Here is your December 27 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 Patricia Fry.

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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 25, Number 214 December 27, 2010

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Top inquiries from the reps for the week ending 12/24/10

Title Quantity
Family Caregiver Organizer 300

Get an Early Start on Selling Your Books in 2011

Personal Consultations — January 11 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

January 11 6:00 – 7:30 Eastern Time
Sign up at https://www1.gotomeeting.com/register/769428497

Free Webinars in January by Brian Jud Sell More of Your Books to Businesses

Sponsored by CreateSpace

Companies of all sizes can use your book (fiction and non-fiction) as a promotional tool. It could be used as an ad specialty, premium, self-liquidator, coupon, prize or award. You will learn how to find the right person to contact and how to approach the buyers. If you know when and how to recommend the appropriate use for your book, you can sell tens of thousands of them. The webinar will show you how.

Thursday January 20, 2011 6:00 – 7:00 pm Eastern Time Sign up at https://www1.gotomeeting.com/register/974476329

Plan to Sell More Books in 2011

Sponsored by the Alaska Writers Guild

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 things you can implement 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.

Tuesday, January 25 6:00 pm Alaska time (10:00 pm Eastern) Sign up at https://www1.gotomeeting.com/register/420742920

Notes From the Front Lines

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

Discovering the Best Market for your Title. When we think of marketing and selling our title, we often make the mistake of thinking in the singular rather than the plural tense. When people come to Midpoint Trade Books seeking distribution for their title, we often hear "I must have this book in Barnes & Noble and other book stores." But is this true? Think of the old Broadway shows: did they open on Broadway? Almost never. Instead, they would open in places like New Haven and slowly work their way to the "Great White Way." While on the road, they would continually refine the rough spots, responding to the reaction of audiences with each show. Why? Because this process enabled the producers to reduce the risk of failure. The bigger publishers have usually tested their books because the author has often achieved name-brand status. But smaller publishers do not have the resources to compete directly in this arena. Therefore, they should entertain alternative marketing strategies including developing alternative channels of sales and distribution for their titles. Many books start in "New Haven" and many never get to "Broadway" but some do and the pay off can be tremendous. The point is to start modestly, find your market, build it and the rest will follow.

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)

Sponsored books are those you are commissioned to write. There may be an institution that wants your book printed and will offer a large advance order. For example, when we wrote our book on the Frisbee, the Wham-O Manufacturing Co., which makes flying disks, might have wanted to help the publication of the book, thinking the publicity could help their sales. With this sponsorship, they might have asked for some sort of cover credit, such as "Published in Association with Wham-O." Such an endorsement is to your advantage, because it lends credibility to the book.

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 over 14,000 printed catalogs in existence and there are thousands more on the Internet. Many of these are niche catalogs sought by groups of people potentially interested in specific topics. According to the National Mail Order Association (2807 Polk St. NE Minneapolis MN 55418-2954 Phone: 612-788-1673, http://www.nmoa.org/Library/webtips.htm) there are 9,000 consumer catalogs in the United States and an additional 5,000 for business-to-business sales.

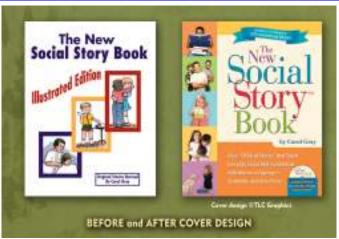
Think of catalogs as an extension of your mail-order capability. Each acts as a sales brochure for your titles, helping you build awareness in your target markets. The catalogs deliver your book's cover and major sales handles to thousands -- or tens of thousands -- of potential buyers. This gives you additional hits on people in your target markets, enhancing your credibility as well as your long-term sales. This recognition may spill over into increased bookstore sales.

Catalogs pride themselves on a "high fill rate." This means they fill and ship orders quickly. Maintaining this reputation requires a sense of partnership with their suppliers (publishers). You have to meet your deadlines with a quality product. On the other hand, they purchase books for inventory, not to orders, so you can ship in fewer, larger quantities. They rarely require an exclusive and most pay in 30 days. Sales are generally non-returnable and the catalog company usually pays for shipping.

The Cover Story – Tamara Dever

(Owner/Creative Director, TLC Graphics. For more information about producing beautiful and saleable books, please visit www.TLCGraphics.com)

This book promotes social understanding in children with autism spectrum disorders (ASD) and these Social Stories™ have become a standard approach for teachers and parents all over the globe. We were asked to update the cover and interior of this book for its tenth anniversary edition and the design (inside and out) surely reflects the book's move into a new decade. The use of several photos (instead of clip art), a fun color scheme, anniversary banner, CD icon to show off a new feature, and celebration banner all balance nicely together despite the sheer number of elements on the cover. After its release, the sales of this book skyrocketed 97% over sales exactly one year prior. Who says design can't affect the bottom line?



