

# 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 23, Number 212 November 29, 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 11/24/10**

<u>Title</u>	<u>Quantity</u>
<i>Eating for Acid Reflux</i>	200
<i>Great Quotes by Great Leaders</i>	90
<i>Pittsburgh Then and Now</i>	100
<i>Conquer Prostate Cancer</i>	200
<i>Taking Cystic Fibrosis to School</i>	5000-7500

## Free Webinars in December by Brian Jud

### The Best of the Best - the Top 50 Marketing Tips from 2010

**Sponsored by Createspace**

During the past year CreateSpace has sponsored 12 monthly webinars presented by Brian Jud. These webinars have been on topics to help you sell more books, more profitably. In our final webinar of 2010 we will review the top 50 tips that have helped - or can help -- you the most.

Thursday, December 16 at 6:00 pm Eastern time  
Sign up at <https://www1.gotomeeting.com/register/467566984>

### Poynter's Pointers

(Excerpted - with permission - from Dan Poynter's Fifteenth Edition of *The Self-Publishing Manual*:  
<http://www.parapublishing.com>. To receive Dan's free newsletter, *Publishing Poynters*, go to  
<http://parapub.com/sites/para/resources/newsletter.cfm>)

The fewer people touching the orders, the faster, less expensively and more accurately the order fulfillment will be completed.

## Notes From the Front Lines

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

**Selling to the Sales People.** When people approach me with a new project, they often make unsupportable claims that challenge credibility and experience. As a sales executive, I am always balancing hopes and dreams with the undeniable reality that most books rarely sell beyond their first printings. I want to help, but if I conclude that the publisher is an unrealistic romantic, then I am apt to pass his project by. I believe it would be better to modify claims to success to a level that conforms to the possible. People in my position live in the trenches of the everyday. We believe it is OK to publish a book that has modest expectations attached to it. We like to work with titles over time, sometimes taking a year or more to find just the right way to success. The one-minute atomic book is nice, but frankly, it is a rare, rare thing. In a word, keep it real!

## 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](mailto:guy@msgpromo.com))

When talking with corporate buyers, do not sell your books, but the benefits your books can offer this particular buyer. Show how your content will help your prospects improve their competitive position or brand profitability. Demonstrate the time period within which the buyers could experience a return on their investment.

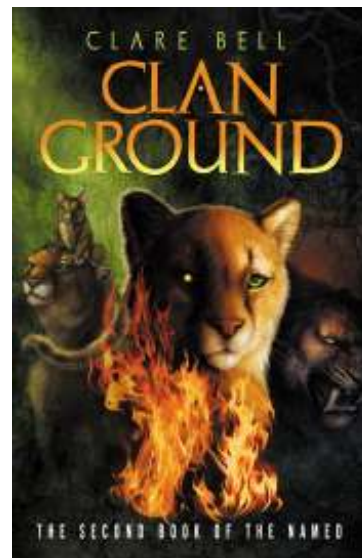
The brand or product managers are usually the first level of contact. They have bottom-line authority for their brand/product line. Over the course of the negotiation process, ask what their budget is for incentives (which will help in determining your price/discount) and offer suggestions about how they can use your book to enhance their brand.

## 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>)

### *Clan Ground* by Clare Bell

For this cover, a fabulous illustration was provided to us by the publisher, so the task was to complement the illustrator's talent. For the title, we created a gradient using the colors from the flames. We replaced the crossbar of the "A" with the eye of the cat to tie both elements together. The author's name was set in a light green from the background.



## 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>)

Many catalogs ask for an advertising allowance, which usually takes the form of an additional discount off the price of the product to the catalog. Essentially, the ad allowance is the price you pay for space in the catalog. Look on this cost as if you were buying a display ad in a magazine.

## Legal Matters That Matter to Writers – Professor Tonya M. Evans

(Contact Professor Evans at Legal Write Publications, [info@legalwritepublications.com](mailto:info@legalwritepublications.com) or [www.legalwritepublications.com](http://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. This month we'll focus on Right of Privacy:

*The American Heritage Dictionary* defines the right of privacy as “the quality or condition of being secluded from the presence or view of others.” More simply put, it is the right to be left alone. The three generally recognized invasions of privacy are intrusion, unreasonable publicity, and false light. So, you might ask, when is it OK to discuss intimate facts? Writers are usually permitted to discuss facts that are generally known to the public (even a small circle of people) or facts that are considered newsworthy. But here's a general list of materials that are considered off limits without permission: private letters and e-mail (both of which are also covered by copyright, with ownership held by the writer), information about sexual proclivities or sexual history, financial or medical information, and probably information about other private matters.

