

Here is your April 30 edition of the *Book Marketing Matters* special-sales ezine by Brian Jud. It contains regular columns with tips from Dan Poynter, John Kremer, Guy Ahtzahn, Rick Frishman, Eric Kampmann, Paulette Ensign, Judith Briles, Gail Z. Martin, Tonya Evans and Roger C. Parker. The guest columnist in this issue is Sandra Angelo.

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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

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We get about 3,000 hits per month on the ESP search engine. Most of the titles in our program receive some action on a regular basis. We cannot show them all, but below is a list of the direct inquires for which we send sample books. We usually customize them with the customer's logos or with a tip-in insert page.

Top inquiries from the reps for the week ending 4/27/12

<u>Title</u>	<u>Quantity</u>
Beyond Success	400
The ABCs of Making Money	350
No Excuses	175
Megasaurus	250

Notes From the Front Lines

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

Should You Attend Book Expo America next month? Many independent publishers feel they do not belong at Book Expo. They opine that the Show belongs to the big boys, that it is way too expensive and that there is little tangible to be gained from it. Well, all of this is true in a way, but my own experience with the Show tends to override the negatives in some very important ways. Let me explain. The "BEA" used to be a Show run by booksellers for booksellers. Publishers were invited quests that would take booth space to introduce their fall titles to the community of booksellers in attendance. All of this worked beautifully for years and the Show grew in size and importance and it was almost mandatory to attend. But in the late 1980's or early 1990's huge changes became evident both on the bookselling and the publishing side of the market equation. On the bookselling side, the superstores began cutting into the independent bookstore's market share and on the publishing side, more independent publishers began entering the fray. For BEA it took many years to adjust to the new realities and during that period the importance of BEA was diminished. But to me all that has passed and the BEA Show has become, once again, one of the most important events in the publishing calendar. What about you? Should you go? By all means, because this is a networking business and BEA has become a wonderful networking Show. It is a great time and place to discover new markets and new sales opportunities and make new friends. I suggest you seriously consider attending at the Javits Center in New York City from June 5 to June 7, 2012; info is at www.bookexpoamerica.com

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>)

Both distributors and wholesalers have warehouses for storing and shipping books. The difference is that distributors have sales reps that visit the chain-store buyers and independent stores; reps show off the new books and bring back the orders. Wholesalers just wait for orders to arrive. Distributors move a lot more product and need a greater discount for their efforts.

Ideas for Selling to Non-Retail Buyers – Guy Achtzehn

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

If you do not think your book's content is suitable as a premium, find a way to make it happen. This market is too lucrative to ignore. One author thought restaurants would be a good place to sell books, but restaurants did not want to sell someone else's book of recipes. So the author created a guide to natural-food restaurants in the United States and Canada. Then he contacted the restaurants listed to sell the guide in their restaurants, which they did.

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>)

One of the benefits of selling your foreign rights is that you don't have to deal with the vagaries of selling your books in a foreign country. Foreign publishers are much better prepared to deal with the laws, customs and changing tastes of their own countries.

The Cover Story – George Foster

(George Foster has designed the covers for more than a thousand books and is contributing author to "1001 Ways to Market Your Books". Contact him at www.fostercovers.com ; george@fostercovers.com)

Before (Left): A man meets Laima who helps him discover his past lives which is enjoyable until he can't get rid of them. The joys, terrors, wisdom and confusion of living them again in dreams that last for days ultimately leads to a surprise ending. It's a man's story, but men were ignoring this book. No wonder — this looks like a wicken manual for girls.

After (Right): The floating eyes evoke dreaming visions. They promise fantasy and mysticism in a gender-neutral color but with male eyes. The dominant color is sepia, the color of very old photographs, to evoke past times remembered.



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.)

