

Here is your July 8 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 Gail Z.Martin.

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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 12, Issue 14, Number 280 July 8, 2013

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.

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

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**Top inquiries from the reps
for the week ending 7/5/13**

<u>Title</u>	<u>Quantity</u>
<i>Let the Good Times Roll</i>	2000
<i>Smart Is as Smart Does</i>	1000
<i>Do My Business Taxes Please</i>	2500
<i>American Crisis: Veterans' Unemployment</i>	500
<i>Attention Deficit Disorder</i>	3500
<i>Elemental Journey</i>	100
<i>Francesca of Lost Nation</i>	1000
<i>Johnny Big Ears</i>	700
<i>Make Yourself Ageless</i>	250
<i>Rochrhydyn</i>	1200

Upcoming Webinars & Events

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>

Marketing Your Books on the Mobile Web

Webinar By Deltina Hay

Thursday July 25 6:00 – 7:00 pm Eastern Time

Thinking of the mobile web as just a new way of using the same old Internet is a mistake. The mobile web is more than people using smaller screens to access the Internet. It is also about how people are changing the way they use the Internet, and the new tools that are emerging as a result.

Mobile web research reveals that almost all people with mobile devices (over 5 billion) have Internet access via their mobile device. More importantly, people are taking advantage of that access by searching, purchasing products, and clicking through on mobile ads at unprecedented rates.

Learn how to take advantage of this opportunity by marketing your books effectively in the Mobile Web. Topics include:

Making your website mobile-friendly

Deciding whether you need a mobile app

Learning the importance of mobile-optimized landing pages

Using location-based marketing and QR codes to drive sales

Leveraging augmented reality, Near Field Communication (NFC), and other cutting edge technologies

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

Register for all 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)

APSS ebookstore. APSS is in the process of testing a bookstore on our website to sell the ebooks of our members. This will not be a traditional ebook store, competing with Amazon and others. It will focus on selling multiple copies of ebooks to special-sales (non-bookstore) buyers.

For example, a corporation may want to offer ebooks as a perquisite to its employees. Or a bank may want to reward its employees, thank its customers and entice new prospects. Using our concept, the corporation or bank would give its employees, clients or prospects a one-time code. They in turn will go to the APSS website and download a book. The corporation or bank pays for it. We are setting up the demo site now, since we already have prospective organizations interested in this concept.

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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)

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?

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>)

Help the information-seeking potential customer to make a buying decision. Give enough information on the book. Provide the same shopping experience they have in a store. If you are publishing fiction, put the first chapter on your site as a free read. The first chapter in a creative work will give the reader a taste and is designed to keep the buyer reading. If your work is nonfiction, provide the first page or so of each chapter to give the browser an idea of what is in the book.

**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)**

Sell YOUR book, By Selling Someone else's book. By selling your book to companies and business customers, you have found that there is a target market.

If you have a cookbook.... Target may be people who cook.
A financial book.... banks, credit unions etc....

But, if you have a cookbook, why not partner with authors who are equally interested in selling their books. Then merge ideas to sell each others' books as well. This opens the door for each other, in different areas of the country and provides additional opportunities for your book. Meet by phone at least monthly and discuss target markets etc. We can help you find people and join forces to conquer the world!

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)

A small-size book calls for a large image. This is a photo of the northern lights manipulated in photoshop to create a stunning image for such a context. Simple, bright, and blurry, as if it were a crude photo of an actual angel. The type is classic but feels modern. Yellow is used only for the author's name because white would have been too flat.



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)

I recently recommended the book *Traction* by Gino Wickman. One segment that stuck out was how he viewed long term planning. Most of us write a 5-year business plan and some even have a 10-year plan and all of us probably can throw the business plan away after the first year as everything changes. Gino Wickman's recommendation is to set a "10-year target", a "3-year picture" and a "1-year plan". We like the idea of a target, a picture and a plan; it's so much more accurate.



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.)

What a Copyright Owner Has the Right to Do. In general, the Copyright Act gives a copyright owner the exclusive right to do and to authorize others to do (or preclude others from doing) the following:

- ✓ **Reproduce** the work (make copies)
- ✓ **Prepare derivative works** based on the original (create a motion picture based on a novel or a novel based on a motion picture)
- ✓ **Distribute copies** of the work to the public (publish) by sale or other transfer of ownership, or by rental, lease, or lending
- ✓ **Perform the work publicly** (a public reading)
- ✓ **Display the work publicly** (hang a painting in an art gallery)
- ✓ **Perform the work publicly by means of a digital audio transmission (DAT)**, in the case of sound recordings

Collectively, these rights are often referred to as an author's exclusive bundle of rights. To find out what copyright does not protect, order the e-Report titled **What Copyright Does Not Protect** or the book **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 *Delivery* of the book will be to the reader. Will it be a print book? eBook? Audio? Video? Will it be delivered in a serial format or all at once. Will there be simultaneous delivery of "e", "v", "a" or "p" versions or will they be rolled out at different times? Will you participate in the Amazon KDP program? Where there be add on tools to support it? Will they be for free or fee? What about gimmicks and gadgets that augment the theme? Will they be give-aways or will you charge?

