

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 22, Number 211 November 15, 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 11/12/10

<u>Title</u>	<u>Quantity</u>
<i>The Road to Williamsport</i>	8000
<i>Ambition - not a dirty word</i>	200
<i>Meatless Meals - Working People</i>	200
<i>Secrets of Selling – RE Masters</i>	350
<i>Mental Rules For Golf</i>	175
<i>Fortunes Crossing</i>	100
<i>Getting to the Top</i>	350

Free Webinars in November by Brian Jud

Plan to Sell More Books in 2011

By Brian Jud

Sponsored by SPAN

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.

November 17 6:00 – 7:30 pm Eastern Time

Sign up at <https://www1.gotomeeting.com/register/351310992>

This webinar will be repeated Thursday November 18 6:00 – 7:00 pm Eastern Time

sponsored by CreateSpace

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)

Good editors are worth their weight in gold. Have you ever noticed how a tiny speck of dirt can muddy a whole glass of clear water? So it is with small mistakes in an otherwise worthwhile manuscript. Often our human nature allows us to see the big picture, but small errors escape our closest inspection. Why expend enormous energy in creating a book when small mistakes can bring the whole enterprise into question? You need an experienced partner in the development of your book; another pair of eyes to aid you in making your book as perfect as it possibly can be. Without an experienced and involved editor, it is almost guaranteed that your book will be much less than you hoped for and it might even be hurt in sales, as your credibility will be called into question. You can find many capable freelance editors listed in "Literary Market Place" published by Bowker.

Editor's Note: You can also find a list of copy editors and other suppliers – rated and reviewed by previous clients – at Book Central Station (www.bookcentralstation.com)

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>)

Show me a publisher who says you can never tell how a book will sell and I will show you a publisher who evaluates manuscripts without considering the market.

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)

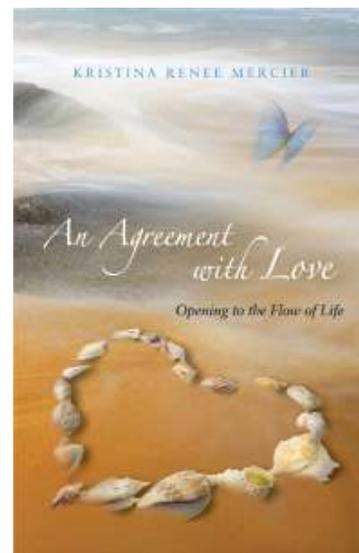
Home schooling serves as a good example of a non-traditional academic setting. Home schooling is one of the four educational options that parents are choosing for their children, along with public school, private school, and distance education. This segment is expanding as parents take a closer look at the quality of education that their children are receiving and the environment in which it is being administered. The reasons to assume the responsibility to school one's own children at home are varied, but one may assume that as an educational option, home schooling will be here for a long time.

The Cover Story – Peri Poloni-Gabriel

(Peri Poloni-Gabriel of Knockout Design has been in the business of designing books for over 15 years. She can be contacted at www.knockoutbooks.com)

An Agreement with Love

The concepts of flowing water, the blue morpho butterfly, self love and the beach are key elements in this book, thus represented together in the cover art. With a target audience of primarily women, the soft feel and calligraphic script harmonized with the imagery and poetic style of the manuscript. The butterfly is almost a mythical character in the story, thus it was ghosted for the cover. Three separate images were combined and manipulated to appear as one seamless image for the final art.



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.)

Three of the more important legal considerations that nonfiction writers should be familiar with are libel, and the rights of privacy and publicity. The first is:

Libel: Libel is the written form of defamation. Defamation has been defined as any written or oral statement that injures a third party's reputation. The oral form of defamation is known as slander.

Marcella's Magic

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

Talk to everyone you meet, particularly those whom you might not at first think are in a position to help you. For instance, if you tell all the employees in a bookstore about your title, they are more likely to recommend it to customers.

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 *Money*.