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.)

Who owns the copyright if I collaborate with someone else on my book? When two or more writers or other creative people collaborate to create a copyrighted work and intend that their individual contributions be combined into a single interdependent work, by default, all of the contributors share equally in ownership of the copyright. This is true even if the participants contribute different parts to the whole or exert unequal effort (as when a celebrity lends her name to a project but the writer actually creates the manuscript).

- Of course, the collaborators can (and should) enter into a written agreement that details specifically who
 owns what; how much money (if any) each contributor will receive; who is responsible for what; what
 happens if a collaborator dies becomes disabled, or does not stay with the project to its completion;
 how the credits will appear; and in what name or names the copyright will be registered. Remember
- The name, address, and electronic signature of the complaining party [512(c)(3)(A)(i)]
- The infringing materials and their Internet location [512(c)(3)(A)(ii-iii)], or if the service provider is an "information location tool" such as a search engine, the reference or link to the infringing materials [512(d)(3)].
- Sufficient information to identify the copyrighted works [512(c)(3)(A)(iv)].
- A statement by the owner that it has a good faith belief that there is no legal basis for the use of the materials complained of [512(c)(3)(A)(v)].
- A statement of the accuracy of the notice and, under penalty of perjury, that the complaining party is authorized to act on the behalf of the owner [512(c)(3)(A)(vi)].

Once notice is given to the service provider, or in circumstances where the service provider discovers the infringing material itself, it is required to expeditiously remove, or disable access to, the material. The safe harbor provisions do not require the service provider to notify the individual responsible for the allegedly infringing material before it has been removed, but they do require notification after the material is removed.

Marcella's Magic

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

To make a book sell in America today you've got to do three things. Number one is you've got to have a decent book. Number two is you have to be a good interview and lastly, your book has to be available.

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 and Facebook.com/TheBookShepherd, @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 8 newsletters (Numbers 1 and 2 were in earlier newsletters), let me count the ways. Here is Number 3...

Get free publicity ... the media likes authors. Yes they do. Pitching to them with the right hook, at the right time will land you. Do they ever bite? Absolutely. Even if you contact them outside of your topic, and your books' expertise, just having the book credential gets more than a toe in the media door. It's the creditability factor. You are an author. An expert. The media likes the package. Do you have an opinion? If it has the right hook to it, you are in. It's easier to get featured when you have a book.

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 Buzz on Your Blog with a Contest. The blog comment area can be used to build buzz by promoting contests. For example, post a question and award a prize to the first person who leaves a comment with the correct answer. Or, write a blog post stating that everyone who leaves a comment on the post by a specific date (allow five to seven days) will be entered in a drawing to win a free copy of your book. Promote the contest on your social networks.

You're On The Air

(Eric Marcus, former producer for Good Morning America and CBS This Morning)

A good guest is an engaging guest. Lively. Funny, if appropriate. Someone who knows the length of the show and can adjust the length of his or her answers accordingly.

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.

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)

You can't just pick up the phone or make a wish and, presto, you're on Oprah. You have to build incrementally, step-by-step. Start small and locally; approach civic, community, and religious organizations. Develop a series of talks for the Y, your church, or the Rotary Club and then move up. Talk to everyone you know, network, beat the bushes. Find places to start, get bookings and work your way up. Make your initial mistakes locally and build a devoted following close to home. Take speaking, voice or acting lessons, or hire a media coach. Join Toastmasters and the National Speakers Association. Tape your performances; critique them; and practice, practice, practice,

The Very Idea

(Editorial by Brian Jud)

You may have worked very hard this year without making the progress you had planned. What unforeseen circumstances are delaying your progress? Don't let negative baggage from 2010 hold you back in 2011. **DARE** to do better next year:

Discover new markets in which to compete. Try different actions. Find new revenue streams and build a steady flow of profits.

Adapt your marketing plans to better fit your books, personality, goals and resources.

Respect yourself. Rid yourself of negative thoughts that could be dragging you down.

Empower yourself. Don't let the naysayers hold you back. Set your sights on a firm objective and don't let go. Keep marketing your books with a dogged determination and you will see your sales grow.

I wish you great success in 2011.



