

Here is your October 1 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 Scott Lorenz.

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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 11, Issue 20, Number 260 October 1, 2012

Do you want to sell more books to non-bookstore buyers? Join our commission-based 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 inquiries 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 9/28/12**

<u>Title</u>	<u>Quantity</u>
<i>Princeton: History and Architecture</i>	500
<i>Alaska Fishing</i>	100

Upcoming Webinars & Events

My Book Is Published – Now What Do I Do?

There are many things you can do before, during and after the launch of your book to increase the chances of its success. This webinar will show you creative and practical things you can do in the writing stage to get upfront sponsorship money, increase your chances of getting corporate sales and submit your manuscript to book clubs. In the next phase – publishing -- you can set the stage for distributing your books in the US or internationally, begin arranging media events, send for reviews, conduct social networking and more. Then once you have books in hand the stage of perpetual promotion begins and we'll show you innovative, low-cost and proven marketing actions you can take to sell more books, more profitably.

Thursday, Oct 4 4:00 pm – 5:00 pm – Sponsored by CreateSpace

Sign up at <https://www1.gotomeeting.com/register/983315649>

2012 Self-Publishing Book Expo

Brian Jud's presentation is: Sell More Of Your Books In Large Quantities

Saturday, October 27th

Sheraton NY Hotel & Towers, 7th Avenue, New York, NY

Do you want to maximize your sales and profits while bookstore sales are evaporating? Who wouldn't prefer selling in bulk quantities rather than one copy here and one copy there? Brian Jud is a book-marketing expert in special-sales marketing – the business of selling books in large quantities to buyers outside of traditional book markets. Learn from him about selling to retail and non-retail prospects, how to target appropriate groups, where to find the names of buyers, and selling on a non-returnable basis. Hear, too, about setting the right discounts and how you might want to customize editions. Discover the information you need to get the most return on your investment in the time and money you spend promoting and selling your book. The buck starts here!

Information and registration at www.selfpubbookexpo.com

Idaho Book Extravaganza

Brian Jud's presentation is: Sell More Of Your Books In Large Quantities

November 8-10, 2012

Boise Centre, 850 West Front Street, Boise Idaho

Information and registration at: <http://tinyurl.com/3v7gouw>

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, choose 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?

Steve Jobs and the Publishing Industry – Brian Jud

(Much of the discussion about Steve Jobs's biography centers on his management style. But after reading the Walter Isaacson's book, I found much information that is relevant to the publishing industry. I will describe my interpretations of 14 of Steve Jobs's management philosophies and actions as they might apply to book publishing, one in each issue.)

Jobs's Reality Distortion Field was well known among those close to him. When applying this field he would not admit a task was impossible. He believed that if people say something cannot be done it just means they cannot do it. But if pushed they can make it happen.

Jud: In this same way, publishers can deal with and overcome challenges. Bookstores may not accept your book. Sales may be below expectation and returns above forecast. You may get a bad review. Everything costs more than expected and there is never enough time to do all you planned.

Whatever happens, deal with it. Find out why sales are down and make corrections (Is the content seasonal? Does the content or packaging need to be improved? Is there improper – or no – planning?). Could returns be eliminated with more targeted promotion or through sales to corporate buyers? Learn from bad reviews (maybe they are correct). Reduce your costs (but not quality), create good work habits and utilize your time more effectively.

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.

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)

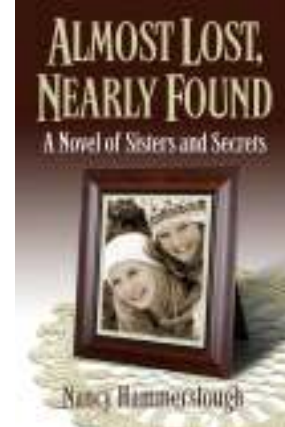
Make it easy for people to buy from you and to sell your books. Provide retailers with free counter-top displays with the purchase of a minimum quantity. Include instructions for re-ordering your books to refill the displays (see <https://www.bookdisplays.com/>). Give the retailers ideas for cross selling, 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.

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.



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.)

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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

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."

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 the author of 30 books including *Show Me About Book Publishing*. Her next book will be available this fall, *Author YOU: Creating and Developing the Author and Book Platforms*. Download podcasts from Judith's radio show, *Your Guide to Book Publishing* at: <http://rsrn.us/youpublish>

Author Beware: Do not pay more later ... determine costs now.

