

Here is your June 10 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 Patricia Fry.

My newsletter is sent by subscription only. Please pass this information along to people you feel may benefit by it. If there were any problems with this delivery, please let me know. If you prefer to have this **sent to you as a pdf**, please reply with "pdf" in the subject line or body copy. If you no longer wish to receive this -- or if you received it in error -- please reply with "**Remove**" in the subject line.

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 12, Issue 12, Number 278 June 10, 2013

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 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 6/6/13**

<u>Title</u>	<u>Quantity</u>
Homework	2000
Naked On the First Tee	2000
Bacon Nation: 125 Irresistible Recipes	50
101 Bacon Recipes	50
Financial Literacy	2000
Wonderful World of Horses Coloring Book	1,000

Upcoming Webinars & Events

Mid-Year Marketing Checkup

Webinar By Brian Jud

Are you on target to reach your annual goals for sales, revenue or profit? Don't wait until the end of the year to find out. This is the time to learn if you are on the right path, and heading in the right direction. If you evaluate your relative progress now, you still have time to make any necessary corrections to get back on track. During this webinar Brian Jud will show you how to do that. This is your opportunity to evaluate your goals, re-energize yourself and map your actions for the remainder of the year.

Thursday, June 27 6:00 – 7:30 pm Eastern Time

Sign up at: <http://tinyurl.com/bhkr53c>

Ridgefield (Connecticut) Writers Conference

Sept. 28, in Ridgefield, CT. Workshops in fiction, creative nonfiction, poetry, playwriting/screenwriting and YA. Pete Nelson, Carol Ann Davis, Joanne Hudson, Chris Belden, Steve Otfinoski and others. Panel discussions with agents, editors, and publishers. Finish the day with an evening reading. \$150. Website: <http://www.adeleannessi.com/Ridgefield-Writers-Conference.html>

News From APSS (Formerly SPAN) Update from the Executive Director of APSS – Brian Jud

Top 10 Reasons to Join APSS

1. The only association to help you sell more books to non-bookstore buyers, in large, non-returnable quantities
2. Two free book-marketing webinars every month
3. Discounts on ebook conversion, distribution and awards
4. Discount on shipping
5. Discount on website production
6. Cooperative mailings to non-bookstore buyers
7. Distribution to non-bookstore retailers
8. Staffed trade show exhibits
9. *The Sales Informer* monthly book-marketing newsletter
10. An annual conference on non-bookstore marketing
11. We give you more than we promise

Join APSS, save \$29 on the membership fee and take advantage of this offer

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>

Notes From the Front Lines

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

Getting Lead Times Right. One of the biggest mistakes a publisher can make is to accelerate the publication date to meet some artificial deadline. The most important date you should keep in mind is the lead time demanded by the largest book retailers. They do this to establish a coherent budgeting procedure, which means if you insist on a one-month lead time, you will not get your book onto the shelves of America's biggest accounts. Most distributors will counsel you on the best timing for your book. Listen to them because they are trying to maximize your initial sales with book retailers.

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>)

Literary agents are 85% hope and 15% commission.

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)

Independent publishers may have an edge over larger publishers in the sense that a company may not want a bestseller as a premium. If *everybody* already has it, it would be less desirable as a sales promotional tool. A less known, but equally applicable title, may be preferred. For similar reasons, your prospect may want an exclusive on your title. It will not want to waste its promotion dollars if someone else is offering the same title in a promotion.

The Cover Story – Dotti Albertine

(Dotti Albertine of Albertine Book Design is an award-winning book designer and a professional who has been in the business for over 20 years. She can be reached at: www.AlbertineBookDesign.com | 310-450-0018 | dotti@dotdesign.net)

This book is written for 12-year olds, not for their parents. Written as fiction by marriage and family therapist, Margot Desannoy it is the journey of Alex who finds herself in psychotherapy after her parents divorce because of the father's alcoholism. Alex is bright, clever, hurt, angry and delightful. Margot, who in real life provides counseling for kids such as Alex, says they call her "Maggot DoesAnnoyMe—Freaky Counselor" behind her back, and she wouldn't have it any other way. The photo of Alex is a Getty image extracted from the original background and superimposed over graffiti. The cap was placed later, since Alex loves baseball and is a tomboy. The trick was to find just the right "Alex" and keep it light and appealing to this young audience.



