

Here is your September 29 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, Tonya Evans and Roger C. Parker. The guest columnist in this issue is Jeff Davidson.

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All of us at Book Marketing Works 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 13, Issue 20, Number 312 September 29, 2014

Do you want to sell more books to non-bookstore buyers? Join our commission-based special-sales program.

**We sell your books. We pay shipping.
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Or www.premiumbookcompany.com

**Top inquiries from the salespeople
for the week ending 9/26/14**

<u>Title</u>	<u>Quantity</u>
<i>Philadelphia Trolleys</i>	500
<i>The ABC's of Philadelphia</i>	500
<i>More Than a Game</i>	500
<i>Remembering the PA Railroad</i>	500

**Do you want to sell as many books as Random House?
Attend the APSS Book Selling University – Sponsored by Bowker
(The Association of Publishers for Special Sales -- formerly SPAN)**

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Opening presentation by Dan Poynter

Discover how to sell your books in more ways than you ever imagined and to people you never knew existed -- in large, non-returnable quantities. You will ...

- Leave with new ideas and a long "To Do" list

- Learn where to find and how to contact non-bookstore buyers – for *your* books
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- Build a lasting stream of long-term, recurring revenue
- Become more profitable

Get practical, yet creative book marketing tips and tactics that you can put into place immediately. Attend this event and get customized help for selling your books to non-bookstore buyers

See more at www.bookapss.org/APSS2014Agenda.pdf (Flyer designed by 1106 Design)

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Go to <http://www.spanpro.org/join-application> and follow the prompts. For a list of additional benefits of APSS membership visit <http://www.spannet.org/page/member-benefits>

Upcoming Marketing Events

Oct 9: The Twelve New Rules that Build Author Platform

Presenter: Carole Jelen, Literary Agent, Publishing Veteran
CoAuthor with Michael McCallister: *Build Your Author Platform: The New Rules*,

In 60 minutes Carole Jelen identifies the underlying new digital rules that form the foundation of your author platform. With an emphasis on tying together the basic elements of platform, this webinar connects the new rules of the digital landscape to the optimum tools for authors seeking maximum visibility. Once author platform is built, it takes on a life of its own and pulls in readership over time. We hope you will join us!

6:00 – 7:00 pm Eastern time

Register at <http://tinyurl.com/p5xghqh>

Oct 16: How to Negotiate Large-Quantity Sales

Presenter: Brian Jud

This is the last in the series of three webinars. Brian Jud will talk about how you -- probably not a professional sales person -- can negotiate profitable orders. Rarely will buyers accept your initial proposal, so you must negotiate the final terms. If you want to make larger-quantity sales to corporate buyers, you must be ready to deal. There are a variety of ways to do that effectively and in a non-threatening manner. It is not difficult, but you have to know where to give and take -- and when not to buckle. And once you get the order for your books, there is still more to do in your post-sale follow up. This webinar will provide you with all the basics you need to know about creating a long-term relationship with recurring revenue to you.

6:00 – 7:30 pm ET

Sign up at <https://http://tinyurl.com/lvw9ynl>

Third Annual Shelf Unbound Writing Competition

Shelf Unbound magazine is hosting the Third Annual Shelf Unbound Writing Competition for Best Independently

Published Book, sponsored by Bowker and Blurb. Details on the competition are here: <http://www.shelfmediagroup.com/pages/competition.html>. We'll award \$8,500 worth of prizes, plus we'll feature the winner, finalists, and more than 100 notable books from the competition in the December/January 2015 issue of Shelf Unbound magazine. We're offering APSS members a discounted entry fee (\$35). If paying by check, APSS members can write PROMO CODE APSS on their check; if using PayPal, use "Promo Code" link at the bottom of this page (<http://www.shelfmediagroup.com/pages/contact-us.html>) and enter PROMO CODE APSS. Deadline for entry is October 1, 2014.

PublishingAtSea.com - January 18-25, 2015

If you are into mixing the sea with your publishing know-how, check out PublishingAtSea.com. The second annual deep dive workshops with the Chicks at Sea mixed with sun and fun will be this January 18-25, 2015. All details are on the site—I'll be doing an intensive on crowdfunding for authors along with one-on-one coaching for all participants.

