

Here is your September 2 edition of the *Book Marketing Matters* special-sales ezine by Brian Jud. It contains regular columns with tips from Dan Poynter, John Kremer, Guy Ahtzahn, Rick Frishman, Eric Kampmann, Paulette Ensign, Judith Briles, Gail Z. Martin, Tonya Evans and Roger C. Parker. The guest columnist in this issue is Patricia Fry.

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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 18, Number 284 September 2, 2013

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 8/30/13

<u>Title</u>	<u>Quantity</u>
<i>The Many Adventures of Pengey</i>	750
<i>The More You Live</i>	1200
<i>The Pug and the Jitterbug</i>	2500
<i>The Thinker's Daily Challenge</i>	800
<i>Smart Is as Smart Does</i>	19,000
<i>The Five O'Clock Follies</i>	1300

Upcoming Webinars & Events

Mischief Marketing -- Tips for Creative Promotion

By Brian Jud September 12, 6:00 pm Eastern Time

If you use the same promotional techniques, in the same way that everybody else does, you will not stand out and your sales will suffer. But if you can find new ways to reach people with a meaningful and creative message you will get positive attention, media buzz and more revenue. Discover how to break through the media clutter and reach more people with a persuasive message. This is not a webinar about new ways to write a press release, but new ways to build and hold a leadership position in your target markets through innovative, professional and effective promotion.

Register at <http://tinyurl.com/p3xs8bt>

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)

Do you want to sell more books in large quantities with no returns?

Discover how at The First Annual APSS Book Marketing Conference

November 8 - 9, 2013 at the Wyndham Hotel (Historic District), Philadelphia, PA

Sponsored by Ingram Book Company and R. R. Bowker

Keynote Speaker: Sumya Ojakli, Senior Director, Special Markets, Simon & Schuster, Inc

- Get practical book marketing tips and tactics that you can put into place immediately.
- Attend this event and get customized help for selling your books to non-bookstore buyers.
- You will leave with ideas, prospective buyers and information you can use to sell more of your books more profitably.

Be one of the first 20 people to register by October 1 and get a free DVD loaded with 8 hours of special-sales information in addition to other special gifts and a \$50 savings

Get more details and registration information at <http://tinyurl.com/lr82o7n>

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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)

You have a brilliant book idea. You know it will be a huge bestseller. It needs to be published immediately...but are you right? Sometimes, before you set out on the arduous journey to get your book for your anxious audience, you need to seriously assess your chances of success. Here's one approach: Try to figure out the ideal entry point for your book. For some, it might mean starting with a POD company or printing your own digital copies. For others, it might mean finding the right distributor to help you get your book properly sold and distributed in the book trade. Finally, for others it might mean finding the right agent to handle your book with major publishers. None of these paths ensure success, but all of them open up doors that might be just the right way to build toward a happy ending.

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>)

Foreign Rights. Use email to ask foreign publishers if they would like to buy subsidiary rights and translate your book into their language. Send publishers directly to a rights section on your Web site. That section will provide a complete book, author bio, testimonials, cover image, news releases, back cover sales copy and other promotional materials. Capture their address when they log on. Then follow up with email. For foreign publisher email addresses, see International *Literary Market Place*. It lists publishers outside North America by country. Start with the major language groups: Germany, France, Italy, Spain and Japan. Select publishers that publish in your subject area. If you can't find many, email the national publishing association for that particular country, describe your book and ask for suggested matching publishers. Use every means possible to send people to your site. List your URL in ads, your sig, and anywhere you might ordinarily leave your telephone number.

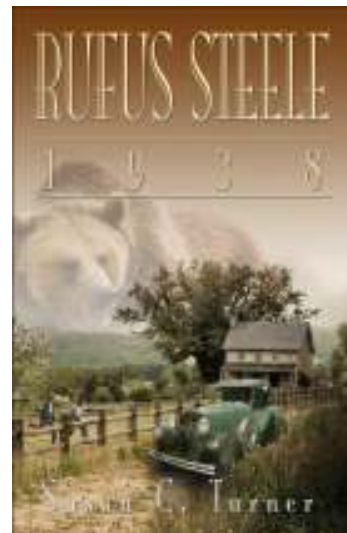
Ideas for Selling to Non-Bookstore Buyers – Guy Achtzehn
(President of The Promotional Bookstore, offering commission-based sales of books to non-bookstore buyers, guy@msgpromo.com)

Content is king in the non-retail sector. Companies and associations want to use the information in your books to help them sell more of the products or services they offer. Your content may be re-purposed as a premium, as a fundraiser or other device. In the case of schools, your content could help the teachers improve the education they provide their students. Government agencies purchase books, but they also seek publishers to create and deliver content that does not exist in the form in which they need it. The opportunity to increase your revenue and profits is limited only by your creativity.

