

Here is your July 22 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 Dana Lynn Smith.

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 15, Number 281 July 22, 2013

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

**We sell your books. We pay shipping.
All non-returnable.**

**BrianJud@premiumbookcompany.com
Or www.premiumbookcompany.com**

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 7/19/13**

<u>Title</u>	<u>Quantity</u>
<i>Sunbelievable</i>	3000
<i>The 13th Goddess</i>	250
<i>3 Secrets - Time Mgmt</i>	4500
<i>Daughter's Of Dixie</i>	175
<i>Guide to Prescription Drugs</i>	8700

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

APSS announced new benefits for our paid members this week, including a better discount on printing through LIS/Ingram and a 15% discount on products and services from R. R. Bowker. These include ISBNs as well as their self-publishing packages.

APSS also announced that the Keynote Speaker for the APSS conference is Sumya Ojakli, Senior Director for Special Markets. Simon & Schuster. Inc. This will be held on Nov 8-9 in Philadelphia, PA. This

conference is focused only on non-bookstore (special-sales) marketing and can help you sell more books in large quantities – all non-returnable. Find out more about our conference at <http://tinyurl.com/lr82o7n>

Can we help you sell more books profitably? APSSolutley!

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.)

Self-Publishing works best when your overall operating costs are low. The only way to achieve a low cost publishing paradigm is to outsource almost all essential publishing activities from editorial and printing to sales and distribution. But beware: outsourcing is a great strategy only if you are able to put together a great team. This takes time. It may mean going back to the starting block several times before the team that is just right for your publishing program, but it is essential to keep at it until you are satisfied that the team is working in concert with you.

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 people in the media quickly get the information they need about you and your book. Put your entire book on your website in a unique address section (URL) along with your promotional materials. Email a pitch letter to the editors and reviewers and invite them to your website to see your book and media kit (bio, testimonials, news releases, etc). Tell them what is in your "media kit" and remind them they will save time because they do not have to retype the material. Let them read the book free online.

Capture the reviewer's address when they log on. Add the reviewer to your list and notify them directly when you are promoting your next book. Your mission is to design an online media kit that is so useful the reviewers will flock to use it. And, self-service will save you a lot of time and money. Invite reviewers to your site and offer to send an eGalley.

Ideas for Selling to Non-Bookstore Buyers – Guy Achtezahn

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

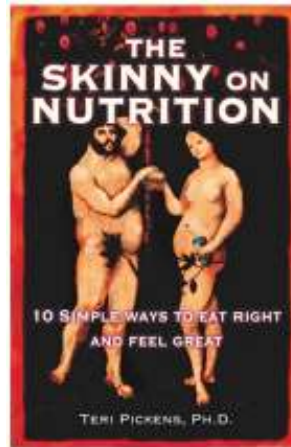
Low-priced items (such as booklets) might be given away with each purchase of a minimum quantity of some product, or as a reward for visiting a website. It is considered a continuity program if these are given as a series. An example is to encourage return visits to your site about cooking by providing a cookbook in sections to be collected as a complete book over a period of time. If these sections were sold at cost they would be considered a self-liquidator

The Cover Story – George Foster

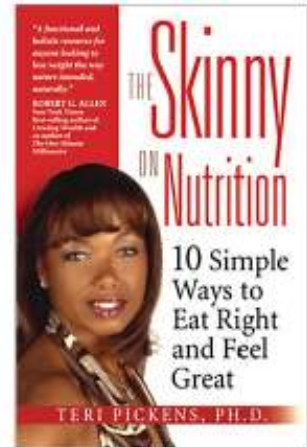
(George Foster has designed the covers for more than a thousand books and is contributing author to "1001 Ways to Market Your Books". Contact him at www.fostercovers.com)

BEFORE: Does the first cover look skinny to you? Eve is handing a hamburger to Adam, holding a can of soda, and they're both overweight. It's cute, but do you believe you'll lose weight here? Instead, you expect jokes and stories about overweight people. Be very careful with irony. It can work against you.

AFTER: Fortunately, the author looks great. Let's put her on the front cover. An attractive face always grabs attention, plus we can show that she lives what she teaches. Red gets a strong positive response from women, and white is clinical, trustworthy. Skinny letters are used in the title, and the two important words are enlarged. The layout is anchored on the left and flows to the right to add action and vitality.



Original cover



New cover
by George Foster

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)

Tell your story! You have experiences others can learn from, you have gifts other people need, you have a purpose on this earth and it's not just to see how successful you can become. It's about the difference you can make in the lives of others.

Be the catalyst for change!



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.)

Registration of your copyright with the Copyright Office (www.copyright.gov) creates a public record of the facts and circumstances pertaining to it. While registration is *not* necessary for copyright protection, it is necessary for other reasons.

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 and who are your *Resources* needed to produce your book so that you can get it to the buyer's hands. Not only who are you going to need to support you from your idea to the finishing product? Who will edit? Create the interior? The cover? What about any illustrations or cartoons? Will you need a book coach or someone like me to oversee and coordinate all, The Book Shepherd? Will you need a co-writer or a ghost writer? What printer will you use? Who will you need for social media and marketing support? What about a book launch? Virtual book tour? Any publicity or PR planned—who is go-to person? The Who's on your list are critical and the sooner you ID them, the better. And a word of caution: sometimes one can become the wrong fit. The sooner you recognize it, the better. It's your book, your money.