A transfer or license of copyright (or any right in the bundle of rights) executed by the author (but unlike a pre-1978 transfer not a transfer made by anyone other than the author) on or after January 1, 1978, is subject to termination under the following conditions:

- o A single author who executed a grant may terminate it. If the author is deceased, then whoever is entitled to exercise more than one-half of that author's rights may terminate it.
- o If two or more authors executed a grant of a joint work, a majority of the authors who executed it may terminate it. If any of the joint authors is dead, his or her termination interest may be exercised by whoever is entitled to exercise more than one-half of that author's interest.

This single, extremely valuable section of the Copyright Act, allowing for the reclaiming of rights by terminating transfers, empowers authors. Note that the statutory termination provision does not apply to works made for hire or to transfers made by will. The termination right also does not apply to rights arising under foreign laws or derivative works. In the case of derivative works (for example, a movie based on a book), termination of the rights to the underlying work (the book) does not prevent the continued display and distribution of the derivative movie. Once the rights are terminated, however, no new derivative works can be created.

Not surprisingly, the rules to exercise the statutory termination right are specific and must be strictly adhered to or the right will be forever lost. In addition, the Copyright Office does not provide printed forms for the use of persons serving notices of termination.

The Book Shepherd

(Dr. Judith Briles is a Book Shepherd and Author Advisor/Coach and radio host (see below); reach Judith at Judith@Briles.com, www.TheBookShepherd.com or www.AuthorU.org)

The 7 Traits of Highly Successful Authors. Trait # 1: The Author has a Platform

Contrary to what most say, the Platform IS NOT all about your following, your crowd. You can't have a following if you don't have two other things: a Vision and a Passion. Think of the Platform as a three-legged stool. If any one leg is missing, it no longer functions as intended. With the Author's Vision, the Platform begins to come to life ... the track it ventures on surfaces and with the Author's Passion, the commitment is made, the reaching out is initiated. Steps you can take to bring the crowd is to support your Vision and Passion include:

- Developing an on-line presence with social media, blogs, Twitter, Facebook, etc.
- Getting publicity
- Speaking—increasing your visibility, people want to take your “words” home.
- Writing articles in traditional print as well as online.
- Staying connecting with your followers—reach out to them!

If there is little to no real Vision, how can Passion for the topic, the character be developed and how would you be able to create a following to share that Vision and Passion? The true Author Platform is at the core of your success.

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)

Enlisting the support of well-known and/or well-respected individuals can help book sales. Such individuals can help in many ways, by writing your book's foreword, preface, or introduction. Or they can provide an endorsement for your book that can be placed on the book's cover, back cover, first few pages, and/or promotional materials.

Endorsements usually help when they're from individuals that most people recognize or who have a large following. However, the head of your local Chamber of Commerce, a city Supervisor, or another local bigwig may love your book and have lots of clout close to home, but if your writing doesn't target your local area, their endorsements may not carry much weight with agents and editors.

The Very Idea

(Editorial by Brian Jud)

Use visuals to establish, demonstrate and reinforce your positioning concept in a memorable way. And if you create a “photo op” as that same time, you can stimulate word-of-mouth advertising – the most effective and efficient kind of advertising.



Booklet Ideas – Paulette Ensign

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

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

At this time of year with personal income taxes due in the United States, you may be among those who find it taxing, challenging, or stressful. The tax code is complex, especially if you're not a salaried employee or an accountant who has studied such things. And you're an intelligent person, just not so knowledgeable about the "foreign language" of tax code. Oh if only it were simple. Surely you'd be able to understand it.

Imagine what it's like when people come to you for the first time, with their initial interest, wanting a simple explanation of your expertise. Keep your booklet content easy to understand. There is plenty of time later for more in-depth explanations. By making your information easy to grasp at the beginning, those same people will come back to you for more as they are ready. After all, you made it easy at the outset. You've set the tone. You're there to help, really truly.

ACTION: Re-read your booklet as if you were brand new to the topic. Simplify everything to its most basic level. Capture any advanced concepts to develop as future products.

