

Here is your June 24 edition of the *Book Marketing Matters* special-sales ezine by Brian Jud. It contains regular columns with tips from Dan Poynter, John Kremer, Guy Achtezahn, Rick Frishman, Eric Kampmann, Paulette Ensign, Judith Briles, Gail Z. Martin, Tonya Evans and Roger C. Parker. The guest columnist in this issue is Annie Jennings.

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 13, Number 2798 June 24, 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 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 6/21/13**

<u>Title</u>	<u>Quantity</u>
<i>When Death is Near</i>	250
<i>Malaysia Insight Guides</i>	250

Upcoming Webinars & Events

Mid-Year Marketing Checkup

Webinar By Brian Jud

Tuesday, June 25 6:00 – 7:30 pm Eastern Time

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.

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

How to Sell Book to the Military and Government

Webinar By Brian Jud

Thursday July 11 6:00 – 7:30 pm Eastern Time

Discover how to sell your books to the military -- a marketplace made up of more than 5,000,000 active duty personnel, dependents, civilians working for the Dept. of Defense, and retired service people. They buy fiction, non-fiction, business books, cookbooks, textbooks, religious books and most other genre. You will also learn how to sell to the largest buyer in the world – the U.S. government. And a third of their purchases must be through small businesses.

Sign up at <http://tinyurl.com/lnhbt9z>

Register for both webinars even if you cannot be there. I'll send a link to the recording to all who do.

News From APSS (The Association of Publishers for Special Sales -- formerly SPAN)

Discover the APSS website (www.bookapss.org). You will regularly find current tips to help you sell more of your books to special-sales (non-bookstore) buyers. Here are examples of what you can find there:

- 1) Top Ten Lists.** Each week we will post a new list of ten things you can do in one special-sales area to increase your revenue and profitability.
- 2) The One-Minute Marketer.** A brief summary of a current marketing strategy that you can implement to increase the volume and velocity of your revenue.
- 3) Book-Marketing Tip of the Day.** A quick tip that you can put to use today to help you sell more books.

4) **You Said It.** Kudos about APSS from current members. Add your comments here!

5) **They Said It.** A quotation from a famous book person to motivate and inform you.

6) **Executive Director's Blog.** Examples and reminders of new or existing benefits for APSS members -- make sure you are getting all the value from your APSS membership.

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 AAPSS 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)

Book Marketing. Marketing is a very misunderstood word when it comes to selling books through bookstores. With most consumer brands, marketing is based on sophisticated and expensive testing. Almost nothing is left to chance, which is not so much a guarantee of success as it is a reduction of the cost of failure. Book launches involve little or no testing and therefore might be compared to a baseball batter taking a swing at a curve ball. If he hits the ball one third of the time, he is considered a star. So it is with many trade books on a publishers list. A few home runs pay for many swings that miss. Publishers try to mitigate this situation by finding well-known authors who have previous successes, or barring that, they use the media as extensively as possible to create buzz and sales. So one reason book publishing is a risky business is because most of the marketing is done after the launch when the investment in books has already been made. This would suggest that for most books a conservative first printing would be the wisest course of action.

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>)

Bookstore sales are the frosting, not the cake.

Ideas for Selling to Non-Bookstore Buyers – Guy Achtzehn

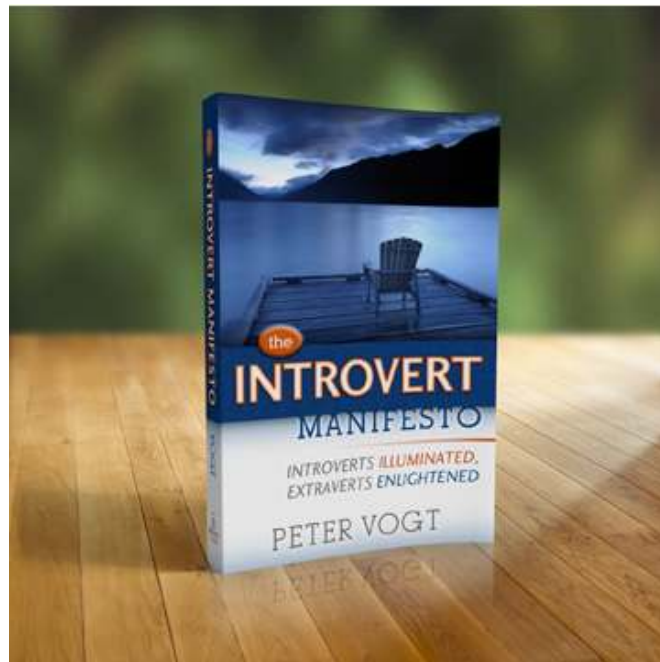
(President of The Promotional Bookstore, offering commission-based sales of books to non-bookstore buyers, guy@msgpromo.com)