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)

"Being open": have you ever thought what your life would be like if in everything you did you remained open to the possibility of what's possible? As you have heard us say, "One idea well executed could change your life forever" and that "One person who is attracted to you because of who you are could change your life forever". Remain open to the possibilities of life; they may be right next to you and you don't even know it.

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.)

When Does Copyright Exist? Copyright exists *automatically* when a work is created. A work is "created" when it is fixed in a copy for the first time (in a writing or recording, for example). Contrary to popular belief, you do not need to register your work with the Copyright Office for your rights to exist. But there are substantial legal and financial benefits if you do register so order the e-Report on the *Benefits of Copyright Registration* for more information.

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)

The vast majority of authors are sole proprietorships with good reason. It is the simplest business structure – easy to start and easy to close. A sole proprietorship is a business with one owner and is popular with writers for many reasons.

Reason #8: You keep the profits. Partnerships and corporations distribute their profits to partners and shareholders, but a sole proprietorship owns all the profit (after taxes, of course).

You're On The Air

(Benita Zahn, Noon News anchor and talk-show host on WNYT-TV, Albany, NY)

The perfect guest on television is someone who believes in his topic, can answer concisely and can sit nice and steady.

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>)

If you would rather not sell your overstocked books at a loss, you can donate them to specific causes. For example, in the past publishers have donated books to schools, libraries, churches, prisons, charities, public television stations, 4-H clubs, scouting groups, garden clubs, and other nonprofit groups. Publishers can deduct 100% of the production costs of any books donated (200% if the company is incorporated), plus 100% of the freight and 100% of administrative fees.

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>

Author and Book Platform building are critical. What's behind every successful book that an author creates is a *Game Plan* ... similar to a "bible" that fiction writers and screenplay writers create that will know, in-depth, what the over-all picture for the book is: the *who, what, why, where* and *how*. It's detailed in my latest book, *Author YOU: Creating and Building Your Author and Book Platforms*.

Game Plans start with *WHO* the book is written for—too many authors still fumble and stumble when asked that simple question. Be clear and specific. It is not for everybody—if that comes out of your mouth, it's the kiss of book death.

Is it for women? A good start—but which type of women? Ask and define her Age and Culture? Is she Corporate? Entrepreneur? Work at Home? Divorced? Single? Widowed? Married? Partner? Abused? Recovered? Overcoming a tragedy? Cancer-free? Religious? Quirky? Romance oriented? Fantasy lover? Mothers? Married Mothers? Single Mothers? Want-to-be Mothers? Grandmothers? Stepmothers? Adoptive Mothers? Foster Mothers? Women who sky dive? Women who have phobias? Women who ...

You get the picture. When you know exactly who you are writing for, you can look up from your words, and see that person seating across from you. Your audience. Next up in the *Game Plan* is the *Benefit* you bring to them ...

As a bonus to *Book Marketing Matters* subscribers—if you own a copy or get one on Amazon, email me at Judith@Briles.com and I will send you the link to unlock over \$2,000 in gifts designed specifically for the author.

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)

When agents and editors receive a proposal, they wonder, "Can the author actually write this book; can he or she complete it?" "Does the author have the qualifications to write it and will he or she deliver and energetically promote a first-rate book that will sell?" The "About the Author" section can help dispel these fears.

In this proposal section, blow your own horn by clearly and factually showing why you're so ideally qualified to author your book. Since your platform plays such a pivotal role in acquisition decisions, emphasize your platform in your biography. List your media experience; authorship credits; and where you have spoken, taught, and appeared. Also describe your newsletter and how many people subscribe, as well as your Web site and how many hits it gets. If you have an extensive mailing list, state its size. Providing this information will show that you can deliver the items in your proposal.

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)

If you try to do a little bit of everything, you will not be able to create and maintain a distinct competitive advantage. Plan and coordinate the ways in which you will allocate your resources.