Booklet Ideas – Paulette Ensign

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

Realize the impact you have on people, worldwide. One tip in your booklet can make a tremendous difference in a person's life. The fact that others have written on your topic or that you have other related products you market doesn't matter. One single tip in one booklet that one person receives can improve their life.

ACTION: How soon will you be writing, producing, and marketing your tips booklet and other formats of the information?

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)

Famous From One Hit? Don't Hold Your Breath! You have an article coming out in a national magazine, or you are appearing on a television show. You are all excited and are thinking, "Wow, I better get ready for the flood of calls." The only problem is you only have one hit. While you might get some calls, it won't be enough to create name recognition. To really become famous, you need repetition. Your name needs to be in front of decision makers over and over again before it will really make a difference. How many times do you hear something before you actually recognize it?

The first time someone looks at an ad, they do not see it.

The third time they see it, they are conscious of its existence.

The fifth time, they read it.

The seventh time they read it through and say, "Oh wow, that sounds great!"

People need to see things at least seven times to remember it. When someone reads about you in an article, they may not have a need for your services or products at that particular moment. But by continually having your name out there, they will begin to recognize it and when the time comes for them to need your product or service, they will remember seeing your name.

More at: http://prpr.net/prpr-publicity-newsletter/private-newsletter-pages/famousfromonehit/

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)

Avoid depending exclusively on yesterday's personal branding tools. When exploring ways to write a book to build your personal brand, be open to new ideas and avoid placing too much attention on yesterday's tools. Yesterday's route to success involved writing a high-visibility book that was displayed in prime locations at retail book stores. Success was frequently a long time coming, as authors would focus on writing a "big book," carefully argued thought-leadership book that trade publishers would take a year, or more, to bring to market.

Now, living in an ebook and search engine world, success often comes from publishing a series of shorter, focused, and practical ebooks that appear more often, are less expensive, and are promote online and to specific market segments. The success of Amazon.com's Kindle wireless ebook reader, digital print-on-demand, and other technologies is opening new ways to publish and promote your ideas.

It's up to you, however, whether or not you profit from today's exciting publishing options. The first step is to maintain an open mind as you explore the new publishing formats and alternatives.

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)

Begin your 2011 plan with the right goal, or your strategy may be misplaced and ineffective. Poor strategic direction often results when goals are defined in terms of unit or dollar volume, with profits assumed to follow.

Marketing Strategy

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

Strategic marketing planning is knowing what marketing tools are available and how they can be combined for the greatest impact. Strategic thinking will tell you if a particular title will be beneficial for your business before you begin the details of publishing it. It will make you aware of the different distribution options that are available before you choose one. Strategic thinking will help you recognize the impact your book's price will have on your customers and your bottom line before you go to press. The strategy of implementation differs from the details of implementation.

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)

Make your upcoming events a regular part of your newsletter as you grow your reader base. Post it on your Facebook page and on your profile at sites like Shelfari and Red Room. When you do an interview, plug your upcoming events by mentioning the next few places you'll be. If you're at a live event, mention a scheduled radio, podcast or TV appearance. You can also Twitter the links to interviews as they appear and post the links on your web site and blog.

Guest Columnist – Patricia Fry

(Patricia Fry is the Executive Director of SPAWN, Small Publishers, Artists and Writers Network: http://www.spawn.org. She is also the author of 32 books, a publishing consultant and editorial assistance to authors. www.patriciafry.com.)

Authors and hopeful authors need to research distributors, writers' conferences, agents, publishers, libraries, book reviewers, etc. at some point in the publishing process. Rather than doing single searches—"library in St. Louis," "book reviewer for fiction," etc., try locating directories. Use keywords, "directory" + "literary agents," "directory" + "newspapers," "library directory," etc. You'll be amazed at how many directories there are to help you get your book published and promote it.

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,)

Angela Booth's Writing Blog http://copywriter.typepad.com/copywriter

This is an eclectic site for freelance writers and copywriters, as well as writers of fiction and nonfiction. Booth's aim is for us to have fun while becoming better writers — not a bad goal. Everyone will find something useful here..



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

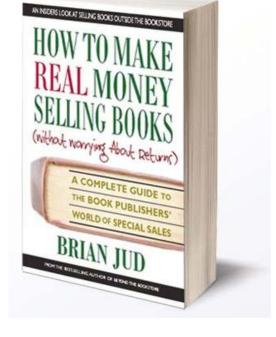
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Become more profitable

Sell in untapped, lucrative markets

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large-quantity sales
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the only place where you can find people to help you write, publish and market your books – <u>with ratings</u> <u>posted by previous clients</u>. 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

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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