

Here is your June 23 edition of the *Book Marketing Matters* special-sales ezine by Brian Jud. It contains regular columns with tips from Dan Poynter, John Kremer, Guy Achtzehn, Rick Frishman, Eric Kampmann, Paulette Ensign, Judith Briles, Gail Z. Martin, Tonya Evans and Roger C. Parker. The guest columnist in this issue is Stephanie Barko.

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All of us at Book Marketing Works wish you success in your book-marketing efforts, Brian Jud

RSS

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 13, Issue 13, Number 305 June 23, 2014

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Top inquiries from the salespeople
for the week ending 6/20/14

<u>Title</u>	<u>Quantity</u>
The Food & Cooking of Cambodia	50
David & Goliath	130
Baltimore Then and Now	60
Sometimes you win, Sometimes you learn	900

Spotlight on Selling Children's Books to Non-Bookstore Buyers (The Association of Publishers for Special Sales -- formerly SPAN)

Do you want more help selling your books to non-bookstore buyers? "In the Spotlight" regularly features a different special-sales (non-bookstore) topic. The current Spotlight is on information to help you sell children's books to non-bookstore buyers. APSS members will find **instructions for creating a marketing plan for a children's book** at www.bookapss.org with tips and links to help you sell more books.

This service is only available to APSS members and you need your membership number to access the site. During previous months we have featured business books and fiction. More to come in the future.

Join APSS, save \$29 on the membership fee

Annual membership is normally \$89. But since you are on my newsletter list your cost is only \$60 (\$29 savings). Go to <http://www.spanpro.org/join-application> and follow the prompts. Register as a member of Premium Book Company. For a list of additional benefits of APSS membership visit <http://www.spannet.org/page/member-benefits>

Upcoming Webinars and Marketing Events

How to Sell More of Your Fiction Books

Selling fiction is not difficult if you know how and where to sell it. Brian Jud will show you proven and new ways to sell historical fiction, science fiction, adventure, romance, fantasy, mysteries – and more!

You will learn how to find outlets where fiction outsells nonfiction by 10 to 1. Discover tips for getting more reviews and awards, creative ways to sell through book clubs, catalogs, libraries and associations. Find tips for timing your promotion so your romance novel “owns” Valentine’s Day and your murder mystery thrills the guests on cruise ships as you sail with them for free. You will learn much more about selling your fiction profitably and in large quantities.

Thursday, July 10 at 6:00 pm Eastern time

Sign up at <http://tinyurl.com/k9xev26>

Notes From the Front Lines

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

Reaching Beyond The Book Market. For over 20 years I have been laboring in a far corner of the book publishing vineyard called “book distribution.” Until the early 1990’s this was a rough place to work because the trade marketplace was not very accepting of books from “independent publishers.” But today, can anyone doubt that the world has radically changed, that with national wholesaling, internet bookselling and national book superstores, boundless opportunities have opened up for independent publishers that have finally allowed them to claim a legitimate place at the table? But why stop there? At Midpoint, our biggest publishers have been following a successful strategy of market diversification, meaning that they have found strong markets for their books outside of the traditional book channels. This approach has allowed them to spread risk, increase sales and pursue multiple opportunities as their books reach ever widening audiences. The bottom line: The book trade is a wonderful place to sell your titles, but it is hardly the only place. Reach beyond and keep on reaching.

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.)

If you have created an original literary or artistic work in some tangible form – in writing or on film or tape or canvas, for example – then you don’t have to do anything. You automatically own a copyright in your work.

What rights do I have if I own a copyright? Copyright is not one right but actually a bundle of rights. In general, the law gives a copyright owner the exclusive right to do and to authorize others to do the following:

1. Copy the work
2. Prepare derivative works based on the original
3. Distribute copies of the work to the public by sale or other transfer of ownership, or by rental, lease, or lending
4. Publicly display
5. Publicly perform

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>)

Encourage Reader Feedback. Writing and publishing your book is not the end of your literary involvement. When readers have questions, authors have a responsibility to respond by email, mail, telephone and in person at book signings and other events. Use these opportunities to gather material for the book's revision or your next book. Maybe you were not clear enough in your writing or perhaps the customer is interested in an important area you did not cover.

