

Here is your December 13 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 Marsha Friedman.

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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 24, Number 213 December 13, 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 12/10/10

<u>Title</u>	<u>Quantity</u>
Irish History	200
Catholicism for Dummies	375
Politics for Dummies	375
Bed Bug Beware	490
Custom books for schools	12,000

Get an Early Start on Selling Your Books in 2011

Personal Consultations -- Dec 14 There is still time to schedule your consultation

We will show you what to *do today* to sell books early in 2011. These could be sales to corporations and non-retail buyers. Or they could be sales to retailers such as supermarkets, gift shops and specialty stores. We will show you how to increase your sales significantly. You can sell more books, more profitably and even without returns – if you know how. And you will after this webinar.

Get 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. Please visit Paypal to complete the payment process (account is brianjud@comcast.net). If you prefer to call with your card number, please call (860) 675-1344. Or, email your card number to brianjud@bookmarketing.com

December 14 6:00 – 7:30 Eastern Time

Sign up at <https://www1.gotomeeting.com/register/769428497>

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. Here are just a few of the topics that you will re-discover on our whirlwind tour of the past year's book-marketing webinars:

- Tips for selling more books to schools
- New ways to sell more books during in-store events
- Hints for selling more books to military and government buyers
- How to write and present a proposal to sell books in large quantities
- Negotiating tips for maximum sales
- New ideas for selling to all retailers - not just through bookstores
- Perform a mid-year evaluation to reach your annual goals
- How to plan for selling more books in 2011

Thursday, December 16 at 6:00 pm Eastern time

Sign up at <https://www1.gotomeeting.com/register/467566984>

Notes From the Front Lines

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

There is nothing quite as deadly to publishing as the “artificial deadline.” Remember this is the book business. We are not entrapped in the horrific daily deadlines of newspapers or the weekly or monthly deadlines of magazines. Books do have publication dates but frequently these dates are not seasonally driven, nor should they be. The beauty of the book-publishing process is that it is more than acceptable to publish a book when it is ready. Yes, the big retailers want predictability, but still that does not tie you down to a certain month or time of year. Furthermore, the independent publisher has a significant advantage over their bigger brethren because, unlike the folks at the giant publishing firms, you are not tied down to an assembly line approach to getting the book out and marketed. The smaller publisher has the longer runway and if by chance the book is slow to take off, well you have plenty of time and space to still launch without crashing and burning. And yes, there are better and worse times to publish and yes, there are lead times, but if you need a longer gestation period, well, take it. And if you need a year to properly market your book, then take the year. Great journeys can begin with small steps.

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>)

You can wring maximum value out of your work by re-purposing your core content into other products. Those versions may be for Web-based downloadable books, eBook readers, compact discs, articles, special reports, compatible (non-info) products, seminars, consulting and digital audio. The electronic edition of your book may have even more features than the print version: color illustrations, sound, video and hyperlinks. Your eEdition will take up less space, be even less expensive to produce and will provide a richer experience to your reader.

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)

Large bookstores have thousands of competitive books surrounding yours on the shelves, each yearning for the browser's attention. But there is less competition in specialty stores. When people go to a specialty store, they want specific information and they are willing to pay for it. In addition:

- 1) Your promotional dollars are more efficient because of less wasted circulation. You can be specific in the ways you contact people and the benefits you present.
- 2) Your title may be the only one available in a place where there is no competition and no price comparison. You can offer your books for sale in car washes, doctors' offices, banks, restaurants, ski lodges, movie theaters, appliance stores or coffee shops.
- 3) It may be easier to sell to specialty stores than to larger retailers. Proprietors of small businesses look upon books favorably as a special service to their customers, a source of incremental revenue.
- 4) The individual orders will typically be smaller than those from larger customers, but you will find the buying period shorter, the process less formal and access to buyers through mass communications.

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)

The Modern Energy Matchmaker

New energy for the future is the driving force behind this concept. Words such as alternative, clean, green and renewable needed to be represented as well as the choice for the author to appear on the cover as an expert in this industry. The vibrant colors, angle of the high tech building, and clean lines in the sans serif font add to the feel of a modern and forward thinking content represented in the manuscript. The starburst was added to the title for extra sparkle and to emphasize the clean energy concept.