Next up in the *Game Plan* are the *JV Partners* you will need to shout out to the world that you and your book rocks ...

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)

The most popular small-business accounting software is QuickBooks, which comes in several variations depending on your business needs.

You're On The Air

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

In terms of belligerent callers, it depends entirely on the nature of the belligerence. If it's a personal assault, it's the host's job to avoid it. If it's a subject of legitimate concern, and the caller brings a certain passion to the topic, then I just let the guest and caller mix it up. If the guest has written a book on anything that approaches controversy, he or she must be aware of the fact that controversy will arise.

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 to market your books is like preparing an item to be painted. The preparation usually takes longer to do than the actual painting, but it has to be done in order for the end result to look good.

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 negotiating for first serial rights, you should consider what price to ask. You don't want to price your book out of the market, but at the same time you want to get a fair price. Here are a few guidelines to use in determining your price:

- 1) The higher the circulation of the periodical, the more it can generally afford to pay.
- 2) How much of your book do they want to excerpt?
- 3) Does the publication want exclusive rights to the entire book or to just part?
- 4) For how long do they want exclusivity?
- 5) Syndication rights should sell for more than first serial rights to one publication.

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)

If you're serious about getting your book published, go to bookstores and spend time in front of the shelf where your book would be housed. Read, or at least leaf through, all of the nearby books that are similar or on the same general subject, to acquire a sense of how your subject has been treated. Check tables of contents and indexes to learn the content they provide and what they omit. Note competing books' formats, designs, special features, celebrity endorsements, and how their material is presented

Marketing Strategy

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

Creative marketing discovers and produces solutions that customers did not ask for but to which they enthusiastically respond. You are marketing to people, not segments. Creatively interpret market feedback so you fully understand the consumers who comprise a segment.

Guest Columnist – Dana Lynn Smith

(Dana helps authors learn how to promote their books through her how-to guides, one-on-one coaching, blog and newsletter. For more tips, visit www.TheSavvyBookMarketer.com and follow [@BookMarketer](https://twitter.com/BookMarketer) on Twitter.)

Make Your Blog Interactive by Encouraging Comments. Get readers engaged on your blog by encouraging visitors to comment on your posts. Many blog readers enjoy reading comments and comments can spark a discussion among readers. One easy way to encourage comments is to include a sentence at the end of some posts inviting comments. For example, ask readers what they think of the post or invite them to share their own tips. You can even write a post specifically designed to elicit comments. It's a good idea to thank each commenter and perhaps make a further comment based on what they said.

The Very Idea (Editorial by Brian Jud)

Use market research appropriately. It is not a tool to find answers, but to uncover opportunities. Suppliers of farm products 100 years ago may have asked farmers what would make their lives easier. They would have replied, "A horse that is twice as strong and eats half as much oats." Luckily, researchers looked at the need behind the answer and developed a tractor.

What does this have to do with selling books? If you ask people in your target market where they buy books, they would probably reply, "On Amazon or in bookstores, of course." Your reaction might be to increase your shelf space in bookstores. Ah, the sound of a buggy whip.

Astute marketers would think differently. "If that is where everyone else is selling their books, I'll seek sales opportunities where my competition is not," they would resolve. They might sell a management book in airport stores (not necessarily airport bookstores), or their book about golf in pro shops or through Dick's Sporting Goods. Depending on the topic, you might sell through gift shops (in hotels, hospitals or museums), supermarkets, niche book clubs or catalogs. A publisher of barbeque cookbooks with "messy" recipes might contact a consumer-products company that is about to release a stain remover. The



company could buy tens of thousands of the books and give them away while proclaiming that their product could remove a stain caused by any recipe in your book.

Do market research, but then analyze the answers creatively. Who are your target buyers: individuals, storeowners, teachers or brand managers? What are they trying to achieve? Then help them reach *their* goals through your content. Make your book available where they shop, travel, congregate or work. Quit horsing around and make market research a stable part of your marketing toolbox.

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

It can take years for people to be ready for your tips booklet and your expertise. Yes, years, no matter how often you reach out to them, how much you repeat the information, how many different ways you present it, and how logical your marketing methods seem.

Several examples of this very thing have happened in the past month. A long-time friend who started as a client many years ago shared a recent realization after reading this very ezine a few weeks ago that a tips booklet is a starting point rather than the finish line, that the booklet can become a whole range of products and can open many doors for related products and services, that brief tips are a more useful first product format than a whole 200-page book.

We were both dumbfounded by this realization, yet also understood the truth of it. The truth is that information is absorbed when the time is right, and not a moment sooner. Keep in mind that the friend in question has been a private tips booklet consulting client at various times, has attended tips booklets teleclasses and face-to-face workshops, has consistently read most issues of this ezine, has invested in numerous learning tools about the various phases of tips booklet creation and distribution, has had some casual conversations about all of this, and, to top it all off, is a very bright, intelligent person!