Notes From the Front Lines

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

I see seven key decision points that need to be addressed as a book is being prepared for publication. As a distributor, we often are forced to reject books because not enough care was put into one or more of the key decisions before we saw the project. In fact, it would be best if the publisher would enlist the help of the distributor, or some other experienced advisor before arriving at a final decision. Here are the seven key decisions as I see them. First, print the right number of books. Err on the side of caution if you are unsure. Remainder tables are always full for a reason. Second, price the book for your market. If you are selling retailers, then your price should be lower. If your market is very specialized, then you may be able to price up. Third, use an experienced designer for your book jacket. Fourth, chose your printer carefully. Do they have a good reputation for service and fast turnarounds for reprints? Fifth, should you pay the traditional royalty rate or is there another way? Sixth, do you have a distributor and if not, how do you plan to sell your book? Seventh, what is your marketing plan? Do you know your market and do you know how to reach it?

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>)

Just as a parent's responsibilities do not end with giving birth, an author's do not end with publication. The child must be raised and the book must be marketed.

Editor's note: Dan will be speaking at the APSS 2014 Sales Conference on Oct 24 – 25 in Philadelphia. For more information, please visit <http://tinyurl.com/kxucber> or BrianJud@bookapss.org.

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)

Make it easy for people to buy from you and to sell your books. Provide retailers with free counter-top displays with the purchase of a minimum quantity. Include instructions for re-ordering your books to refill the displays (see <https://www.bookdisplays.com/>). Give the retailers ideas for cross selling, such as suggesting that they place your book about forgiveness near a display of flowers or candy. Contact the department buyers in large stores rather than the people purchasing general store items. The buyer for cookware may be amenable to purchasing your cookbook when others may not see its value.

Editor's note: Guy will be speaking at the APSS 2014 Sales Conference on Oct 24 – 25 in Philadelphia. For more information, please visit <http://tinyurl.com/kxucber> or BrianJud@bookapss.org.

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>)

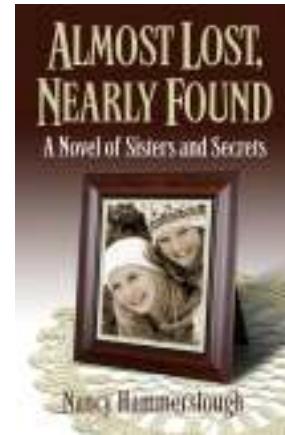
Through a network of sales representatives who sell to camera shops across the country, Amherst Media has sold over 45,000 copies of *Basic 35mm Photo Guide for Beginning Photographers*. To encourage sales in non-bookstore outlets, they provide free counter-top displays with the purchase of twelve or more copies.

The Cover Story – Michelle 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>)

Almost Lost, Nearly Found: A Novel of Sisters and Secrets
by Nancy Hammarlough

This novel about two sisters, one who follows the rules and one who doesn't, is set at the end of World War II. The publisher wanted to visually communicate the time period to the buyer. To accomplish this, we chose sepia tones and a traditional wood picture frame with a crocheted doily underneath. The photo of the girls also supports the story. One sister wears a pure white hat, the other wears a hat with a bolder design.



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)

Relationships are a basic part of life. When we are born, we are dependent upon relationships for our very survival. We are blessed when our relationships are loving, nurturing and secure. Think about the importance of relationships, try going an hour without another human being, try it a day, it's next to impossible. The importance of relationships is critical to your success. What are you doing to ensure your relationships are strong and thriving?

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.)

How much can I quote without permission? There is no set number of words you can use under the fair use doctrine. This doctrine permits use of copyrighted materials for certain purposes listed in the Copyright Act, such as criticism, comment, news reporting, teaching, scholarship, or research. While technically infringing on the copyright owner's rights, these uses are considered permissible; and such fair use can be used as a defense against a claim of copyright infringement. Note that it is not sufficient simply to acknowledge the source of the copyrighted material. The Copyright Act provides four factors to determine, on a case-by-case basis, whether fair use or infringement exists.

1. Character or purpose of use
2. Nature of the copyrighted work
3. Amount and substantiality of the copied work
4. Effect on the potential market

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>)

Authors need to do their pre-work. Bookstores, and the people who work in them, book store—one of the biggies, like Barnes & Noble and one of the independents. I'm in Colorado—we've got the fabulous Tattered Cover in Denver; there's also the Bookies and wonderful places like the BookBar that are popping up. I bet that there is something that is unique to you and your locale. Bookstores can be your best friend. Your authoring journey is the perfect time to become a familiar patron at your local one.