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 third of three of the more important legal considerations that nonfiction writers should be familiar with are libel, and the rights of privacy and publicity:

Right of Publicity: The right of publicity is a person's state-law governed exclusive right to use, and to prevent the unauthorized use of, his or her name, likeness or other aspect of his or her persona (collectively referred to as persona) for commercial gain. The definition of "persona" goes beyond a person's image and can include words or sounds that are intended to remind the audience of the person, a look-alike, a nickname or phrase commonly associated with the person (like "the Donald" and "You're Fired!" for Donald Trump), and even a person's former name. Therefore, the potential for a right-of-publicity claim exists any time you use someone's persona (or even an imitation of it) in your book, article, or other literary or artistic work. But there are two main exceptions: incidental or artistic use and newsworthiness.

Marcella's Magic

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

You have heard it said that practice makes perfect. However, that is not necessarily true. Practice makes permanent, so you have to make sure you are rehearsing the right things. Before you appear on any media event – including a bookstore event -- engage the services of a professional media trainer so the techniques you make permanent are the right ones.

The Book Shepherd

(Judith Briles is co-author of *The Tango of Authoring and Publishing*; www.TheBookShepherd.com and 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 next 9 newsletters (Number 1 was in Brian's November 29 Newsletter), let me count the ways. Here is Number 2...

Your book creates The Creditability Factor. Creating a book with substance and quality says reams about whom and what you are. You've done the research; you've done a study; you've done the interviews; you've written a story that the reader falls into; you've written with delightful humor; you've painted a palette of words with the eye of an artist ... you've created a work that says you're the one to go to ... whether it's just a story to dive into; a source for solutions; or a read to share with a child. The Creditability Factor is a true badge of honor.

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](https://twitter.com/BookMarketer) on Twitter.)

Create an RSS Feed for Your Blog. It's important to draw new visitors to your blog, but you also need to encourage repeat visits. One of the best ways to do that is to invite visitors to subscribe to your blog's RSS feed. A feed automatically delivers your blog posts to subscribers by email or through a feed reader. To create a feed for your blog, go Feedburner. <http://www.feedburner.com> Learn more about feeds in this article. <http://bit.ly/bMHAsD>

You're On The Air

(Nick Peters, Vice President, MediaLink)

It is incumbent upon the talent to be prepared to either answer the tough or unexpected question or know how to deflect it.

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>)

Textbooks make up the major portion of book sales to schools and colleges. The best way to get your books adopted for classroom use is to get samples of your books into the hands of the instructors or school boards who make the adoption decisions. And the best way to reach these decision makers is through direct mail.

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)

Some authors mistakenly think that it's unnecessary to promote books of fiction. They believe that once their novels, short stories, and poetry are published, literary acclaim, huge book sales, and big advances for subsequent books will automatically follow. Sorry to say, they're wrong — very wrong. The market for fiction is densely crowded, and the competition for readers is fierce. Readers of fiction have many options, including other books of fiction, nonfiction, magazines, newspapers, and the Internet. Without publicity, first-rate fiction can get lost in the crowd, languish, and not sell; it happens every day. Lack of sales can hurt authors' careers because when publishers make their acquisition decisions, they consider how the authors' prior books sold.

The Very Idea

(Editorial by Brian Jud)

Networking can help you break the ice with people and enhance your book sales. Networking is an organized method of making links from people you know to the people they know, gaining and using an ever-expanding base of contacts. It is the personal process of connecting with others to exchange information, advice, contacts and support. Networking is power. If you have the right information you are more likely to be in the right place at the right time.



10 Tips For Breaking the Ice Through Networking

1. Be genuine and authentic
2. Prepare for each contact
3. Meet as many people as possible
4. Hold volunteer positions in organizations
5. Ask open-ended questions
6. Become known as a powerful resource for others
7. Know your Unique Value Proposition
8. Be able to articulate what you are looking for
9. Follow through
10. Follow up

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)

Develop a Winning Media Kit. As you approach the different media outlets, you'll need to send them a media kit. Think of your media kit as your resume; it tells the media professionals about you and your book. A professional media kit should include your short bio, a summary of your topic, and your contact information. Also include sample questions about your topic that the writer or host can use during the interview. Put all this information together in a professional folder, and present it to media professionals before interviews.

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)

Take the time to explore all coaching alternatives. Many authors find that income from coaching not only supplements, but can far exceed, income from book sales. Coaching also provides authors with new insights into their reader's needs, contributing to the creation of follow-up books and information products.

However, other authors find personal coaching to be draining and frustrating. The difference between a successful and an unsuccessful coaching experience is often based on the type of coaching offered. There's more than one coaching model: Milana Leshinsky, author of www.coachingmillions.com, has identified 5 business models for coaches.

Use resources like new Coaching Program Planner MindManager template in Published & Profitable's member area to explore all alternatives and make the right choice.

