

Here is your August 19 edition of the *Book Marketing Matters* special-sales ezine by Brian Jud. It contains regular columns with tips from Dan Poynter, John Kremer, Guy Achtzehn, Rick Frishman, Eric Kampmann, Paulette Ensign, Judith Briles, Gail Z. Martin, Tonya Evans and Roger C. Parker. The guest columnist in this issue is Marika Flatt.

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All of us at Book Marketing Works wish you success in your book-marketing efforts, Brian Jud

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## Book Marketing Matters™

Brian Jud's free, bi-weekly ezine dedicated to helping you get your fair share of the special-sales markets, and sell more books profitably

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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 8/16/13

| <u>Title</u>                       | <u>Quantity</u> |
|------------------------------------|-----------------|
| <i>Blood, Sweat and High Heels</i> | 1200            |
| <i>Fireman</i>                     | 600             |
| <i>Breakdown at Clear River</i>    | 1100            |
| <i>Colorado's Southpark</i>        | 1800            |
| <i>Go for it</i>                   | 2900            |
| <i>Do My Business Taxes Please</i> | 4000            |

## Upcoming Webinars & Events

### How to Sell More Books to Non-Bookstore Buyers -- Non-returnable

By Brian Jud August 29, 6:00 pm Eastern Time

Every year, more books are sold to buyers in market segments outside of bookstores than are sold in bookstores. And they can be sold more profitably on a non-returnable basis. In this webinar Brian Jud will show you how to find new markets for existing titles, locate new users for your existing information, find new uses for your basic information and increase your sales and profits. You will discover:

- How to find the people who can buy your books in large, non-returnable quantities.
- Tips for negotiating orders for thousands of copies of your books
- How you can sell more books to more people more profitably

Register at <http://tinyurl.com/kvzezay>

**Register 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.

All ebooks are protected so they cannot be passed along to others – each is a one-time download.

### Can we help you sell more books profitably? APSSolutely!

#### 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](mailto:ekampmann@aol.com).)

Now, I believe we are entering a new phase of growth and success for independent publishers worldwide and we predict that this will mean better services and better pricing from companies providing sales and distribution. This will mean that distributors will have to become more innovative, more flexible and more competitive in support of their publisher clients. And it will also mean that the publisher will have more choice and leverage when negotiating contracts with distributors. The distributor will have to become quicker, more responsive and more transparent in the conduct of their business and it will mean more growth and success for the publishers as the support for their titles increases in the trade marketplace. I am optimistic because there is real cause for optimism.

#### 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>)

Replace expensive four-color brochures with less expensive business cards. Your card should have a photograph of the book's cover, your usual contact information and a list of all the resources that can be found on your Web site. Use the cards to drive traffic to your web site.

#### You're On The Air

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

You don't want to speak too rapidly. Remember that people may be picking you up over static or while driving in their cars.

**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](mailto:guy@msgpromo.com))

As a follow-up to August's 5th selling tip, consider this.....buyers may not be interested in your entire book, rather, just parts of it, or chapters to enhance, educate or sell their products and services. (Remember, it's all about their products and services, not your book.)

Here is the next phase of thinking to consider: Take part of your book and tie-in a part of another book to make it a more valuable product for the client.

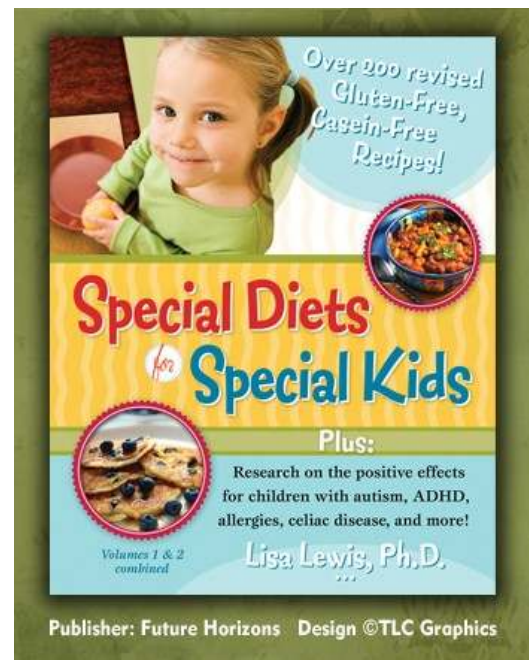
In the Aug. 5th example, we used a credit union who wanted to use "part" of a book at a lower cost. Using that same credit union, perhaps your cookbook recipes could be one-half of the book, while the other half of the book is financial advice for young couples. Therefore, you end up with a recipe for the kitchen along with recipes for the financial future of the recipient. The end result? A unique product that can be given and appreciated by a wide array of clients.