Next up in the *Game Plan* are the *Resources* you will need to produce your book so that you can get it to buyer's hands ...

As a bonus to *Book Marketing Matters* followers—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.

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)

Usually you can use your own name as your business name and do not need to file a fictitious name registration, called a DBA (Doing Business As) name filing, with your state or county. If you form a publishing company you will probably choose a business name. Check with your Secretary of State to see if the name is available and to determine their name-registration requirements, Search www.business.gov and use the keywords “fictitious business name” for requirements for filing a fictitious business name in each state.

You're On The Air

(Eric Marcus, Author of *Breaking the Surface* and former producer for *Good Morning America* and *CBS This Morning*)

I love to go on tour. I meet store managers and other people, building relationships over the years. Then when I come out with my next book I tell them, "I've got my new book out. Will you talk to me?" And they do

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>)

When creating sales literature for librarians, list the publication dates for your new and forthcoming titles so librarians can be sure when your books will be available; then be sure to meet those publication dates. List the month and year of publications for your backlist titles as well; librarians like to know how current the information is in any book they order. Providing the copyright date and ISBNs also helps librarians to avoid ordering books or editions they already have.

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)

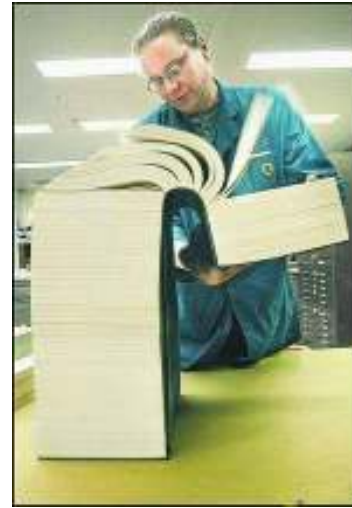
To write a nonfiction book, it's crucial to set achievable goals and create workable plans to achieve them. Unless you're into experimentation or just want to meander along for the ride, you need a road map; you need to know where you're going. You must be clear about your objective, what you want to achieve. So, the first step is to clarify your goals.

Understanding your goals can be elusive and that they too can change. The first goals that pop into writers' minds are not what they truly want. Or they mature and develop and their goals and values change. The best way to determine your actual goals is to ask yourself non-judgmentally why you want to write a book. Be honest. Dig deep to find the actual reasons why you want to write your book, because they can influence the choices you make and the direction you chart. Do you have a point to make, a story to tell, or a feat to accomplish? Admit if you want fame, fortune, and recognition, but understand that they may be difficult to attain.

Before you begin to write, after you are clear on why you want to write, create a step-by-step plan. Think about the best way to get information and understand your topic, how you can find out what you should read and whom you should interview. Assess the competition, learn how you differ, and identify your niche. Set financially realistic goals, which means don't expect to make a fortune from your book. In fact, don't write a book to make money, because you will probably be deeply disappointed. As Louis Patler points out, even books that sell well may make questionable financial sense.

The Very Idea (Editorial by Brian Jud)

Important Objects Feel Heavier. People who were told that a book was important perceived it to weigh 944 grams, on average, compared with 591 grams for those who received no such information, according to a study led by Iris K. Schneider of the University of Amsterdam in the Netherlands. The researchers say the study shows that the concept of importance is closely associated with bodily sensations of weight, and they suggest that future studies probe whether people who are perceived as important are also assumed to be heavier (*Harvard Business Review*, July 8, 2011).



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)

Begin by knowing where you want to go. Preparing goals is the start of the planning process, the foundation upon which your implementation and evaluation occur. 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. Set your goals within the realm of what is possible for you to accomplish. Arrange them from the most to the least important, from broad to specific targets so you do the most important tasks first.

Marketing Strategy

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

Expand from your core market to special-sales (non-bookstore) buyers. The book-buying public grows at the same rate as population growth, so making more and better books will not necessarily increase sales.

Guest Columnist – Gail Z. Martin

(Gail Z. Martin, from *The Thrifty Author's Guide to Selling and Promoting Your Book Online (coming Fall, 2011)*; gail@dreamspinnercommunications.com or www.GailMartinMarketing.com)

Take a moment and think about future books and future product spin-offs when you're choosing your web domain name. For example, a website with the name of your book series might be more versatile than a site with the name of just one book. Likewise, if you offer related products or services, think about purchasing spin-off site names like www>YourNameCoaching.com or www>YourNameProducts.com so that people can find your other products easily. You don't have to create sites for those names right away, but once you buy the domain and pay the annual fee, no one else can take it.

Investing in a single copy of your tips booklet is low risk, whether a download or printed copy as a back-of-the-room product after your speaking presentation. It's those larger scale corporate or association transactions - the ones that seem like a perfect fit, yet you get reason after reason why it has yet to happen. What's the delay in buying your tips booklets?