Have you discovered how to make your product development and your marketing simple? This is the ideal solution for both. <http://tinyurl.com/d8vmqrr>

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 1 of the 7 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 six issues of Book Marketing Matters.

#1: Sketches. Until a few years ago, illustrating was something that only illustrators did...until [Dan Roam](#) wrote [The Back of the Napkin: Problem Solving and Selling Ideas with Pictures](#). Dan's book showed the power of using rough, amateur-produced sketches to share complex ideas. It was an eye-opening book in the best sense of the term. Dan's crusade to democratize sketches been aided by books like [Gamestorming](#) and [Visual Thinking](#). Dan's latest book, [Blah, Blah, Blah: What to Do When Words Won't Work](#), shares sketching tips you can use with simple iPhone and iPad applications.

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)

Goals are the foundation of a solid marketing plan. They provide a target at which to aim, the standard against which you can gauge your company's progress. They divide your vision statement into manageable steps and provide a path to its realization. Objectives must be clear so there is no misinterpreting their intent; specific so there is no doubt about whether or not you reached them; measurable in their objectivity, eliminating indeterminate goals such as "be the best in the business;" attainable in a limited time period; written to make them indelible and not subject to later interpretation.

Marketing Strategy

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

People in each market segment have a unique reason for purchasing your books. Know what that is and communicate that benefit to them. Keep this in mind when you are creating your book or convincing people to buy it and you will sell more books, have fewer returns and become more profitable.

You're On The Air

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

I like people to respond to each other. Mine is an interview program and I try to see to it that a balanced presentation is offered.

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>)

Associated Writing Programs

<http://www.awpwriter.org/>

The Association of Writers & Writing Programs (AWP) seeks to foster literary talent and literature. In existence since 1967, the AWP support more than 28,000 writers at over 400 member colleges and universities, and 120 writers' conferences and centers. Membership in this organization is fee-based, but the Web site has lots of great free content, including a database of writing programs, conferences, contests and awards, reading series and literary magazines, as well as thousands of job listings.



Guest Columnist – Sandra Angelo

(sangelo1@cox.net, Super Simple Home Study Art Courses For Beginners and Beyond; LearnToDrawFAST.com)

Sandra's Story: Never, never, never give up. That was Winston Churchill's entire commencement speech. Inspired, I scribbled my dreams on a torn notebook page with a graphite drawing pencil and pushed back from a tattered cardboard table that I used as a desk. I tacked the goals with a magnet on my dull gray filing cabinet and the carrot dangled daily, egging me on.

I will be a world famous published author on the New York Times Best Seller list longer than any other author -- an in demand speaker, with countless books and companion DVDS and my own TV show. A multi millionaire, I will sit at a big white desk in a bay window overlooking the water. My art will be stored in white cupboards behind me.

My family will frequently visit me to make memories that I will inspire my art. I will travel the world with a group of art loving patrons who enjoy making memorable yearly journeys. My art courses will make art so easy that absolutely anyone can succeed and finally art will be available to the masses. I will imbue the novice with skills so that their paper looks like the ideas in their head. A Fairy Art Mother, I will make art dreams come true. My work will help people unlock the door to their creative power."

But I was a pauper. I had never taken a writing or production course and there was really no evidence that should make me believe. This was just a dream spoken into thin air. Four jobs consumed my every waking moment. Once a week I taught vertically dead people how to glue macaroni on glass bottles at an old folks home that reeked of urine. Traveling miles and miles throughout San Diego county I lugged slippery stacks of my first book in the back of my truck. My art lessons were packed in Ziplock® bags and I was hoping to sell enough to afford a spiral binding at Kinkos®.

In the evenings, I painted lunch boxes at Nordstrom with puffy paint (with an MBA in Marketing and a BA in Fine Art) for minimum wage. On my breaks, I scribbled new art lessons in my sketchbooks. Sitting at my tattered cardboard table on a cold gray metal folding chair I carefully crafted two book proposals for the number one art publisher. I had no doubts in my mind that this was a winner so after a week, I picked up the phone to make my follow up call.