## Marcella's Magic

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

One of the most difficult things we run into is people who are letting us know at the last moment about promotion that's happening with their book. It's really difficult when you put the bookseller in a position of having to play catch up on a title. We often lose that initial sale, we lose that initial momentum, and then we're always chasing that title and we never have the right inventory. If we had known in time, we would have been able to respond appropriately, get the books on the shelf and do the right things to sell the books.

## The Book Shepherd

(Judith Briles is co-author of *The Tango of Authoring and Publishing*; [www.TheBookShepherd.com](http://www.TheBookShepherd.com) and [www.AuthorU.org](http://www.AuthorU.org); [Facebook.com/AuthorU](https://www.facebook.com/AuthorU) and [Facebook.com/TheBookShepherd](https://www.facebook.com/TheBookShepherd), [@AuthorU](https://twitter.com/AuthorU) on Twitter)

### Why write a book? Let me count the ways ...

At any given time, you will be in a group of people. If you say you are an author, or working on a book, expect at least three-quarters of them to say, “I would like to write a book,” or “I have an idea for a book,” or some variance to the theme. Then, they will come up with reasons why they haven't started or written it. Why write a book? Over the 10 newsletters, let me count the ways ...

**#1 *Being an author marks you as an expert, The Expert.*** Your book notches up your status with others who call themselves experts. It enhances the influence you have and you become the go-to person to solve a problem. You can parlay your expertise into appearances within the media or developing/enhancing a speaking career. Writing a book isn't a piece of a cake like many “think”—it takes discipline, focus, a vision, and oh yes, courage. Those who are looking for a “voice” for a situation and a solution, search for those who have taken the time and energy to provide it. Enter the author.

If you want to make your mark, increase your presence, become a media expert, a sought after speaker or consultant, or simply reinvent yourself, a book can be your best friend.

## 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.)

Build Author Platform with Guest Posts. Writing guest posts on blogs that are related to your book's topic or genre is a great way to build your platform and generate links and traffic to your website. Contact other bloggers that cater to your audience and offer to write a guest article. Include a brief bio and a low-resolution photo. Google Blog Search <http://blogsearch.google.com/> is a good place to search for relevant blogs.

## You're On The Air

(Deborah Wetzel, morning news anchor and talk-show host on WCBS-FM, New York City)

You can put yourself at the head of the pack by relating your book to a current event.

## Author 101

(Excerpted - with permission - from *Author 101: Bestselling Book Publicity*, by Rick Frishman and Robyn Spizman; contact Rick at [FRISHMANR@PlannedTVArts.com](mailto:FRISHMANR@PlannedTVArts.com) or [www.author101.com](http://www.author101.com))

In order for people to read your book, they must first hear about it, learn that it exists. If they never hear about it, all the amazing information you compiled, all the new ideas you explained, and all of the poetic descriptions you composed will never penetrate their minds. If readers don't know about your book, your words won't have a voice.

Books exist to be read; that's their primary purpose. However, the competition for readers is fierce. And, unlike other forms of communication, such as radio and television, reading takes a special effort; you can't get information from books by simply pressing a button. Since readers must make an effort, you must get them interested in your book. To do so, you have to get their attention and convince them that reading your title will be worth their time, money, and effort, and that it will give them something of value. That's where publicity comes in.

## The Very Idea

(Editorial by Brian Jud)

There are two places in which you can sell books – in bookstores or outside of bookstores. That is an obvious statement, but sometimes publishers overlook apparent opportunities because they are blinded by tradition when it comes to selling their books. The bookstore market is a known commodity, but there are less-familiar places in which you can sell your books sometimes right before your eyes.

Book-selling opportunities are all around you, but you may not recognize them because they do not have canyons of bookshelves. They are disguised to look like discount stores, catalogs, warehouse clubs, associations, gift shops, retail stores, corporations, foundations, schools, associations, government agencies, supermarkets, book clubs, military bases, and pharmacies. The sales you are looking for may be closer than you think.



## Booklet Ideas – Paulette Ensign

(Paulette is President of Tips Products International, [Paulette@tipsbooklets.com](mailto:Paulette@tipsbooklets.com))

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

Express your appreciation to your clients, colleagues, vendors, members, and everyone else in your world with a gesture they'll remember. Do it so it uniquely represents you, your business, your booklet, and the tone you want to set as an example to others.