Pam's Book Marketing Tips - Pam Lontos

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

Develop Different “Hooks” For Different Media. Don't try to get on the Ellen Show to discuss the economy or on 60 Minutes to talk about your dog stories. You wouldn't pitch your book on relationships to *Field & Stream* or *Glamour* your book on fishing. Keep your eyes open for current events you can write about, practical advice you can give, interesting facts you can share, or holiday tie-ins you can use. Then match the correct media to that topic and go after an interview.

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)

For radio and TV, call producers, not hosts. Call them after their shows have run because that's when they usually have time. Prior to their shows, they're usually totally occupied by details required to put on their programs. When you call, chances are you won't get through. At that point, you can leave a message or ask to have them paged. In all contacts — by e-mail or phone messages or when speaking with the media — give or recite your silver bullet. Say, “This is Robyn Freedman Spizman. My book *Make It Memorable* tells you how to give the most meaningful and memorable gifts on earth.” Then add, “I'd like to send you a press release telling you all about it.”

You're On The Air

(Dr. Wayne Dyer, author of *Your Erroneous Zones*, *The Sky's the Limit*, and *Real Magic*)

I was told that the only way you could talk to everybody in America was to get on all the big talk shows. But all the big talk shows never heard of Wayne Dyer. So there's another way to talk to everybody in America and that's to go to everybody in America. Go on every little radio show in every town across the country. Most of them, like AM Columbus and Good Morning Jacksonville, if you've got a new avocado dip they'll put you on. Take the books with you. Just do it, and don't tell yourself, “I've got to struggle.”

Marketing Strategy

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

Do not automatically go where everyone else is or do what they do. Look everywhere for innovative ways to market your books and achieve what others are not. Trust your intuition, make creative choices and implement them courageously. New ideas are neither right nor wrong -- they are simply different. They are odd-shaped pegs that do not fit into round or square holes.

Guest Columnist - Jeff Davidson

(Jeff Davidson is "The Work-Life Balance Expert®" whose passion is helping organizations achieve rapid progress for their employees. The premier thought leader on work-life balance issues, Jeff is the author of 59 books, among them "Breathing Space," "Simpler Living," the "60 Second Innovator," and the "60 Second Self-Starter." Visit www.BreathingSpace.com for more information.)

Valuing Your Intellectual Property

Have you ever stopped to think that you have valuable property right on your hard drive? Undoubtedly, you have a variety of notes that you have taken over the years arranged in various categories. You have written scores of articles. In support of your clients or customers, you may have developed forms that enable them to easily transact business. You may also have a variety of presentations and slides such as those created with programs including PowerPoint, as well as charts, exhibits, graphs, and other items that constitute materials for participants at your presentations.

On top of all these items, it is likely that you have boiler plate material for contracts and agreements. There may be carefully worked boiler plate letters that you adapt based on the particular situation at hand, and other templates, rosters, and check lists that represent value, the likes of which you may not have recently, or ever, contemplated.

What about your data base? If you have 1,000 or 10,000 names, these represent intellectual property of sorts – marketing intelligence, in this case. Elsewhere on your hard drive, you may have proprietary photographs, files containing logos and/or trademark materials, as well as formulas, processes, even material that represents trade secrets. You may have data, notes, or material on specific industries, trend information, quotes, or collections.

Given the highly likely probability that your hard drive examined in this new light contains a wealth of intellectual properties, how are you protecting your property?

- * Do you have a well developed and often practiced back-up routine to save and store your valuable files?
- * Do you have security measures in place so that unauthorized individuals are not privy to them?
- * Do you have a confidentiality policy and trade secret policy prepared, which mandates that any staff you may have are required to sign a written notice acknowledging that they have read and understood such policies?
- * Do you execute work for higher agreements so that it is clear to all participating parties that work you authorize and pay for shall become and remain solely your property?

The more valuable your intellectual property, be it on your hard drive, or any place in your office, the more important it is to safeguard your belongings.

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)

Planning helps you prioritize resource allocation among competing opportunities. Without some means for ranking your projects you might allocate too much time or money to those with less economic. Under each priority level, do the first things first. Do that which is more important to your business before that which is more enjoyable. Hopefully, they are the same thing.

The Very Idea (Editorial by Brian Jud)

Sometimes it feels like the money you are spending is going in deep hole with no apparent results. Since most of us have limited budgets, it is necessary to perform some marketing triage.

Look at the five major areas of marketing. Did you **plan** your efforts? Is your **product** right (form, cover, title, layout, binding)? Is your **price** correct? Are you using the best **distribution** channels to reach all retail and non-retail segments? Did you implement an assorted **promotional effort** using the right amount of publicity, advertising, sales promotion and personal selling – online and offline?