The Very Idea (Editorial by Brian Jud)

Once you set a goal for yourself, do not let anything prevent or slow you down from achieving it, regardless of obstacles that may appear. In order to be motivating, goals should be...

... **clear, specific, measurable, time-sensitive and written:** You will sell X0,000 book to corporate buyers by December 31, 2013

... **realistic.** Set goals within the realm of what is possible for you to accomplish.

... **arranged hierarchically.** Arrange your goals from the most to the least important.

... **part of a plan.** Your product, distribution, pricing and promotion strategies should all work together to reach your objective

... **followed up and make them work.** Plan your work and work your plan.

... **evaluated regularly.** Assess your progress to make sure it is forward and goal directed. If it is not, make the corrections necessary to get you back on course.

... **focused on the solution, not the problem.** Don't fight problems, *right* problems. Set goals to reach profitability, not to avoid a loss.



... **set when you are in a negative frame of mind.** Negativity can overpower your thoughts when revenue and profits are down.

... **derived from a sense of purpose.** Purpose breeds passion, the unfailing belief in yourself and your ability to make your goals become reality.

... **flexible.** Your mission statement should be entrenched in granite, but there must be some flexibility in the way you implement your plan to fulfill your vision.

BE the "Big Cheese" in your genre. The power of goals is amazing. APSSolutely amazing.

Marketing Strategy

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

The way you combine and execute the four marketing variables will impact your cash flow, profits and unit sales. An integrated marketing mix entails producing a saleable, properly priced product that is distributed and promoted to the right people at the right time.

Your how-to tips booklet content can look so many different ways, as a booklet and way beyond that. What starts as a tips booklet manuscript on your computer can end up in an endless number of formats and used in an endless number of ways, depending on what your people want and what you are willing to provide.

Let's say you have expertise in leadership. That's a broad topic when that word stands by itself, isn't it? There are many niches - corporate leadership, volunteer leadership, youth leadership, leadership within certain ethnicities and cultures are just a few. You know your niche, and you start entering how-to tips into a new document on your computer, following the tip-writing formula you learned.

You reach a recommended word count for the first booklet, refine and edit the structure of the document, and consider what to do next. Since you decided to do a tips booklet you could use to market your business and as a product to sell, you get that document to a professional graphic designer and receive back a well-designed PDF. You may or may not do a print run at that point.

But wait, what size is the booklet, since you realized you will want to definitely print some copies? Is it 3.5" x 8.5" or 5.5" x 5.5" or 5.5" x 8.5" or 8.5" x 11" or what?? After all, it can be any of those or more. One person suggested one size to you and you know you've seen booklets printed in other sizes, too. Plus you kinda liked a different size than the one that was originally suggested. Although your logic says there is no one right way to do this, you figure there must be a reason the first person advised you do to it in the particular size you heard. What to do? It depends.

Yes, it depends on a number of variables. What size is the envelope you'll use, and what is the cost of it and the shipping? Is the booklet to be displayed someplace, so what will the container be? Is it intended to store easily to be easily retrieved? Is it supposed to fit among other publications? What was the reason for the originally suggested dimensions? No right answer. Just differences, that's all.

The same is true when you hear "everyone is online and only doing downloads these days." Maybe, yet probably not everyone, and maybe that does not suit your purposes or the people you want to reach.

How about video is the only way to go? That, too, has become a popular approach. For many people, yes, video is a completely effective and appropriate format to deliver your how-to's from the booklet manuscript you created. Yet it may not be for you and the people you serve, no matter how popular that delivery method has become for many people.

ACTION - Survey and research the people who want what you have. Get as much detail from them as you can so you can give them what they want the way they want it. You may find it is completely in line with what you had in mind or there could be a subtle or major difference in what appeals most to them. It may even be an element you never considered at all.