I was shocked when the editor answered. She wanted me to flesh out my ideas and resubmit. Beaming with joy, I knew my dream was inches away. I worked feverishly for days, drawing and writing and as I placed my precious parcel in the post office box, I said a quick prayer. I waited. Nothing. Four weeks later, I courageously picked up the phone. It turned out that one of the artists I had been planning to feature in my book had called and she gave my book to him. I gulped, paused and then replied boldly. "Someday I will write for your company."

I could hear the condescending smirk in her tart reply. "Best of luck," and she dismissed me. Two weeks later I had enough money to bind 500 copies of my book at Kinkos®. The popular book titled So You Thought You Couldn't Draw?™ sold out in one weekend at a trade show so I began to produce companion DVDS. I knew that you could make more money by bundling so instead of focusing on books, I began to develop home study courses with workbooks and DVDS.

A few years later as I was meandering through the gorgeous galleries of fine art at the Laguna Beach Art Festival, I spotted a breathtaking ring with precious stones that covered the gamut in a rainbow. The gold band lined with diamonds was just my size. I slipped it on my finger and it fit perfectly. Reluctantly, I handed it back. It was so expensive. "I'll be back to buy this." For five years I tenaciously dialed the clerk at the publishing house. I wanted to place my course in their book club. I memorized her kids' names, birth dates, sent her Christmas cards, Easter cards, Halloween cards, Independence Day cards St. Partick's Day cards, and listened to her for hours on end whilst she prattled on about each child.

Twenty two years later, I am typing this story on a wireless keyboard, sitting on a luxurious leather recliner six feet from my 50 inch TV which serves as my computer monitor. I now work in my own penthouse with a 280 degree view of the glorious San Diego Bay. If they had accepted my book, I would have earned \$1 royalty per book. After they rejected it I repurposed it as a course called Draw 101 -- with a 150 page workbook So You Thought You Couldn't Draw?™ and four DVDS for \$137. To date I have sold 30,000+ copies so instead of earning \$30,000 in royalties, I made more than a million dollars. Today that publisher carries all of my courses in their shop. But I own all the rights so my take is way more than if they had said "Yes" to my book proposals.

And the ring? It's on my finger as I type this. Granted I visited it for 5 years before I could afford it, but when the guardian of the Book Club finally said "Yes" the money I made from that sale was the exact amount I needed for my ring. Today I wear the ring right above my deceased dad's wedding band. Sixty years ago, my father was among the first white men to venture into the Belgian Congo's primitive Ituri forest. Daddy broke their languages into writing and set up schools, churches and orphanages. Despite monumental obstacles that would fill five novels, he never gave up. So I guess I had heard Winston's speech before, but instead of saying it, Daddy lived it. Now so do I.

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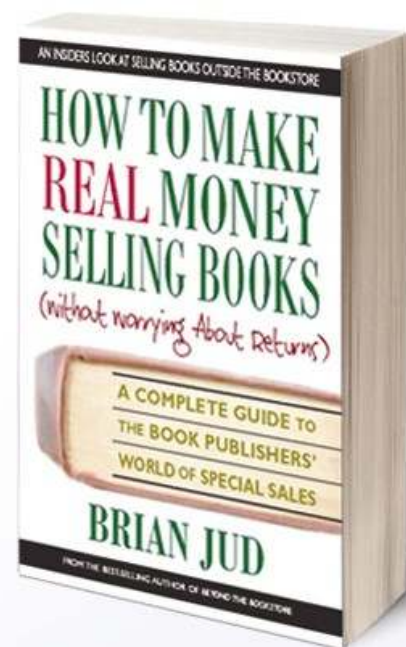
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Brian is also an author and book-marketing consultant helping publishers market and promote their books to increase their sales and profits. Find rated lists of suppliers to publishers at www.bookcentralstation.com. Brian is a media trainer, frequent 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>