Organizations such as APSS have thousands of members with books that can be used in such a manner. APSS can also help identify books that could be combined to be acceptable to a buyer's needs.

**The Cover Story – Tamara Dever**  
(Owner/Creative Director, TLC Graphics. For more information about producing beautiful and saleable books, please visit [www.TLCGraphics.com](http://www.TLCGraphics.com))

Does it really matter if your book cover designer knows anything about the book's subject matter? The simple answer is, "yes and no." In most cases, a good designer can create wonderful, saleable designs armed with back cover copy, a synopsis, your marketing plan, and a little background on the topic. If however, you do find a designer who knows something about your subject matter, it can be a big bonus to get his or her added insight.

In the case of *Special Diets for Special Kids*, the publisher and author wanted to emphasize healthy foods, staying away from less nutritious kids' staples like cupcakes, pizza, and the like. As a person actually on this diet, I know that anyone with these restrictions simply wants assurance that they can still eat many of the foods they loved pre-diagnosis. Not showing this on the cover could turn potential readers away, giving them the impression it's all about boring health food that their already picky kids won't want to eat. By using photos that show a nice compromise between healthy and familiarity, this cover is attractive to kids and parents and invokes a "can-do" attitude.



### 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](mailto:tom@tomhillwebsite.com))

Video is changing the world. No longer does your message need to be neatly crafted between two book ends. Today your message can travel the net and end up in someone's living room, office cube, conference room, phone etc... The audience can now see your face, watch your expressions, truly be with you. If you are not incorporating video into your messaging, you are missing the impact it can make on your audience.

### Legal Matters That Matter to Writers – Professor Tonya M. Evans

(Contact Professor Evans at Legal Write Publications, [info@legalwritepublications.com](mailto:info@legalwritepublications.com) or [www.legalwritepublications.com](http://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's copyright registration and do I need to register my work?** Registration of your copyright creates a public record of the facts and circumstances pertaining to it. While registration is *not* necessary for your copyright to exist, you should register it for further protection. The Copyright Act gives you certain advantages under the law if you do register your work. Advantages include (in addition to those listed in the August 9 edition):

- If registration is made within three months after publication of the work or prior to infringement, statutory damages and attorney fees will be available to the copyright owner in court actions. Otherwise, only an award of actual damages and profits is available.
- Registration allows the copyright owner to record the registration with the U.S. Customs Service for protection against the importation of infringing copies.

### 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](mailto:Carol@CarolToppCPA.com) )

A Limited Liability Company (or LLC) is a popular and relatively new business structure. LLCs can be confusing because they are sometimes thought of as a corporation, but the C in LLC stands for *company*, not corporation. The confusion may come about because LLCs can choose the way they are taxed, as a sole proprietorship, partnership or corporation. Although an LLC is not necessarily a corporation, it does offer several benefits to corporations, partnerships and sole proprietorships.

### 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>)

Through a network of sales representatives who sell to camera shops across the country, Amherst Media has sold over 45,000 copies of "Basic 35mm Photo Guide for Beginning Photographers." To encourage sales in non-bookstore outlets, they provide free counter-top displays with the purchase of twelve or more copies.

**Editor's note:** Brian Jud has a program to act as your sales representative to non-bookstore buyers: Visit [www.premiumbookcompany.com](http://www.premiumbookcompany.com)

## The Book Shepherd – Judith Briles

(Judith Briles is the Chief Visionary Officer of [www.AuthorU.org](http://www.AuthorU.org). She's known as The Book Shepherd ([www.TheBookShepherd.com](http://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 include Income—your income stream resources—confirmed, ones you will seek out and others that would be a "happy accident." You are in a business, you need to do some projections of where moneys will come from. Who will carry your book? A store? An association? Will you be a speaker and sell books onsite? Will you be exhibitor and sell from a booth? Will you have products that are spin-offs from your book or support the concepts within it? Where will they be sold? Will you get paid for speaking on your topic? Will you license others to talk about your work? Will you create a public program where others come to here you be the guru? What will you do to generate cash flow? ... always a savvy thing to plan for.

Next up in the Game Plan is Money Outlays—how much and where will money be spent. Identifying your money outflow is a key component to running your authoring and publishing business.