Publishing is a business ... you have to look at the financial side. Most traditional publishers are pushing for "net" royalty deals. If your book is \$20 retail, the net for sales to wholesalers and distributors will be less than \$10 per book—meaning that the royalty is based on the less than \$10 amount. The last two years have been brutal to the "average" author—non-fiction sales are in the 4,000-5,000 area. That means \$4,000 to \$5,000 in royalties—those lovelies that are paid twice a year, with a deferral of three months after each closing period; and usually with a hefty percentage holdback for reserves—meaning books get turned back and the publisher wants to cover its tush and not overpay you (and come knocking on your door to now pay them). In other words, this isn't going to seed your retirement—don't quit the day job!

As a savvy self and independent publisher—when you create a platform to reach out to your crowd, your sales will not only be greater, the financial reward will be significantly greater. For me, I know that I can sell 3,000 copies of a book and net \$40,000 to \$50,000 higher than my traditional publishing contracts that I used to live with. Do the math ... money always talks.

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 Interactive by Encouraging Comments. Get readers engaged on your blog by encouraging visitors to comment on your posts. Many blog readers enjoy reading comments and comments can spark a discussion among readers. One easy way to encourage comments is to include a sentence at the end of some posts inviting comments. For example, ask readers what they think of the post or invite them to share their own tips. You can even write a post specifically designed to elicit comments. It's a good idea to thank each commenter and perhaps make a further comment based on what they said.

You're On The Air

(Lori Dolney Levine, Senior Talent Executive, Fox After Breakfast)

People are always looking for help. It's one thing they can never get enough of. People are saying, "Help me, help me, help me."

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>)

Develop a contact list for each major subsidiary right you might sell. You should have a separate list for serial rights sales, another for dramatic rights, another for reprinting, another for book clubs, and so on. In addition, each list should be broken down by category -- for instance, in science, or whatever other categories you specialize in publishing -- so you can quickly match your new titles to each potential buyer.

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)

The book-buying market is densely crowded and difficult to crack. When you try to enter, you'll be thrust dead center into an information-intensive world in which everyone is competing for the attention of those who have endless other options. When you try to tell them about your book, many won't listen. They may be busy or just numb from being constantly besieged by endless messages from advertisers; charities; political, educational, and community organizations; as well as their families, neighbors, and friends. They may even act as if they're listening and never hear a word.

The problem is that everyone has been overwhelmed by "media noise," that blare of unending messages that try to convince us to buy or support something. And, essentially, that is what you must also do to promote your book. To publicize your book, you have to dive into tightly crowded waters and try to get through to people who have virtually stopped listening. And those who are still open to listening tend to have very short attention spans. They protect themselves with super-sensitive filters that automatically switch off if the first five or six words don't grab them.

The Very Idea

(Editorial by Brian Jud)

Some typographical errors are more obvious than others, but they all portray a negative image of the work itself. It is important to have a professional editor go over your writing.

If you have glaring typos, reviewers may report negatively; readers may spread negative word-of-mouth advertising; if some agents see a typographical error in the first chapter they will not consider the manuscript. See the lead article in this newsletter by Eric Kampmann for more reasons why a good editor is important to your image as well as your future sales.



Booklet Ideas – Paulette Ensign

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

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

Use your tips booklet as the basis for a larger bundle of products, some of which may be information products and others may not be at all. Look at the subject of your booklet to see what non-information products can be paired with your booklet and placed into an attractive packaging of a basket or a box.

ACTION: Where can you find one, two, or more non-booklet items that are appropriate for your topic, to create a new bundled product?

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)

Write a blog. The blog is one of the most powerful sources of publicity that you can have. It's a chance for you to convey your message, while keeping the tone relaxed and casual. Readers also have an easy medium to connect with you by leaving comments on specific posts. Blogs are also a great asset because they can be updated quickly, and from almost anywhere. A great blog is one that gives quality information while giving the readers the impression that they know you and can talk to you about anything.

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)

Create an error log for your book. No book is ever perfect; no matter how much time you spent proofing your galley (or page proofs), mistakes are bound to show up a few moments after giving the "Go ahead!" to your printer or publisher.