The total market size of incentive travel and merchandise incentives is \$46.1 billion, according to the Incentive Federation. Companies using incentive travel spent \$13.4 billion and those using merchandise incentives spent \$32.7 billion. Among companies that used incentive merchandise, the most common application was for non-sales employee recognition followed by business gifts.

The Cover Story – Tamara Dever

(Owner/Creative Director, TLC Graphics. For more information about producing beautiful and saleable books, please visit www.TLCGraphics.com)

The *Introvert Manifesto* is written both to help introverts see their strengths and to help extraverts understand them better. To avoid branding this too strongly for one gender or race over another, we knew we needed to avoid showing a person on the cover. Because of the topic, we couldn't really use two or more people, either. So how do you convey the idea of an introvert without using a photo of an actual person? Though a daunting task at first, we discovered a plethora of ways, the most effective for this book being a lone chair. Implied contemplation, looking ahead, and a sense of peace all help attract this book's primary buyers. The color palette is fresh and appropriate, mixing an introspectively deep and beautiful blue with vibrant, inspiring touches of orange. The clean lines allow each piece of the cover to do its job at a glance.



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)

Writing, some people love it, some people hate it. Either way it is critical to anyone who is trying to get his or her ideas out and into this world. It is essential for anyone who is trying to create a following. I think the first step is to find out what you are so passionate about. What do you want to share with the world? The next step is simple; you follow Jeff Goins on his blog! It's that easy, well not really, but Jeff's work will assist you in becoming a better writer. His website is a great place to start, go to www.goinswriter.com to learn



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 Long Copyright Protection Lasts

The duration of copyright protection depends on when a work is created and always runs through the end of the calendar year in which it expires. But in general for works created on or after 1978, protection lasts for the life of the author plus seventy years after her death. For additional information and specific details about pre-1978 works or those created on a work-for-hire basis or by more than one author, see *Copyright Companion for Writers*.

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>

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 must be clear what the *BENEFIT* the book brings to the reader—too many authors are totally unclear as to what their book will do when the pages are turned. As an author, you have the magic key: you solve a problem, offer a solution, entertain or inspire. That's it.

Fiction authors have a fabulous gift: their words delight, make the reader laugh, cry, jump out of their chair, and yes, think. They trigger the imagination and take it places that only their words create. Words fiction authors love to hear: it's a "page turner" and "a good read" brings a broad smile to their faces.

Nonfiction authors have a fabulous gift: they inspire, solve problems, encourage and push readers to change their lives. Their writing is a spin of: Problems make the world go round ... and I can solve them.

Know what the clear benefit you bring to the reader makes your writing easier and your marketing efforts targeted. You become the "go to" expert. That's a very good thing. Next up in the *Game Plan* is the *Delivery* method of how you will create your book to get to your targeted audience ...

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 #9: No investors to keep happy. You, the owner, need to be happy with your business progress, not outside investors or partners.

You're On The Air

(Lori Dolney Levine, Senior Talent Executive, Fox After Breakfast)

You've got to look at your book and say, "What's the most important thing I have to hit?" And you've got to say it in about two sentences. That's all the time you get.

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>)

Most mass-market paperback rights are sold for a term of five years to seven years. Other rights might be sold for the life of the copyright. Others, such as serial rights, are only for one-time use.