**ACTION:** What's the most unique idea you can put forth to accomplish this?

## 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](http://www.prpr.net))

Start small – you never know who might read that little trade or association journal and want to interview you for a Big Time Publication. Editors of large magazines read small magazines for ideas and might call you for an interview. Readers of a magazine with a circulation of only 10,000 – 15,000 might be meeting planners in your target industry.

## 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](http://www.publishedandprofitable.com))

**Consider e-mail interviews when interviewing guest experts in your field.** Live, recorded, interviews with guest experts are the best ways to research your topic, gain new content for your website or back-end products. They often open-up long-term relationships with your guests.

But, it's always great to have a fallback position in case your guest isn't comfortable with the live, teleseminar format, or simply doesn't have the time to commit to a specific time. When this happens, suggest an e-mail interview as an alternative. Submit your questions as an e-mail that your guest can simply respond to.

You can also submit your questions in a Microsoft Word document, sent to your guest as an e-mail attachment. This permits them to respond to your answers in greater detail, and respond to your questions over a period of time. Live teleseminar interviews are ideal, but e-mail interviews can offer a great alternative. Plus, you don't need to have them transcribed!

## 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](http://www.bookmarketing.com))

A company-centric perspective places your focus on the publishing activities that produce books. Instead, your focus should be on your customers. This broadens your perspective, allowing you to produce what people want to buy. Marketing starts with people -- not your books. It is the process of finding out what people want to buy and then giving it to them.

## Marketing Strategy

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

Competitive strategy means deliberately choosing a different set of activities to deliver a unique mix of value. A publisher can outperform rivals only if it can establish a difference it can preserve. It must deliver greater value to customers or create comparable value at a lower cost, or both.

## Thrifty Author – Gail Z. Martin

(Gail Z. Martin, author of *The Thrifty Author's Guide to Launching Your Book* [gail@dreamspinnercommunications.com](mailto:gail@dreamspinnercommunications.com) or [www.GailMartinMarketing.com](http://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 – Jill Lublin

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

Be yourself. Build on your assets and your uniqueness because they are really what people want. Clients and customers want you, your special viewpoint or approach; your unique insights or touch, not a weak imitation of someone else. Don’t just be a copycat; find your own voice. Get noticed in your own way; in the manner most natural and comfortable to you. Examine the approaches that others have taken and then follow what feels natural for you. Trust yourself and your instincts.

## 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](mailto:a.annesi@sbcglobal.net).)

### Writers and Editors

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

Writers and Editors aims to connect writers and editors with "great resources and each other, with publications and clients who can fund them, and with audiences who appreciate them." The site offers a lot of free information for people who need the basics and those looking to advance their writing careers. Those who are looking for a writer or editor might start with the job banks. The site offers free links to other sites and organizations for writers and editors, and lists of recommended books and other useful resources.



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

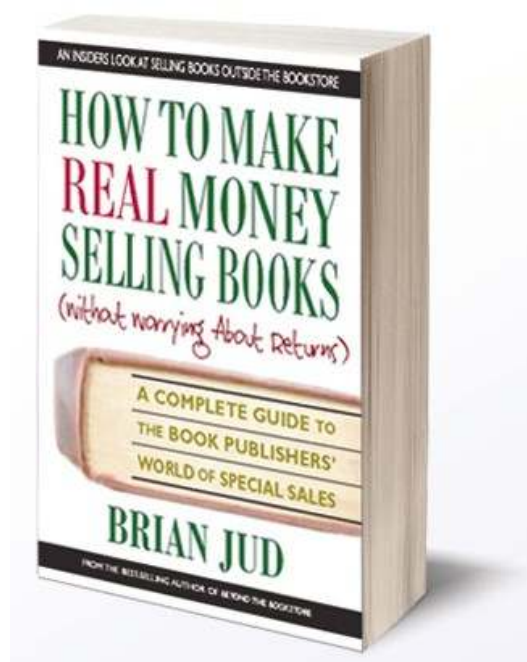
## **Sell more books, more profitably to non-bookstore buyers**

**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](http://www.bookmarketingworks.com/mktgmattersnews)

To subscribe to *Book Marketing Matters* click here: <mailto:[brianjud@comcast.net?subject=subscribe](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](http://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](http://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](http://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](mailto:brianjud@bookmarketing.com) or go to <http://www.bookmarketing.com>