she has the power to change the situation. Here are five common mistakes that authors make and tips for how to repair them:

1: The author writes the wrong book for the wrong audience. There are two things this author can do:

- He can reevaluate his book, and start marketing to a more appropriate audience.
- Once he sells enough copies of this book, he can go back to the drawing board and create a book that may actually appeal to a larger target audience.

2: The author doesn't know that he is responsible for promotion.

It's never too late to promote your book. Start now soliciting book reviews in appropriate (targeted) magazines and at related Web sites and set up speaking engagements, for example.

3: The author neglected to establish a platform. Many new authors don't know what a platform is. It's the author's following, his reach, his way of attracting his audience. Most successful authors today have a platform in place before they produce a book.

Start now getting exposure and establishing credibility in your field or genre. Participate in online forums on your topic, submit articles to appropriate magazines and newsletters, set up speaking engagements, write letters to the editor of pertinent magazines, make news by starting a volunteer organization, for example, and then tell the press about it.

4: The author gives promotion just a lick and a promise and then wonders why his book didn't "take off." Authors need to understand that book promotion is ongoing. It should start before you write the book and continue for as long as you want to sell books.

5: The author gives up. I can't tell you how often I hear this from disillusioned authors, "I can't sell my book, so what's the use?" There's one thing for sure; you won't achieve the level of success you desire if you quit. Successful promotion takes time, energy, patience and a large measure of persistence.

There's a lot to contemplate when entering the huge and competitive business of publishing. And promotion is a major consideration. Whether you land a traditional royalty publisher, self-publish (establish your own publishing company) or go with a pay-to-publish service, it is up to you—the author—to promote your book. And the time to start thinking about promotion is before you ever sit down and put pen to paper or fingers to keyboard.

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)

Plan for the future by registering your name as a website URL. Authors should obtain URLs for their names as soon as possible. Many wait until it's too late, i.e., they wait until their book is about to be published.

By obtaining your name as a URL early, you're preparing yourself for the future. Today, many find that blogging about their book while they're writing it helps them write a better book. This is because they can share their ideas with potential readers and obtain valuable feedback while planning and writing their book.

In many cases, it's a good strategy is to obtain multiple URLs. You might register one URL containing just your first and last name, and a second containing your first name, middle initial, and last name. Later, you can use a <i>redirect</i>, or <i>alias</i>, to link the two URLs to a single web address. If there's any chances of misspelling your name, register the various misspellings, too. One of my favorite examples is my friend, author Thom Hartmann, (note the "h" in Thom and the two "n's" in Hartmann). Thom registered several variations.

If your name is popular and the desired URL is not available, consider adding "author" to the URL to set your website apart (unless your namesake is also an author, of course.)

Marketing Strategy

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

The strategy of implementation differs from the details of implementation. Strategy can be futile if you do not consistently implement your plan with passion and intuition.

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 founded in 1997 and based near Athens, Georgia.



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

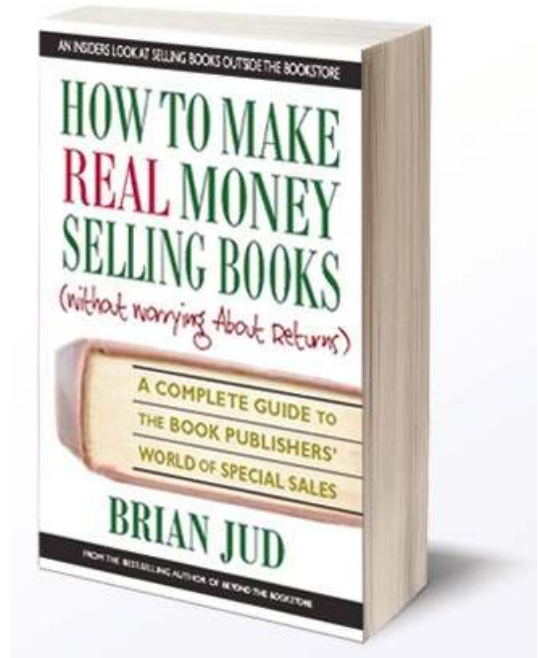
Sell more books, more profitably to non-bookstore buyers

The most current and complete resource for increasing your sales and profits in non-bookstore markets.

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.

\$24.95

[Order now](#)



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

[Click here for more information.](#)

Do You Want to Increase Your Sales, Revenue and Profits?

A one-day workshop *in your office* -- customized *to your titles* -- shows your staff how to make large-quantity sales
[Learn more!](#)



Book Central Station™

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

For copies of all the previous issues of *Book Marketing Matters* visit www.bookmarketingworks.com/mktgmattersnews

To subscribe to *Book Marketing Matters* click here: <mailto:brianjud@comcast.net?subject=subscribe>
I won't share or sell your email address.

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>