Bernard (Bear) Kamoroff, CPA, of Bell Springs Publishing, displays at book fairs and other industry events for the express purpose of gathering user feedback for *Small Time Operator* (23 revised editions and 53 printings in 21 years). At one fair, a woman said the business book was not for her because she was self-employed. So, Kamoroff added to the cover: "For All Small Businesses, Self-Employed Individuals, Employers, Professionals, Independent Contractors, and Home-Based Businesses." Also, due to customer feedback, he has increased the index from three pages to seven.

Editor: Dan will be speaking at the APSS 2014 Sales Conference on Oct 24 – 25 in Philadelphia. More info to come soon, but save the dates.

Ideas for Selling to Non-Bookstore Buyers – Guy Achtzehn

(President of The Promotional Bookstore, offering commission-based sales of books to non-bookstore buyers, guy@msgpromo.com)

A National Health Insurance Company was interested in promoting a healthier lifestyle among new clients. To accomplish this goal, an ongoing educational program was implemented. During the first 3 months after signing a new member, a mailing was done on behalf of the company. The first month, a book on walking was introduced with a booklet promoting the benefits of walking. This booklet also gave suggestions on how to incorporate walking into even the busiest schedules.

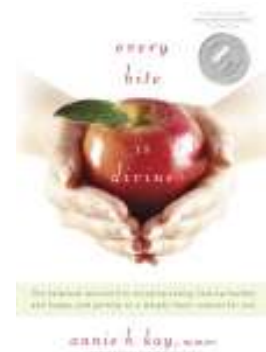
Month 2, a cookbook was provided showing busy people how to prepare healthy meals quickly and how to eat when time is limited. In Month 3, a journal was sent to each participant along with a pedometer. The result was several thousand books being sent each of the first 2 months. The real results are coming in the future... a healthier clientele' with fewer payouts by the Insurance company.

Editor: Guy will be speaking at the APSS 2014 Sales Conference on Oct 24 – 25 in Philadelphia. More info to come soon, but save the dates.

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)

Every Bite is Divine is about a holistic and spiritual approach to weight and health. The target audience is women. The strong image of the hands holding the apple in a very reverent manner implies this concept visually. The colors are clean and understated, as is the type.



Leadership and Growth Concepts – Tom Hill

(Founder and CEO of the Eagle Goal Coach, an organization devoted solely to assisting others find and follow their life's passion. Tom can be reached via e-mail at tom@tomhillwebsite.com)

Create a mastermind group to help you learn and grow with help from like-minded people. "Groups like masterminds have been around for centuries. Benjamin Franklin had one he was involved with." The term mastermind was likely coined from the work of Napoleon Hill who wrote:

"The coordination of knowledge and effort of two or more people, who work toward a definite purpose, in the spirit of harmony..."

"No two minds ever come together without thereby creating a third, invisible intangible force, which may be likened to a third mind [the master mind]."

A mastermind group is an ideal way to bring the best out of you, by stretching you to see what's really possible from the input of others and the discipline that comes from accountability. If we can help you start a mastermind group in your area, let us know. Contact us at thi@tomhillinstitute.com.

Editor's Note: For more information on starting a mastermind group see my article: "Meeting of the Minds" among many other free articles: <http://tinyurl.com/85o9f3k>

The Book Shepherd – Judith Briles

(Judith Briles is the Chief Visionary Officer of www.AuthorU.org. She's known as The Book Shepherd (www.TheBookShepherd.com), and is the author of 30 books including *Show Me About Book Publishing* and *Author YOU: Creating and Building the Author and Book Platforms*. Download podcasts from Judith's radio show, *Your Guide to Book Publishing* at: <http://rsrn.us/youpublish>)

Aha #TweeterTip: Did you know that what someone Tweets and Retweets about gives you an inside track if you are pitching yourself and seeking a meeting. You get instant snapshots of the Tweeter's personality and what he or she thinks is interesting to share with followers.

For example, if you look at my stream at either @AuthorU or @MyBookShepherd, you will know instantly that I like to share info about authors, books, and publishing. You would know that I'm a promoter of all things in recent info about anything that markets a book. You would get that I like things with a twist and noodles one's thinking. And you would see that I like to throw in something quirky once in a while, movies I've seen, sometimes a cooking idea or recipe, an event attended, quotations. I don't Tweet about family or friends, I will Tweet, Facebook, Google+ when I support an author's book and a book launch is in process.

Now, why does that matter to you? Because, if you were to approach me, you want to create a bridge to connect. You would offer a tidbit that I would think, "book marketing, author success, publishing, amazing movie, even a recipe, a favorite quote, etc.," that opens the door to a conversation and my support.