With most authors to-be, the up-front costs are the primary concern when it comes to getting books in hand, up on Amazon, ready to sell on their website, in “e” format ... something to show the world that they did it and it's available. Don't stop there—what you should also focus on is the back-end costs. The true cost of a book to you—be it a copy at a time or hundreds/thousands of them. What's a reprint going to run you? How about corrections? Or a revised edition—do you have to pay up-front fees as if you had a new book production? If you are with any type of publisher besides YOU, just what are the royalties to you—are they net or gross (bet they are net!)? What about special sales—are royalties reduced? When will you get paid?

It's not uncommon for the pay to publish/vanity press crowd to low-ball up-front fees in exchange for very high back-end costs (we will publish you for \$297) down the road (think expensive author copies like \$8-10 or very low royalties—less than \$1 on a \$15 retail book ...). It's also not uncommon for you to be baited with a promise of library and major retail exposure and the probability is equivalent to winning the lottery. And the bait can easily lead to thousands of dollars of additional moneys.

Business Tips and Taxes for Writers – Carol Topp, CPA

(Carol Topp is an accountant and author of *Information in a Nutshell: Business Tips and Taxes for Writers*. She may be reached at Carol@CarolToppCPA.com)

How do you know if you have a hobby or a business? There is not set dollar threshold that changes a hobby writer into a professional. It depends primarily on your motivation for writing. The IRS has an article titled, “Is Your Hobby a For-Profit Endeavor?” that you can find at www.irs.gov by searching on “hobby income.”

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.

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.”

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 (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?

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.



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 previous 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.

Booklet Ideas – Paulette Ensign

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

I Finally Conquered Eggplant. Huh? What the heck does that have to do with tips booklets or tips products? Well, it depends. You may have concluded it had something to do with my continuing leanings toward the color purple. Not so. Read on.

That very headline was on a Facebook post I saw immediately after reading a different colleague's email about subject line test results. It got me thinking and hit my funny bone in the process as I thought of numerous ways to go with "I Finally Conquered Eggplant."

There's no question it's important to know what is working and what is not working in your business. Many small business owners (myself included) sometimes overlook the importance of measuring the results.

Among the three email subject lines that the colleague tested, what worked best was not the benefit-laden one or the solution-solving one but the quirky one when it came to sales generated. It actually had fewer "opens" yet more "buys."

Quirky titles for your booklets and your other products and services can work in certain situations, and only when you follow it up with good solid stuff. While that can be an amazing grasp of the obvious, it's definitely worth noting. After all, weren't YOU curious about what was behind an email subject line from a non-foodie resource talking about eggplant? Now, what action will you take?

ACTION: Test titles of your booklets, articles, products, and services. Do the tests one at a time, though, so you can tell what is working well, better, and best. The number of emails that are opened does count. Sales count more when it comes to bottom line.

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.

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 – Scott Lorenz

(Book publicist Scott Lorenz is President of Westwind Communications, a public relations and marketing firm that has a special knack for working with authors to help them get all the publicity they deserve and more. Learn more about Westwind Communications' book marketing approach at <http://www.book-marketing-expert.com> or contact Lorenz at scottlorenz@westwindcos.com or by phone at 734-667-2090. Follow Lorenz on Twitter @aBookPublicist)

Apple Genius Manual: What Authors Can Learn

Apple is a category killer in computers, mobile phones, tablets and is playing an increasingly important role in publishing and selling ebooks on iTunes for the iPhone and iPad. We can all learn a lot from Apple so when their 'Genius Manual' was revealed recently, I found ways the info contained was applicable to authors.

The Genius Bar is the name of Apple's in-store tech support station, which is located in Apple retail stores. The Genius Bar is the one-stop-shop for Apple users who have questions about or are having trouble with their Apple hardware or software. Can't get your iPad to connect to WiFi? Apple's one-on-one tech support session with a trained Apple Genius can help you fix the problem on the spot or simply better understand a product. Tech support from The Genius Bar is free of charge, but repairs and more in-depth support usually has a fee, unless your Apple product is still under warranty.

Until now, it has been a well-kept secret how Apple employees are trained and what is expected of them. Gizmodo published a portion of Apple's "Genius Training Student Workbook," which sheds light on how to walk, talk, and behave like the perfect Apple Genius. Authors can take notes from Apple's Genius Training Manual and put them into practice when promoting their work.

According to the Gizmodo article "How To Be a Genius: This Is Apple's Secret Employee Training Manual" by Sam Biddle, "Selling is a science, summed up with five cute letters: (A)pproach, (P)robe, (P)resent, (L)isten, (E)nd." Simply put, you should allow fans and readers alike to open up to you about their literary wants and needs, offer them choices, open lines of communication, and seal the deal with the book of your choice. Keep abreast of what people are posting on your website, social media outlets, and forums that are in keeping with your writing style or genre. You'll be more in tune with what people want to read and you can start a dialogue with them.