Author 101

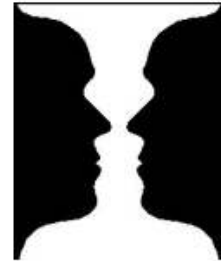
(Excerpted - with permission - from *Author 101: Bestselling Book Publicity*, by Rick Frishman and Robyn Spizman; contact Rick at FRISHMANR@PlannedTVArts.com or www.author101.com)

Since publishing houses are commercial enterprises, acquisition decisions are market driven. At every stage of the process, editors, committee members, and other company personnel will examine whether they think the book can make money. Salespeople and executives may seek the opinions of large retail booksellers. A book will seldom get the green light unless all involved believe that it will turn a profit.

The Very Idea (Editorial by Brian Jud)

Some people looked at Goliath and thought he was too big to hit. David looked at him and thought he was too big to miss. You might look at special-sales marketing and think, "Is the non-traditional market big enough to approach, or is it too big?" The answer is yes. A market of \$16 billion is too big to pass up, but it is too big a market in which to compete profitably in its entirety. Look for the hidden segments in which you are more likely to increase your sales.

What you see is often a function of how you look at something. For example, some publishers look at libraries as one homogeneous niche. But not all libraries are the same. There are public libraries, hospital libraries, school libraries, military libraries, prison libraries, children's libraries, corporate libraries, law libraries, religious libraries and more. They buy for different reasons, so you have to market to each differently. Look for the opportunity in every market. Things are not always as they seem at first glance.



Booklet Ideas – Paulette Ensign

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

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

Booklets are so 1990's. Or are they? Well, social media and texting and video and writing a full length book (in print, an ebook, or both) or (fill in the blank) are what **everyone** is doing today and **the only ways to go**. Or are they? And is it really everyone? Plus that same "everyone" has a smartphone and a tablet computer and every other latest version of every available electronic device. Really? Everyone? While certainly increasing in popularity, statistics say otherwise when it comes to "everyone."

Now, before you hit "delete" or "unsubscribe," at least give the next 500-ish words a once-over for the single pearl that just could catapult you to a whole new level of results or comfort you in realizing there is a market for your product formats wherever you are on your journey today -- or some combination of both.

While all those digital delivery formats and tools are, yes, very popular and wonderful new additions to how you can reach the people who want what you have, they are "also" rather than "only." In some cases they are "not at all" because your audience is not suited to receiving your expertise that way, hard as that may be for you to imagine.

As social media and downloadable formats started appearing and continue gaining momentum, the earliest suggestions here were to start by creating a tips booklet manuscript. That was and continues to be the cornerstone of your product line - pithy "how-to's" that guide people from the most basic levels of your area of expertise at the earliest entry point. You can then take that piece of clay (your 3000-word edited Word document of tips) and shape it in many ways. These are just a few:

- Create a 3-5 minute video for each or some of the tips - post on your site, YouTube, or license for a fee
- Do an audio podcast based on one or some of your tips - present live, recorded, or license for a fee
- License the entire series of tips to companies to drip on their subscriber list - drip on your own list
- Expand your tips booklet to be a full length book - do a chapter at a time to sell as a downloadable subscription and also offer print, a copy at a time through print on demand
- Record the entire tips manuscript as an audio program - give away and/or sell the download or CD
- Offer the original tips booklet as both a printed version and a PDF - strategically give away and/or sell

While far from comprehensive, this list got you thinking, didn't it? That's the same purpose your tips serve. What's next for you? There are many ways beyond only ONE way.

ACTION: Before you jump on the bandwagon, attracted by the latest shiny object, think about your strategy and why you're doing it. Who are the people you serve and what are their behaviors? Do they live, eat, and breathe online and are in a certain age group or industry or culture, or do they still have the computer they bought before the turn of the century because it still works? Is their smartphone permanently attached to the end of their arm or do they only turn on their basic mobile phone when they think they may be getting a call from someone, not even realizing a phone can do more than make and receive calls? While all of this may seem humorous at the very least, there really are people who want what you have, just in other (older) formats that suit them better.