Pam's Book Marketing Tips - Pam Lontos

(Pam Lontos, President of Pam Lontos Consulting, Tel: 407-522-8630; Pam@PamLontos.com; www.PamLontos.com)

When selling your book to a distributor, retail outlet, book store, etc. always ask questions to find out what your prospect wants and needs. Before trying to sell your book, find out who the establishment or company caters to and what their buyers' needs are. Then, when you start your pitch it should be directed at how your book will fill those wants and needs (the Hot Button). Don't waste time talking about things that do not interest them. Now, when you begin to tell them about your book, you can weave in the exact benefits that fit what they just told you they wanted. Suddenly, they think it's their idea to buy your book. You didn't sell them; you made them want it.

You're On The Air

(Jim Bohannon, Host of the nationally broadcast *Jim Bohannon Show*)

To the extent necessary, your hosts will try to make you feel at home. They recognize that you are apprehensive about appearing on the show, and they will do what they can to help you relax. Do not worry about the mechanics of the equipment. Your hosts will show you how to place the microphone and how to sit. If you have any questions, ask them before the show begins. You already have to worry about what your central message is and the like. Don't worry about problems that don't concern you.

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>)

Selling sponsorships. For a book on wealth preservation, one self-publisher charged contributors to write the book for him. He brought in fifty-four contributors at a price of \$2,000 each. In return for his \$2,000 and answering questions for the book, each contributor received copies of the book with his name on the front cover as one of the co-authors. In addition, his photograph and biography were featured on the back cover. The contributors were willing to pay so much because they wanted the exposure before so many potential customers for their service.

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)

Expect editors to be skeptical. They've seen and heard it all: every promise; every approach; and wild, unrealistic representation. When they receive a proposal, it can be hard for them to tell fact from fiction, so they may tend to err on the side of caution. Look at it from their perspective: if they push for a proposal, their heads can be on the line if the books fail or, worse yet, if the authors fail to deliver.

So help acquisitions editors by giving them strong, well-reasoned, and thought-out proposals that look good and read even better. Give them something they can be excited about and willing to fight for.

The Very Idea

(Editorial by Brian Jud)

Your marketing plan is similar to a flight plan that commercial pilots prepare before taking off. It is a description of your destination and instructions on how to get there. At the same time it describes what to do when circumstances change while you are "in flight."

When taking off, pilots use full throttle to get the plane off the ground. Then, as they reach cruising altitude then can ease off. Similarly, when launching your book it takes more action and energy to distribute and promote it.

Pilots listen to feedback from air-traffic controllers and make necessary adjustments as they move toward their goal (which is out of sight for 99.9% of their journey). Your regular evaluation gives you the feedback to make changes that are required mid-year so you reach your annual goals.



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)

Success may be determined more by planning for the dynamic predilections of today's customers than by blindly following historical marketing formulas.

Marketing Strategy

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

Marketing is not something you do *to* people; it is something you do *for* people, the people who are or could be your customers. Book marketing is a sequential series of planned, strategic actions based on research and is focused on the consumer, not on your books.

Guest Columnist - Stephanie Barko

Stephanie Barko is a regionally specialized literary publicist based in Austin. She works as a Supplemental Publicist to New York publishers and as an Independent Publicist to self-published authors. Click "Publicity" at www.authorsassistant.com for a list of services and genres.

If you cannot define your book's Audience and Platform, your book will never get off the ground. To market your book, you must distill its issues and know who and where your readers are and how they search for information. Create your log line to attract them and prioritize your first year plan so that you fully fund and lead with the strongest device in your platform.

Don't end up in the slush pile! Spend time and money with some editors, a book designer, an SEO guru, and a publicist, so your book is more likely to remain competitive among the 200,000 titles released in America each year.

Booklet Ideas – Paulette Ensign

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

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

Tip writing is easy for some people and almost impossible for others. Or so they think. Sometimes those tips are actually there and are merely in hiding, waiting to be discovered and identified for what they are.

You probably know people who, when asked what time it is, naturally go into telling you how to make the time piece. They are simply wired that way. It's what makes them who they are. They think in paragraphs, telling not only the material used to make the clock or watch, but why that material was used and how it is better than other materials, and many other pieces of information about the clock or watch.