As a bonus to *Book Marketing Matters* followers—if you own a copy or get one on Amazon, email me at [Judith@Briles.com](mailto: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](mailto:FRISHMANR@PlannedTVArts.com) or [www.author101.com](http://www.author101.com))

For radio and TV, call producers, not hosts. Call them after their shows have run because that's when they usually have time. Prior to their shows, they're usually totally occupied by details required to put on their programs. When you call, chances are you won't get through. At that point, you can leave a message or ask to have them paged. In all contacts — by e-mail or phone messages or when speaking with the media — give or recite your silver bullet. Say, "This is Robyn Freedman Spizman. My book *Make It Memorable* tells you how to give the most meaningful and memorable gifts on earth." Then add, "I'd like to send you a press release telling you all about it."

## 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](http://www.bookmarketing.com))

A typical marketing plan has three major parts. The first is direction – describing where your business is going. The second is a statement of what you are going to do and the third describes how you will do it. Begin your marketing plan with a sentence stating your mission and overall objective for the upcoming period. Next, make a list of strategies that outline your general game plan. Finally, describe your tactics, which are the specific actions you will take to fulfill your strategies and achieve your objective.

## The Very Idea (Editorial by Brian Jud)

Sometimes the only way to get from here to there is not a straight line. In the realm of non-traditional sales, independent sales people (called distributors) sell products as premiums and ad specialties to non-retail buyers on a commission-only basis. The sales people learn their prospects' needs, propose solutions, make multiple presentations, negotiate the terms of each sale and service the business once the order is placed. This takes considerable time, if for no other reason than that the buyer's risk of making the wrong decision is considerably higher since the purchases are not returnable. Here is a description of the typical process for making a large-quantity, non-returnable sale to a professional buyer, perhaps in a corporation, association or school.



Step One: Salespeople search for new prospects

Step Two: Qualify and prioritize the prospects. The distributors must decide which are the best sales prospects at this time so they concentrate their efforts where they should get the greatest return.

Step Three: Meetings with each prospect to set purchasing criteria and campaign objectives (One to Two Months)

Step Four: Product search. The sales people search the array of available promotional products available to find those that best meet the agreed upon criteria (Two weeks per prospect).

Step Five: Planning. Once they have campaign ideas, the distributors prepare plans and budgets (a proposal) describing how the various programs will most cost-effectively reach the stated objectives (Three to four weeks)

Step Six: Initial presentation. The distributors present their proposals to the decision makers (One to two months).

Step Seven: Due diligence. The prospect will investigate its impact on sales, competitive position, customers and marketing plans (One to three months).

Step Eight: Follow-up presentations. The distributor may have to return multiple times to meet with higher-level people who can influence the decision (One to two months).

Step Nine: Negotiation. The parties negotiate in good faith to get the best deal for their sides (One to two months).

Step Ten: Close the sale and then service and maintain the business.

## Marketing Strategy

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

Do not automatically go where everyone else is or do what they do. Look everywhere for innovative ways to market your books and achieve what others are not. Trust your intuition, make creative choices and implement them courageously. New ideas are neither right nor wrong -- they are simply different. They are odd-shaped pegs that do not fit into round or square holes.

## Guest Columnist – Marika Flatt

(PR by the Book, LLC [marika@prbythebook.com](mailto:marika@prbythebook.com)/ [www.prbythebook.com](http://www.prbythebook.com))

Two months is a really short amount of time for a publicity campaign as it does not leave time to do much follow up, which is oftentimes very crucial to getting media attention. Therefore, we only recommend this option to those who want to help with their own follow up. This is a good “testing the waters” option for novelists or others who aren't sure how the media will react to their pitch. Also, a radio-only or online-only campaign is a great option for those on a tighter budget.

Summertime is perfect for tips booklets, no matter what you choose to do or not do, or what you believe about business or your life during that season. Pretty broad statement, isn't it? Read on and you'll see why.

You may be among the people who go on vacation during the summer - physically, mentally, or both. It's the perfect time for re-energizing your mental "batteries" whether your vacation is over a long weekend, several weeks, or a month at a time. In that change of pace and/or scenery, you see and hear things that prompt fresh ideas, a different perspective, a new approach. Taking that break gives you renewed enthusiasm to test out some of those new things.

Depending on the industry you're in or approaching, it is very possible that people you have wanted to reach are in a similar mindset and similar situation. They are navigating around their own and their co-workers' vacations, are in planning mode for what is ahead professionally, and can be even more receptive to your approaches for doing business with them when you do connect with them. In many cases, corporate fiscal years often begin July 1, with new funds becoming available in certain budgets for investing in large quantities of your tips booklets or licensing the content to use in a myriad of ways, or other ways of working with you.