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)

Recommended format for adding dates to filenames. Here's an easy way to keep track of the latest versions of manuscript drafts and mind maps. Simply insert the current year/month/date ahead of the filename when saving the file, or using the File>Save As command, i.e., 090629Filename.doc. This way, the next time you use the File>Open command, the files will appear in the correct order. For example: 090609Filename.doc 090611Filename.doc 090616Filename.doc 090629Filename.doc

There are two things to bear in mind, however. First, you must use numbers, rather than spelling out the names of months. Second, you must use two digits to indicate months or years. To indicate a June date, you have to enter 06, rather than just 6. Single digits throw off the sequence.

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 is simply the process of evaluating the pros and cons of possible alternative actions and analyzing how each alternative will impact other aspects of your marketing programs.

Marketing Strategy

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

Where do prospective buyers look for information about your topic? That's where you should be selling your books. Is it online? Through word of mouth? From reviews? Do your prospective readers buy through the mail? If not, where could they go to buy your book?

Guest Columnist – Annie Jennings

(Contact Annie Jennings, Annie Jennings PR at 908.281.6201, annie@anniejenningspr.com or <http://www.anniejenningspr.com>)

How To Create An Author Showcase Website The Media Will Love! If you are a book author, expert or wish to brand yourself to the media and are in pursuit of media placements, you should develop a media site, or author/expert showcase site developed especially for the media. Choose a name that is easy to type and does not have any unusual spelling in it. You want to keep the site simple and easy to use plus limit or eliminate any challenges the media might have so the first step is the name the site in a way that makes it easy and obvious.

A great example of the name of your media site is www>YourName.com or www>YourNameCredentials.com (www.yournamePHD.com). Or if www.yourname.com is not available buy the .TV extension meaning you would buy the www.yourname.tv. By naming the site after yourself the media assumes they are going to the site to find out about you, the expert or author, and of course, they are right.

It is certainly OK to have more than one website in fact, I recommend it. Each site should have a specific strategy that is, what do you want the visitor to do? This is also called a conversion strategy.

With a media site, you want the media to be able to get all the info they need to book you for the media opportunity. With a business site, you want the visitor to find out all about your business and hire your business. And with an e-commerce site you want the visitor to find out all about your products or services and buy them.

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>)

Agent Query Connect

<http://agentqueryconnect.com>

This offshoot of the Agent Query site is an online social networking community for the publishing industry. Post an introduction and invite other members to view your profile, or let others know your literary goals and interests. Membership is free.



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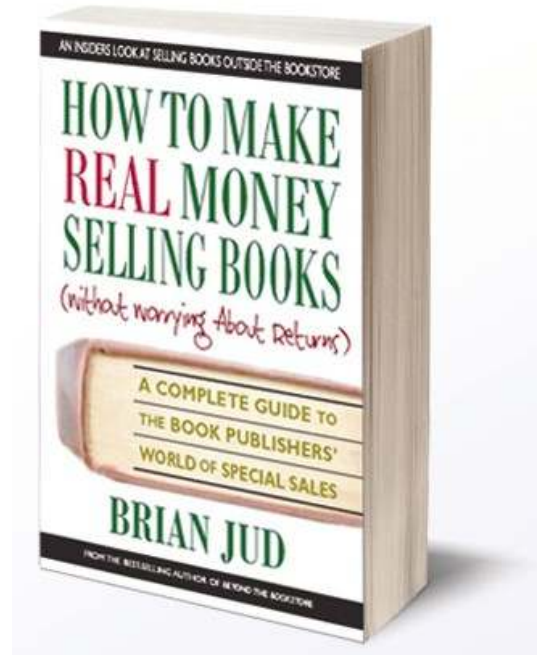
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Check out the Writers and Publishers Bookstore and give your favorite books a “Thumbs Up Rating.” Discover and rate the best books on writing, publishing and marketing
(<http://www.bookmarketingworks.com/index.php?pg=bookstore/bookstore.htm>)

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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I won't share or sell your email address.

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>