They go on and on, compelled by their truly generous nature, to give you every nuance having to do with the time piece, and maybe even forgetting to answer the original question of what time it is or remembering what the question was at all. They may even risk losing the attention of whoever asked the question of what time it is.

A long, detailed answer works great for someone on the receiving end if their style is similar. It can be problematic when the other person's style is "bottom line," solution based, quick, or results oriented.

One of the easiest ways of handling all of this is to exchange the documents. Let a succinct communicator review and offer suggestions or edit the expanded answer, and have the person with the long answer provide ways to elaborate on the tips.

Frequently a paragraph full of the "why," "what," and lots of details has the how-to tip within it. The tip is either sitting there ready to pull it out or, with slight modification, turns into a tip. Look for a sentence that starts with a verb.

In fact, that last sentence you just read, "Look for a sentence that starts with a verb," is an example of that very thing. The word "look" is a verb that starts the tip about how to find a tip! In the paragraph above that, there is a tip in hiding in the first sentence. "One of the easiest ways of handling all of this is to exchange the documents" is how that sentence is written. It becomes a tip by making it "Exchange the documents as one of the easiest ways of handling all of this."

ACTION - It is foolhardy to expect a person to change their style. Yes, techniques can be effectively taught and learned. The basic construct of the person is the basic wonderful construct, and is part of the gifts of who they are. Use the formula you have learned about writing a tip starting the first sentence with a positive verb, followed by no more than 2 sentences explaining "why" or "how." Be kind to yourself when you realize that approach is a struggle for you. You can ask someone in your life to help you with it, whether that is a family member, friend, or colleague, or you can have a professional who is familiar with tip-writing edit it for you.

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)

7 ways to add visual interest to blogs & books There's more to adding visual interest than generic stock photos, clip-art, and pie charts. The next time you want to add visual interest consider using one of the seven following to reinforce your ideas and strengthen your brand by adding a personal touch.

Some of the following have been around for centuries, others reflect recent thinking. One will be described in each of the next two issues of *Book Marketing Matters*.

#5: Exercises. Another way you can add simultaneously add visual interest to an article, blog post, or ebook page while reinforcing your ideas is to create a graphic out of a series of numbered questions for readers to answer, providing space for them to enter text or graphics on the page. Provide a headline for the graphic, and a capsule description of how readers will benefit from filling out the exercise.

Helpful Website of the Week – Adele M. Annesi

(Adele is freelance book editor, and a co-author of *Now What? The Creative Writer's Guide to Success After the MFA*. She may be reached at a.annesi@sbcglobal.net)

Search Engine Journal

<http://www.searchenginejournal.com>

SEJ is a community-based approach to search marketing with great free articles on how to improve your interactive marketing. Launched in 2003, *SEJ* provides unique content from expert in-house and independent Internet marketers.



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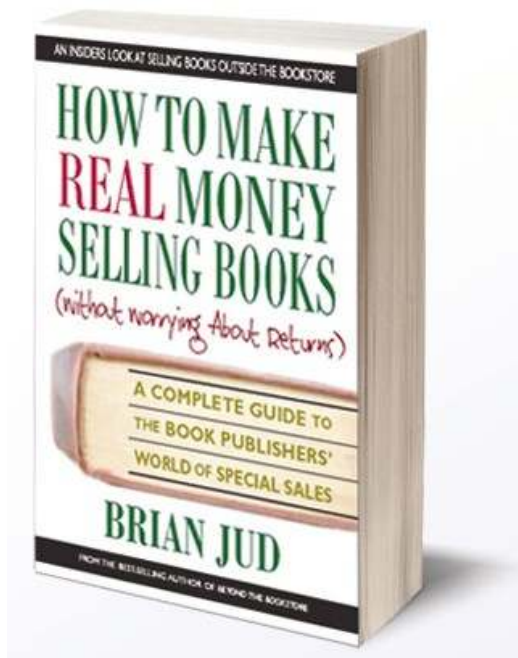
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Check out the Writers and Publishers Bookstore and give your favorite books a “Thumbs Up Rating.”
Discover and rate the
best books on writing, publishing and marketing
(<http://www.bookmarketingworks.com/index.php?pg=bookstore/bookstore.htm>)

Contact Information for Brian Jud

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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-based 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. Contact Brian at P. O. Box 715, Avon, CT 06001; (800) 562-4357; brianjud@bookmarketing.com or go to <http://www.bookmarketing.com>