Maybe you have yet to write a booklet or have pondered doing another booklet or leveraging your content into other formats. A slower time in your own business lets you get that done. It could mean doing that writing in a location you enjoy that is outside your office, on a patio, balcony, beach, or other place you'd like to be that's cooler or warmer, to suit your taste.

Doing a booklet and planning your marketing lets you refocus any potential concern about the business slow-down into a productive activity, re-framing the entire thing, having you ready to get back out there with a product launch.

If yours is a business, industry, or circumstance that gets even busier during the summer months than in other times of the year, flip everything you're reading here to that point in the year that is slower for you. Maybe your slow time is winter. Plug all of this into that season. It still applies just fine!

And, by the way, having tips booklets and other formats of your content as products to promote also smooths out seasonal peaks and valleys you may have in your annual revenue. Many of your large quantity buyers do their planning and buying during those slower parts of your year.

**ACTION** - Decide what you want your "off season" to be for you. Do you want it to be a complete or partial break from your business, a time to get things done that just don't happen otherwise, or some combination? The right answer is the one that works best for you. And that is the **ONLY** right answer.

## 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](http://www.publishedandprofitable.com))

What's the most popular word found on the back covers of best-selling books? Experienced authors know that one of the best ways you can get a head start on writing and promoting your book is to write the back cover copy first. Writing the back cover copy as soon as possible forces you to describe your book, your intended market, and the benefits that readers will enjoy, as concisely as possible. Once you've described your book, its readers, and its benefits, you have the foundation for a book proposal and a starting point for writing and marketing your book.

In analyzing dozens of examples of back covers of best-selling books, I've discovered that "whether" is the most frequently encountered word. "Whether" makes it easy to target your intended readers without excluding anyone. For example, on the back cover of Chip Heath and Dan Heath's *Made to Stick*, the first sentence begins, "Whether you're a CEO or a full-time mom..."

From the back cover of Shel Horowitz's *Grassroots Marketing for Authors and Publishers*, "Whether you published traditionally, use a subsidy house, self-publish, or run a small/mid-size press..."

From the back cover of Janice (Ginny) Redish's *Letting Go of the Words*, "On the web, whether on the job or at home..."

Take the time to carefully study the words on the back cover of successful books. Chances are, you'll frequently encounter "whether" used to define either the intended readers or the situation that you're addressing in your book.

## Helpful Website of the Week – Adele M. Annesi

(Adele is a freelance editor and writer. Contact [a.annesi@sbcglobal.net](mailto:a.annesi@sbcglobal.net), or visit <http://www.adeleannesi.com/Word-for-Words--LLC.html>)

## Zola Books

<https://zolabooks.com>

Only a year old, Zola calls itself "the future of e-books." The concept is based on a site where readers, writers, booksellers, reviewers, bloggers and publishers can gather to connect over the books they love. Plans include selling e-books for most Web-enabled devices—from the iPad to the Nook to the Kindle. If they match the hype, Zola may indeed become "social like you've never seen it" for book clubs, reading buddies, classes and all who enjoy being part of the larger world of readers.





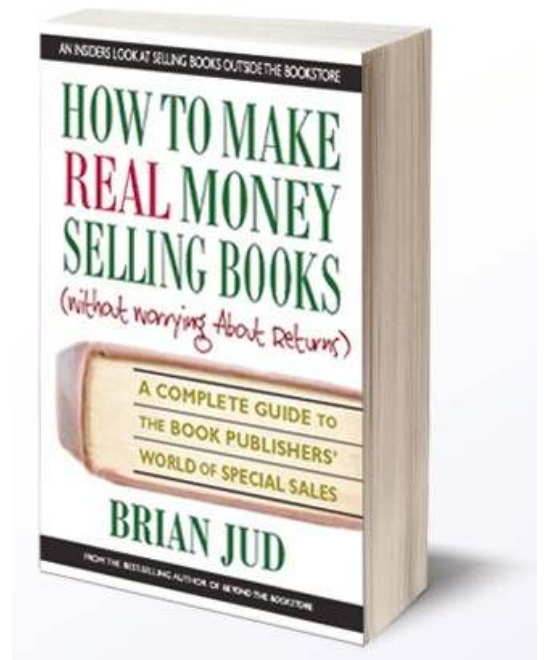
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( <http://www.bookmarketingworks.com/index.php?pg=bookstore/bookstore.htm> )

## 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](http://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](http://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](mailto:brianjud@bookmarketing.com) or go to <http://www.bookmarketing.com>