Using your word processor, create an error-log file stored in the folder containing the files for your book's manuscript. Update the file every time you notice a grammatical or formatting error in your book. And, every time you receive an e-mail from a friend or reader calling your attention to an error, copy and paste their e-mail into your book's error log.

Your error log will save you a lot of time when it's time to reprint your book or create a second edition. By updating your book's error log every time you locate a problem, all of the changes you need to make will be consolidated in one place!

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)

The usefulness of a business plan is not measured in pounds. It doesn't have to be an inch-thick document designed to impress people by its size. It defines your company's purpose and describes your marketing, financial, personnel and facilities plans and how they will interact. It should be unique, complete, brief and functional. The emphasis of planning must be on creating a practical, realistic and effective game plan.

Marketing Strategy

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

Marketing strategy is deciding which titles you want to publish when, and how you will package, price, distribute and promote them. The results of your decisions will affect your publishing schedule, your personnel requirements, your financial performance and the length of time you stay in business.

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)

TV requires a visual. What can you do that is related to your book that is visual? Demonstrations can be very powerful on TV. Depending on the nature of your book, you may have some natural items for “show and tell.” For example, a how-to book on scrapbooking could use artful layouts to illustrate expertise. A book about how to dress for an interview could use models dressed as the “do” and “don’t” examples. Make sure anything you plan to demo has been cleared in advance with the host so that lighting and cameras can be planned, and keep the time limit in mind. If you don’t have any photos or demos, remember that a lively, enthusiastic guest is also a visual. Read up on how to dress for TV and then let your vibrant personality shine through.

Guest Columnist – Jeniffer Thompson

(Jeniffer Thompson is the author of Web Site WOW: Turn Your Web site Into Your Most Powerful Marketing Tool (www.websitewow.com); her design company, Monkey C Media, specializes in author web site design and Internet Marketing strategies, book cover designs and author branding development.
www.monkeycmedia.com)

Think of your web site as your dynamic sales team working overtime to sell your book, share your message, and build your audience. Isn’t it time you keep track of your online sales force? In order to gauge the effectiveness of your site’s message, you will need to track your traffic and see how many of your visitor’s are converting into revenue. A great tool for this purpose is Google Analytics; it’s free and easy to use. Once you understand the surfing habits of your visitors, you will be better equipped to fine tune your sales funnel and convert traffic into revenue.

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.)

How to Plan, Write and Develop a Book howtoplanwriteanddevelopabook.blogspot.com

This is a blog, and one of the best on novel writing. Written by author Mary Carroll Moore, this blog could not only get you started writing your next novel, but it could help get you through the entire process from start to finish. The common sense tips are indispensable.



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

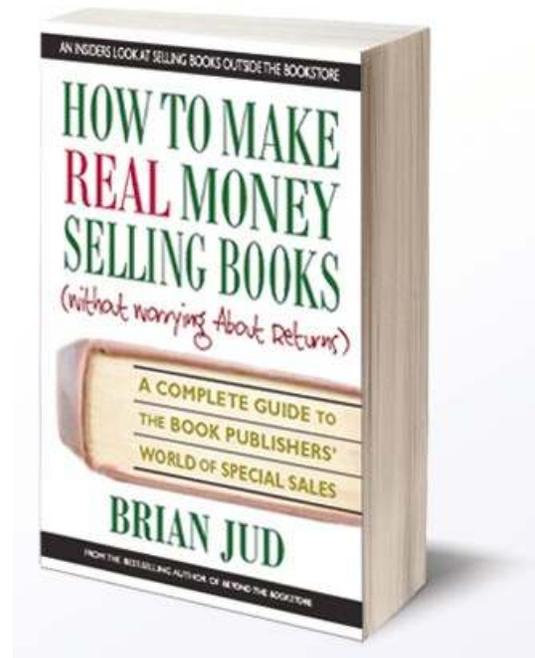
Sell more books, more profitably to non-bookstore buyers

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>