As an author, you're no stranger to critique or criticism. So there is bound to be, or more likely has already been, a time when a disgruntled reader expresses their feelings on your work. Not everyone is going to love your work, but you knew that going into writing. So, when someone sends you a negative Tweet, comment, or letter in the mail, have empathy. Do not apologize for anything you've written. Instead, express regret that the person is experiencing a particular emotion. Something along the lines of, "I'm sorry you did not enjoy My Book as much as you were hoping to" or "I'm sorry you felt frustrated with the relationship between Him and Her in My Book" should suffice. You could also encourage the dissatisfied reader to give your work a second shot and suggest another book of yours that you feel is completely different from the piece they did not enjoy. However, tread lightly and be respectful of his or her opinion. In a Forbes article titled "The Psychological Tricks Behind Apple's Service Secrets," author Sebastian Bailey wrote, "Give fearless feedback. Geniuses are told to engage in 'open dialogue every day' with 'positive intent.' They're encouraged to listen to their colleagues' interactions and give them a friendly piece of advice if they spot something going wrong." As an author, listen to your colleagues when they give advice or constructive criticism about your writing. Also, follow Apple's suggestion and give advice in a polite and friendly manner.

The Apple Genius Training Manual has a section titled "Emotion Portrayed through Nonverbal Gestures" which could come in handy at book signings or speaking engagements. So, if you're at a book signing, reading, or other speaking engagement and you notice people staring blankly or crossing their arms, change-up your speech. It's important to keep your audience interested in you and your work. Keep an eye out for nonverbal gestures and keep your audience engaged. If you notice a sea of smiling faces and people nodding, you're on the right track.

The Bottom Line: Apple has the world's largest market cap for a reason; they know what they're doing! So, take a few notes from their Apple Genius Training Manual and use them to your advantage when promoting your work and interacting with your readers, you'll be glad you did.

Thrifty Author – Gail Z. Martin

(Gail Z. Martin, from *The Thrifty Author's Guide to Selling and Promoting Your Book Online*;
gail@dreamspinnercommunications.com or www.GailMartinMarketing.com)

You can actually make money on every sale generated by the link on your website even if the sales occur through Amazon or another online retailer by signing up for an “affiliate program.” An affiliate program essentially pays you a commission (on top of your usual royalties) when you send buyers to the partner site. You can sign up directly with big retailers to be their affiliate, or you can use a one-stop site like CommissionJunction.com to centralize your affiliate relationships in one place. Just remember that you'll need to report any affiliate commissions as income when tax season rolls around!

Helpful Website of the Week – Adele M. Annesi

(Adele is a freelance editor and writer. Contact a.annesi@sbcglobal.net, or visit
<http://www.adeleannesi.com/Word-for-Words--LLC.html>)

Writer's Bloq

(<http://writersbloq.com>)

Tired of rejections? So was the founder of Writer's Bloq. This supportive site is about and for writers and their writing. Writers can create a literary portfolio, and share their work with other talented writers and dedicated readers. Writers can gain a readership that can open publication doors. The community is based on creative cooperation and idea promotion.



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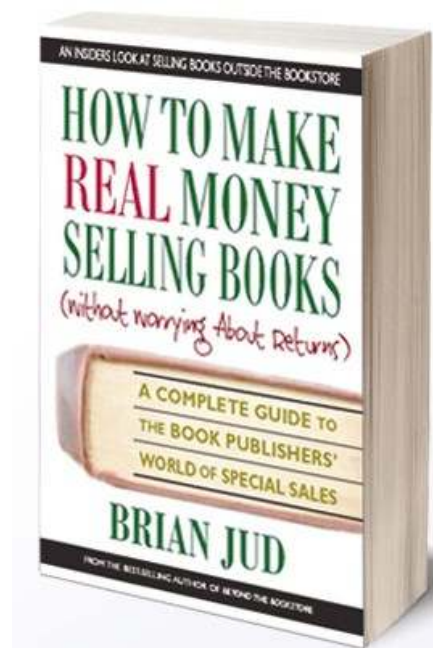
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Check out the Writers and Publishers Bookstore and give your favorite books a “Thumbs Up Rating.” Discover and rate the best books on writing, publishing and marketing

(<http://www.bookmarketingworks.com/index.php?pg=bookstore/bookstore.htm>)

Contact Information for Brian Jud

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>