Booklet Ideas – Paulette Ensign

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

Ask the right questions to help you plan for 2011. It wouldn't surprise me if you might have done in your business what I did in mine, making assumptions and forming conclusions about who your prospects are and what they want. Now, mind you, this is far from the first time in all these years in the booklet business that I've done that, I must confess. Early on, my logic said that major office supply manufacturers would be clamoring for a tips booklet about organizing one's business life. And, at that time, I had good direct access to quite a number of those companies. It seemed like the way to go and that it would be very easy to do. Well, so much for logic. It's a great starting point and often turns out not to be the finish line.

Oh the lessons that came along the way with all of that, too many to count. It was important to learn about so many things -- planning cycles for corporate promotions for large quantity booklet sales (each company has a different lead time and different starting point and fiscal year), physical size of the booklet fitting with product packaging to bundle it (after literally five years of conversation with 3M, I learned that no Post-It Notes® were made the current size of the booklet), where price sensitivities were (one penny can made a huge difference in profit), and lots more things I had no reason to know and didn't even know the questions to ask.

Asking questions became crucial all along the way, as simple as that. I forgot the extraordinary value of asking questions. It was much easier to think I knew what you wanted and to focus my time and effort on developing and marketing products and services based on that. Now, it does not mean every person who responded will get everything they wanted. However, seeing patterns lift up has made it much easier to determine what to consider developing next, to give more of what more people want. Even with that, there will be some hits and some misses, no doubt.

When was the last time you asked your current and past clients, or your overall mailing list/subscriber base what they want? Like me, you could find a different set of answers than what you thought they wanted. Or it can be confirmation that you know your people and know what they want. Either way, it can make your life easier and definitely more lucrative and fun.

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 vision statement is the description of your purpose for being in business, the reason you go to work every day. It reflects the core values upon which you stage your everyday operations and it mirrors the standards that you and your employees apply in the way you deal with your customers, prospects and the public..

Marketing Strategy

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

Strategic thinking creates consistency of performance. Frequent reinvention is usually a sign of poor strategy and a sure route to mediocrity. Continuous improvement is a necessity; but it must always be guided by strategic direction.

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)

Your tour schedule also makes a great press release. You can announce the whole schedule and you can do a short announcement on each event. The media probably won't pick up every event, but odds are good that many of the releases will get coverage. Ask friends who blog to mention your upcoming events if their readers are in your target audience.

Guest Columnist – Marsha Friedman

(Marsha Friedman is President EMSI and may be reached at mfriedman@event-management.com or <http://www.event-management.com>)

Where To Focus Your Pitches. Local radio shows on the 250-watt or 1,000-watt AM stations are a great place to start. There's also internet radio, which is becoming more popular and could be another good way to get started. With more radio shows going to national programming the weekend programs are also the best place to find radio shows that are looking for guests.

For TV go after your local morning news programs or weekend lifestyle segments. And there's also community-access cable, which can be relatively easy to get on and can provide wonderful experience and a way to build up your confidence on camera.

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.)

Allison Winn Scotch's Ask Allison
<http://allisonwinncotch.blogspot.com>

Allison is a best-selling author with savvy advice for writers looking to become published authors. Post questions on your greatest fears over breaking into this challenging field.



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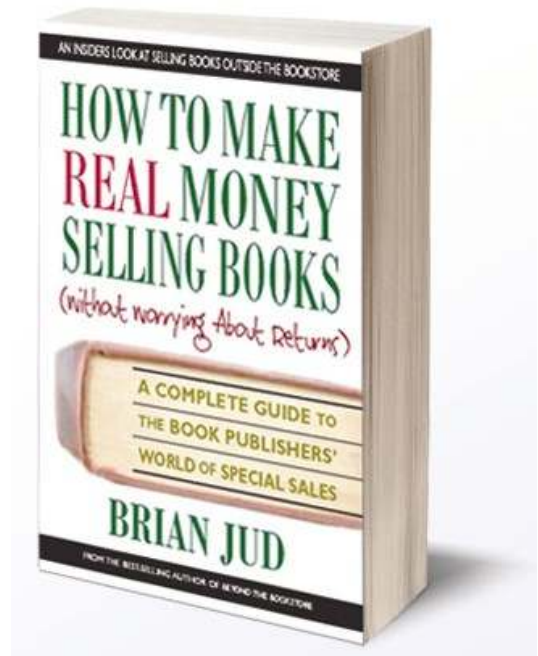
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Check out the [Writers and Publishers Bookstore](#) and give your favorite books a “Thumbs Up Rating.” Discover and rate the best books on writing, publishing and marketing
(<http://www.bookmarketingworks.com/index.php?pg=bookstore/bookstore.htm>)

Contact Information for Brian Jud

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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>