What you're about to read can apply to almost any product or service, at almost any price or any packaging. While this article addresses tips booklets, consider keeping the concepts in mind for other parts of your business. In fact, no matter how long you've been in business, this can be an easy concept to forget, spoken by one who also benefits from the reminder!

You labor to create what you believe is a reasonable, realistic, appropriate price, whether for single copies, large quantities, or a license. You've had enthusiastic conversations with the corporate or association decision maker, with requests to speak again next week or the week after because they really do like your booklet. What you hear is the same thing - a delay and then another and another.

It can sound like price resistance, or someone else on the team is unavailable. Maybe your contact person says there are other considerations to overcome in putting the booklet into the right flow in the business plan or the fiscal year is still a few months away, keeping them from current purchases. Endless other reasons are voiced, some of which may start to actually contradict themselves.

You've thought about what you can add to the offer (free shipping, more copies of the booklet, consulting time, other products or services), what percentage to discount (for a first-time order, over a certain price amount), and other hoops to creatively manufacture for yourself to then jump through to bring in what you see as the perfect sale.

And here it is, the real reason for the delay: the person has yet to see the value.

They may say they do. They may be getting their enthusiasm all over you, gushing with superlatives.

Until and unless they see what value your booklets will bring to what they want to accomplish, the conversation will go on and on seemingly endlessly, or come to a screeching halt without replies to your emails and voicemails.

You know that price is rarely the true reason as much as a convenient one. Haven't you spent money on something because you really wanted it, and at a price that someone else may have scratched their head about (or been very vocal about!) because they valued it quite differently?

ACTION - Listen as carefully and as well as you can to determine what the person you're in conversation with truly wants to accomplish. More often than not, your booklet can be a vehicle to help them accomplish that or they probably would have ended the discussion with you soon after it started. In plain simple language, let them know your booklet can, indeed, be a catalyst for creating what they have said is important to them, telling them "what" it can do rather than "how" it will be done. If they ask for yet one more conversation about it, ask if that will be when they expect to make a decision. That's when you can make your decision as to how likely there is really a sale there or not.

There's more to editing than proofreading. Authors sometimes view the need for editors as a sign of weakness. They often think: "I've probably made some grammatical or spelling mistakes, and I guess I need an editor to fix them." But, there's more to editing than "fixing" grammar and spelling. A good editor can save you months of wasted effort by helping you identify what you're trying to accomplish before you begin writing.

The above process is called "developmental" editing. It takes place before you write your book. Developmental editing involves working with a book coach in order to fine-tune your goals for writing a book, identifying the contents and organization of your book, and creating a marketing plan for your book.

A book proposal is the result of working with a developmental editor. A book proposal is a business plan for your book. It describes the market you're writing for, the benefits they're going to enjoy, the competition your book will be judged against, the contents that will make your book unique, and how you're going to market your book.

Why can't you do this yourself? You could, if you had experience and time! But, working with a developmental editor can help you prepare your book proposal faster and better than you could by yourself. The process of conversation and collaboration gets your book started on the right track, without the isolation that comes from trying to do everything yourself.

Good developmental editors are often published authors who understand publishing and are who available to work with you as you explore options and develop a content plan and marketing plan for 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>)

Writer Unboxed

<http://writerunboxed.com>

This site began in 2006 as a collaboration between two aspiring novelists who tried to understand what makes good novels work. The site now includes contributors from all walks—from the not-yet-published to bestselling authors and industry leaders—and has grown into a rich community for writers interested in the craft and business of fiction.



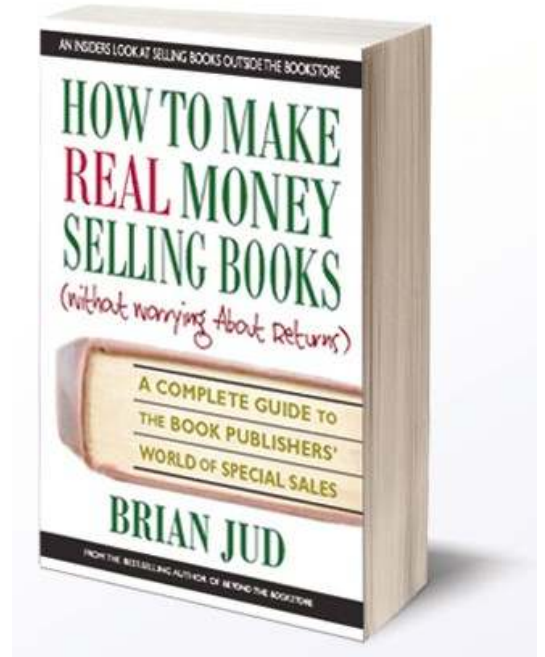
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Check out the Writers and Publishers Bookstore and give your favorite books a “Thumbs Up Rating.” Discover and rate the best books on writing, publishing and marketing (<http://www.bookmarketingworks.com/index.php?pg=bookstore/bookstore.htm>)

Contact Information for Brian Jud

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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>