The Cover Story – Michele DeFilippo

(Your cover is a critical part of your marketing effort. Contact Michele at 1106 Design today for book cover design with hand holding. (602) 866-3226 or <http://www.1106design.com>)

In *Rufus Steele: 1938*, a young adult novel by Susan Turner, the goal was to visually recreate the time period of the story. A classic car fit the bill nicely, since the main character is a physician who makes house calls. The story also includes a close call with a bear, so we placed this image in a size that would convey the threat, but ghosted it back into the sepia-toned sky so it wouldn't compete with the foreground. Of course, the sky is normally blue, but we chose a sepia tone to communicate that the time period was long ago.



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)

Imagine if you could read faster. How much more content could you digest? Take that thought and multiply it over 5 years, 10 years or a lifetime... It's worth considering - improving your reading speed!

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 Can I Get Permission to Use Copyrighted Materials in my Book? To acquire permission from a copyright owner to use his or her copyrighted work in, for instance, your manuscript, you should submit a permissions request, preferably in writing. Hunting down permission to use a quote a couple of months before you go to print is always a bad idea. The ultimate decision about if and when to seek permission often boils down to a matter of business as well as legality.

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://lrsrn.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 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)

Many writers start their businesses and give their Social Security numbers when expecting payment from publishers who require this information. I recommend you consider obtaining an Employer Identification Number (EIN) from the Internal Revenue Service to keep your Social Security number private. An EIN is like a Social Security number for businesses. You can obtain the number from the the IRS online in minutes at no charge. Go to www.irs.gov and type "EIN" on the search box.

You're On The Air

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

A good guest is someone who can speak passionately, a person who communicates with the audience.

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>)

Offer free excerpts of parts of your book to any magazine or newsletter that expresses an interest (or to those that reach your target audience). Stipulate that they may reprint the excerpt free as long as they provide a statement at the end of the article describing how the book may be ordered. That statement should include the title and author of the book, the name and address of your company, and the price of the book, plus any other appropriate ordering instructions

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)

Test your book ideas to determine if they're sufficient for an entire book. Many great ideas are simply not meaty enough for a book, even a short book. They may make gripping articles but involve only one or two interesting points that can be covered without going into great depth. A book needs legs; it has to hold readers from beginning to end, not just engross them for a few early chapters and then put them to sleep. Look for ideas that have depth, several layers, and can't be fully covered in a few pages. Ask whether your book idea involves questions and information that will hold both your and your readers' interest. Although ideas for books don't have to be overly complex, they must involve different facets that give the book substance and weight.

The Very Idea (Editorial by Brian Jud)

Authors are by nature risk takers. We present our deepest thoughts for all to see, subjecting ourselves to a variety of potential responses ranging from rave reviews to brutal derision.

As Tim Hill says, "There is one common thread among risk takers -- they need to be encouraged during the process. Risk takers sense that they have an idea from which others may benefit. They take this idea and run with it, sometimes not fully understanding where they are going or how they are going to get there. They are being fueled by passion and sheer will. No one gives them a manual or a process to follow; they are creating it as they move along the arduous path."

If we can build a strong following, more people are likely to appreciate and benefit from our messages. I thought you might enjoy this fun, three-minute video with several significant lessons about building a following:

<http://tinyurl.com/yc8cncj>



The final lesson from the video is particularly appropriate to authors: "You need guts to put yourself out there for potential ridicule." Authors do that every day when promoting their books through media appearances, personal presentations and social media. But once the tipping point is reached, the rewards can be enormous.