Should your book contain a ReadMe file? Many software programs include ReadMe files. These help computer users prepare to install new software programs, or upgrades, on their computer. ReadMe files typically highlight tips and information that can ensure a trouble-free installation. The idea of ReadMe files could be applied to many books, especially self-help and business how-to books. The book equivalent of a software program's ReadMe file could help authors:

- Focus the reader's attention on key ideas, chapters, benefits, and features found in the book.
- Help readers prepare for reading the book by listing resources that readers might want to assemble before reading, such as preparing not-taking sheets, printing-out forms or worksheets, gathering information that might be required while reading.
- Provide instructions for reading the book, helping readers pre-qualify their interests and needs, so they can go directly to specific chapters or indicating which chapters can be skipped, or read later.
- Reinforce the book's benefits and value. By summarizing the benefits of the book's contents, authors can precondition readers to enjoy a positive reading experience, resulting in more referrals and online reviews.

Conciseness is a key to a successful "ReadMe" experience. Although most books have introductions covering the above points, often the information described above may not be noticed because it's contained in paragraphs distributed throughout the introduction.

Perhaps more readers would benefit if a book's ReadMe information was consolidated in 1 or 2 concise, easily-scanned, pages where it would be easier to notice and easier to read.

Guest Columnist – Patricia Fry

Patricia Fry is the executive director of Small Publishers, Artists and Writers Network (www.spawn.org) She is the author of 37 books, including "Publish Your Book," "Promote Your Book" and "Talk Up Your Book." www.matilijapress.com. www.patriciafry.com. Visit her daily publishing blog: www.matilijapress.com/publishingblog

Before the Book Promotion Can Begin

There are still many authors and hopeful authors who are in the dark or in denial about how sales are made. They don't understand the publishing industry and the whole process of bookselling.

There are two concepts that you need to consider when you decide to produce a book and expect to offer it for sale:

- No one will buy a book they don't know about.
- It is up to the author to promote his or her book.

Let's examine the first statement: doesn't it make sense that if you keep your book a secret—if you don't reach out to your potential readers and tell them about your book—they aren't going to be clamoring to buy it? Before diving into the unknown waters of book promotion, you must answer the following questions.

- Who comprises your audience?
- Where are these potential readers?
- What is the best way to approach them?

And you should be the one to create a marketing plan for your book since you care more about your project than anyone else in the world.

You can buy into your self-publishing company's marketing package. You can hire a publicist. You can accept the (often) minimal help a traditional publisher offers as far as book promotion. But you should never turn your responsibility for marketing your book over to anyone else.

During the writing process, through the publishing process and on throughout the entire book promotion process, you—the author—must take charge and consider yourself the CEO of your book.

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>)

Beyond the Margins

<http://beyondthemargins.com>

This site is part blog, part sounding board, and offers daily insights on the craft of writing and the business of publishing. There are tips on creating memorable scenes and great dialogue, interviews with authors, editors and agents, and humorous pokes at the business. Created in 2010 by a dozen writers, many of whom met or taught at Grub Street creative writing center in Boston, the site runs guest posts, and considers submissions of 700 to 1,000 words.



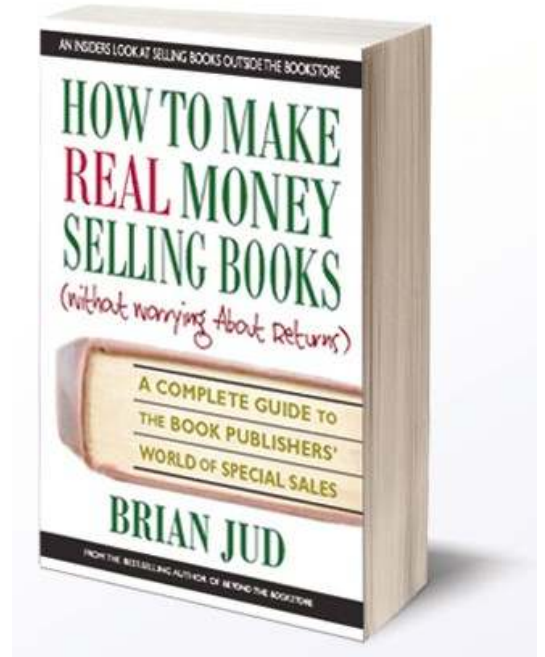
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Check out the Writers and Publishers Bookstore and give your favorite books a “Thumbs Up Rating.” Discover and rate the best books on writing, publishing and marketing (<http://www.bookmarketingworks.com/index.php?pg=bookstore/bookstore.htm>)

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>