Yes, this caught us both by surprise. And yet, it drove the point home. You can do everything "right" in your product and service development, communication, and marketing, and it still comes down to things happen at the moment they happen.

Two large tips booklets projects came in this month from two different places. One was the result of someone reading a brief tips booklets article reprinted among others in a publishing colleague's ezine. That arrangement has been in place, again, for years, with minimal results referral-wise. The project that came in this month was based on a couple conversations after reading that article.

Another tips booklet project was a direct referral from a former client. The new client had known about booklets from the referring client for a long time and is an ideal candidate for using tips booklets to begin a product line and as a marketing tool.

One more tips booklet writing/consulting project is about to begin this next month. The decision maker has gotten enough information to feel comfortable moving ahead. The new fiscal year has started with new funds to support the project. And this one only took one year to materialize.

ACTION - Do what makes sense for your style and the people you want to attract, and keep doing it. There will always be people who are ready to take action immediately, others will start soon, and yet others will take longer to be ready. As long as you have enough of the first two groups for your business to thrive, you'll still be around when the third group is finally ready.

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)

Monitor the Readability of What You Write - - For Free! Hidden inside Microsoft Word's Tools menu is a powerful feature that can help you monitor the readability of your writing. Readability is a measure of how easy, or difficult, readers are likely to find your words. The easier it is to read your words, the more likely your words will be read. The harder it is to read your words, the less likely your words will be read (and acted upon).

Microsoft Word includes two widely respected readability tools, the Flesch-Kincaid Reading Ease test and the Flesch-Kincaid Grade Level test.

Reading-Ease. High scores in the Flesch-Kincaid Reading Ease test indicate easy-to-read passages. Low scores indicate hard-to-read text.

Grade Level. The Flesch-Kincaid Grade Level test indicates the number of years of education generally needed to understand the text. Low scores indicate easy-to-read text; higher-grade levels indicate fewer potential readers.

To measure the readability of a Microsoft Word document using the Flesch-Kincaid tests, select Tools, Spelling and Grammar, and Options. When the Options dialog box appears, click the radio button next to Show Readability. The next time you spell-check your document, Word will analyze its readability. You'll be given a chance to correct potential trouble spots before you're presented with the Ease of Reading and Grade Level scores.

Note: the above passage's Reading Ease was 50.1, its Grade Level was 9.4 (i.e., high school freshman.) The relatively low score was a result of too many sentences, 18%, with passive verbs.

Upcoming Webinars & Events

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.

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>)

The Review Review

<http://www.thereviewreview.net>

With over 600 print and online literary journals, how do writers know what these journals publish? The site provides reviews of the latest issues, not as substitutes for the journals, but to guide writers to those that interest them most. The site also offers a way for writers to keep in touch with editors.



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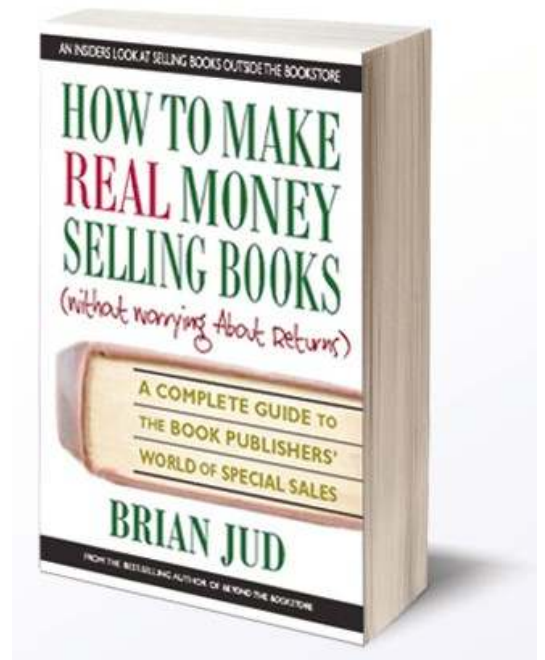
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Become more profitable

Sell in untapped, lucrative markets

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

Contact Information for Brian Jud

For copies of all the previous issues of *Book Marketing Matters* visit www.bookmarketingworks.com/mktgmattersnews

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Discover even more information about non-bookstore marketing by visiting the *Special-Sales Tip of the Week* at www.bookmarketing.com

Brian Jud now offers commission-based sales to buyers in special markets and several other programs to contact prospective buyers in special markets for you through personal sales calls, customized mailings and telephone calls. There is a program for any budget.

www.premiumbookcompany.com

Brian is also an author and book-marketing consultant helping publishers market and promote their books to increase their sales and profits. Find rated lists of suppliers to publishers at www.bookcentralstation.com. Brian is a media trainer, frequent speaker at publishing events and host of the online Publisher's Bookstore listing many discounted titles on publishing, publicity, planning, marketing, publishing law, design and writing. Contact Brian at P. O. Box 715, Avon, CT 06001; (800) 562-4357; brianjud@bookmarketing.com or go to <http://www.bookmarketing.com>