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 helps you prioritize resource allocation among competing opportunities. Without some means for ranking your projects you might allocate too much time or money to those with less economic or psychic return. Under each priority level, do the first things first. Do that which is more important to your business before that which is more enjoyable.

Marketing Strategy

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

There is a difference between the words action and accomplishment. You can be busy doing something without accomplishing anything. Planning actually saves time by directing your actions to accomplishing your objective.

Guest Columnist – Patricia Fry

(Patricia Fry has been writing for publication for 40 years. She has 39 books to her credit, including several for authors: "Publish Your Book," "Promote Your Book," and "Talk Up Your Book." She is the executive director of SPAWN (Small Publishers, Artists and Writers Network). She has just released her first book of fiction—*Catnapped*, a Klepto Cat Mystery. Sign up for her new newsletter, *Publishing/Marketing News and Views*. <http://www.patriciafry.com>.)

How to Avoid The Author's Shocking Wake-up Call

So you're writing a book, and you plan to publish it. Should be easy-peasy, right? Authors who are not as smart as you do it all the time. Everyone seems to have a published book these days.

All of this is true, except for the easy-peasy part. Well, that is, unless you're prepared and know what to expect. The problem is that most authors today fail. And the reason is because most authors fail to prepare. They hole up in their writing rooms for several months or years and when they emerge with a manuscript to publish, they are faced with challenges and obstacles larger and more complex than they ever imagined.

Some authors meet up with companies whose representatives are more than happy to publish their books for a fee. And after the money (sometimes a lot of money) is spent, the author is absolutely lost. He has no idea what to do next. He may attend a writers' group meeting and learn that he needs to promote his book—but how? What does this involve? Where do you start?

Authors, I hope you are reading this BEFORE you have finished your manuscript, because it could very well save you from the shock and failure so many authors today experience.

If you're an author or plan to become one, you need to know everything you can possibly learn about the publishing industry, your options, the possible consequences of your choices and your responsibilities as a published author. If you want to experience a level of success within this industry, you must know something about it and you must be proactive in researching your options. You see, while writing is a craft, publishing is a business—a seriously competitive, complex business. And every author entering into it must consider him/herself a businessperson. I tell authors they should look at themselves as the CEO of their book from the very beginning of the project.

Professionals will tell you over and over again how important it is to study the publishing industry before getting involved. You need to know, for example, that books, in order to sell, need exposure—people will not buy a book they don't know exists.

Believe it or not, some hopeful authors still don't understand or embrace this truth. I heard from one

recently who definitely wanted to land a traditional publisher primarily because he didn't want to do any promotion. I hope I convinced him that no matter which publishing option he chooses or which publisher he goes with, he is 100 percent responsible for promoting his book.

Sure, some publishers will provide a little help during the first few weeks or months. You can purchase a marketing plan from your "self-publishing" company. But is this enough to launch your book? To recoup your investment? To make a little money? NO!

Most authors are not salespeople, marketing experts, promotional managers. They don't have a clue as to how to get publicity for their books. But they can learn something about the world of publishing and the much larger aspect of authorship, which is book marketing, by tapping into blogs, books and newsletters produced by credible, knowledgeable professionals. I highly recommend that authors start reading publications such as this one and that they frequent informative blogs, attend writers group meetings and writers/authors conferences. Listen, read and learn.

An author can never be too well-informed. And with the publishing industry and your marketing options changing by the minute, it is important to keep your finger on the pulse of the industry. Don't wait until you've finished the writing, editing and proofing. Start now. Become proactive on behalf of your book and you'll be more likely to experience the publishing success you desire.

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)

How to make the most of online coaching sessions. Online coaching sessions permit you and your book or marketing coach to view the same documents--ideas, book proposals, mind maps, or table of contents--on your computer monitors while talking together. You and your coach can make much faster progress when you can both see and hear your ideas taking shape. At the end of the call, your coach will send you an e-mail containing the document, or action plan, you worked on during the call. Here are 3 simple steps you can take to make the most of your online coaching calls:

1. Have a clear agenda for each call. Review the mind map or document you and your coach created during your previous call, and know what you want to accomplish on your upcoming call.
2. The afternoon before each call, communicate your goals, concerns, and questions to your coach. This gives your coach time to prepare a new mind map or agenda for the call and review anything you might want to go over with your coach.
3. Log-in about 5 minutes early to the screen-sharing URL which will display your coach's screen, or—if desired--your computer screen. This is particularly important if you have not had previous experience with screen-sharing programs like www.gotomeeting.com.