Also, consider the productivity of expenditures since not all expenditures have an equal return on their investment.

Evaluate your actions to determine what is working and what is not. Then do more of what is working. Do not be too quick to pull the plug on those actions (i.e., publicity, special sales) that have long a long lead time between implementation and results.

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

You have a story to tell that some have said deserves to be shared as a book, and you have yet to write that book. There are reasons you've told yourself about why that book has yet to be written, and every one of those reasons makes great sense. Yet something is gnawing away at you about wanting to share your story in some way, in a way that isn't a book. And you're not sure what that can be.

Sometimes without a booklet author realizing it, in many cases their tips booklets have been based on that person's story. The how-to tips represent some or all of the booklet author's life. It is a mechanism for sharing the knowledge the author acquired, without necessarily making the publication completely about them. It is, though, about their story.

Many tips booklets mirror the triumph over a life challenge, whether it was how to get healthier, be more organized, become free of addiction, have better relationships, manage money, live a more balanced life, identify their life's work, or endless other possibilities. In other cases it's about a joyful experience, a discovery or situation that had nothing at all to do with a challenge.

There are certainly times when the booklet author is completely conscious of the fact they are leveraging their experiences and creating not only a tips booklet but an entire business from what they learned. The tips booklet may be the starting point in their product development or it could represent the whole journey from the most basic how-to solutions to the more advanced ones.

Once in a rare while a tips booklet will be written by a freelance writer or as a writing-for-hire job which, in both cases, do not represent the author's life. There is a different relationship that writer has with their booklet. They have generally written from a more pragmatic, intellectual position than one based in the passion of the first-hand life experiences on which the booklet content is based.

The content can be helpful, valid, accurate, and even sell well as a tips booklet and other product formats. The challenge is in the author relating to it from the inside out with an excitement for the topic no matter how enthused and interested they are in what they are writing.

ACTION - Re-visit the parts of your life that have been particularly meaningful to you as challenges, joys, or a combination. What makes you smile because you got through it and came out on the other side or experienced an unexpected joy from something wonderful in your life? Is it a topic you want to share with others because you know your perspective can help them? If so, think back to as close to the beginning of that chapter of your life as you can, noting the most basic how-to's you can offer. You started at the basics, and that's where your booklet readers must also start. It's the best way you can serve people who are eager to learn from you, from your story, in the how-to tips format you're offering it.

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)

A half-written book languishing on your hard drive isn't doing you any good...whether caused by a lack of interest from trade publishers or a lack of self-publishing experience. There are seven things you can do to turn the disappointment of a half-written nonfiction book into publishing profits. The first four were in the last issues of *Book Marketing Matters* and one will be described in this and the next two issues of *Book Marketing Matters*.

5) Refocus. After carefully reviewing what you've written so far, change your focus from writing and publishing a book to earn profits from book sales to viewing your book as a tool for generating back-end profits. Replace an emphasis on "publishing profits" with an emphasis on using your book to promote your business. Look beyond your original book. Identify *information products*, like templates and worksheets, or consulting and coaching *services*, or *speaking & workshop topics*, you can develop to help clients apply the ideas in your book.

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)

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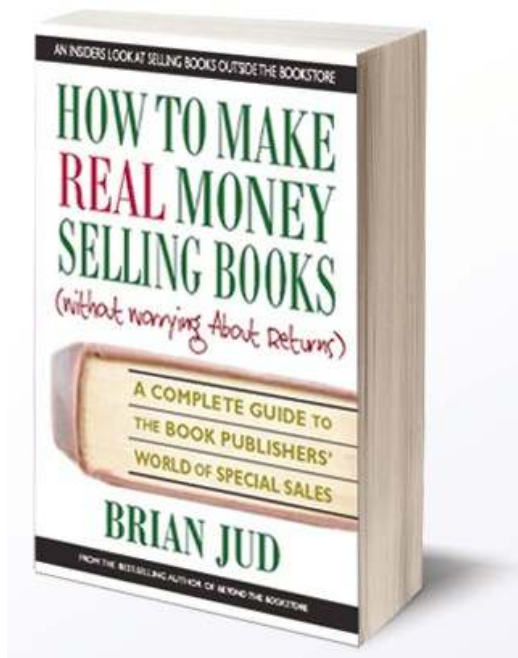
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best books on writing, publishing and marketing
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Contact Information for Brian Jud

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-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>