With a little preparation, you and your coach can make the most of your time together and enjoy a happy, productive call. After the call, your coach will send you a copy of the action plan, or other documents, you created together.

There are so many business models "out there" that at least one of them is the best one for you for your tips booklet and your business. Changing what you are doing now in some way could mean new energy for you and your business. It may be a minor change or a major shift.

Maybe you have noticed some of these other business models as a consumer, yet didn't particularly connect the dots to bring them or a part of them into what you do with your booklets. It can be so easy to get swept up in a whirlpool of "everyone is online, doing social media," or "membership sites are (were) all the rage" that it can also be easy to overlook other things that work better for you and are right in front of you.

Let's look at just two models that you might already know and what that could do in your business:

Cell phone plans

- Unlimited monthly service for a specific fee that includes voice, text, data
- Limited monthly service of a certain quantity of voice, text, data
- Prepaid specific amount of service - on a monthly basis or for a longer term

Limited release editions

- Disney does this, bringing certain titles from "the vault" for a limited time
- Collectible coins and stamps are initially made available for specific times
- Special editions of some unique cars are presented only for certain times

Both those models can seem far-fetched when thinking about how to take your tips booklets to market. And yet once you look at other ways than selling a single copy of a tips booklet to a single end-user any time anywhere, you start having very different results. You also think differently about your business.

The cell phone plans cover the range of users, from very low-out-of-pocket priced plans for infrequent users to those who rely on their cell phone for almost every split second of life. The limited release editions focus on increasing the value, prompting a scarcity mindset of something that only the highest echelon of society will take action to acquire.

Can you make your booklets collector items? Think of baseball cards. They are really nothing more than cardboard and ink (I can hear the gasp from baseball card collectors now!) They have no intrinsic value, and yet it's quite a substantial market. Your booklets have value in their content.

What about how you package your booklets? Do you have a frequent-buyer pricing that encourages people to come back for more quantity of one title or purchases of multiple titles, and enjoy certain benefits as a result of doing so? Yet do you also have that single copy buyer pricing for the one-time lower-investment buyer?

ACTION - Become more aware of how other businesses that have little or nothing to do with yours structure their offers. There could very well be some piece of what they do that can be easily adapted into your business, and worthy of at least testing. The concepts can instill new energy into your business and help differentiate you from among a crowded information products market or from some other definition of your industry.

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>)

Advanced English and Thesaurus Dictionary <http://tinyurl.com/o9b4ba3>

This helps increase your vocabulary, create word categories and learn more about language.



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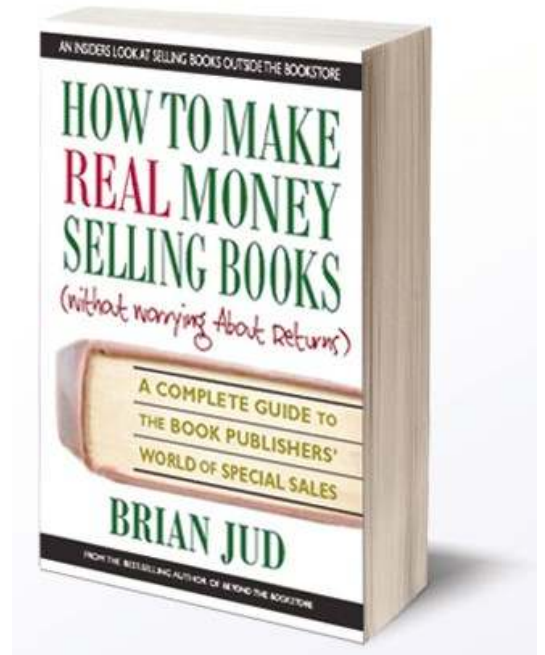
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Check out the Writers and Publishers Bookstore and give your favorite books a “Thumbs Up Rating.” Discover and rate the best books on writing, publishing and marketing
(<http://www.bookmarketingworks.com/index.php?pg=bookstore/bookstore.htm>)

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>