

Here is your September 16 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 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 19, Number 285    September 16, 2013

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

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Or [www.premiumbookcompany.com](http://www.premiumbookcompany.com)

Top inquiries from the reps  
for the week ending 9/13/13

<u>Title</u>	<u>Quantity</u>
<i>House of Cards</i>	2000
<i>How to Plan a Great Second Life</i>	5000
<i>The Secrets of Money</i>	5000
<i>Woman's Daily Irony Supplement</i>	8600
<i>Spontaneous Tourism</i>	1400
<i>Business Traveler's Guide to NYC</i>	3000

## Upcoming Webinars & Events

### Increase Your Sales in the 4Q Holiday Selling Season

By Brian Jud    September 26, 6:00 pm Eastern Time

Give yourself a holiday gift – more book sales. Even if the economy is down, your books sales can go up – if you do the right things. Start now to sell more books during the October – December holiday buying period. In this webinar, you will discover tips and actions you can take today to maximize your sales and profits before the end of the year.

To Sign Up: <http://tinyurl.com/o6jc9xz>

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)

## Have four one-on-one consultations with four different experts

Improve your book project with feedback from four marketing experts. Ask specific questions and get creative, yet practical answers to help you become more profitable. Have a one-on-one session with ...

**Promotional-product's professional Guy Achtzehn**  
**Publicity expert Sharon Castlen**  
**Cover design authority Kathi Dunn**  
**Marketing guru Brian Jud**

This dynamic event is only available to those who also attend the full conference. See <http://tinyurl.com/lr82o7n> for more information

**15 people will be accepted – only four spots are left**

### You will leave knowing:

- Why and how companies, associations, schools, government agencies and other buyers could use your books as promotional tools
- A custom list of companies to approach as well as creative ideas for selling your specific titles to them
- How to keep the pipeline filled over time with more non-bookstore buyers for your specific titles
- Innovative ways to present your ideas to buyers and make large quantity, non-returnable sales

Proven tips for negotiating profitable sales with specific hints that work for people who don't like selling

## 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>

### 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>)

New computer programs, new printing processes and the Web are transforming the writing, producing, disseminating and promoting of information. Books will never be the same. The winners are author, publishers and readers. In the future, nonfiction book publishing will see minimized inventories and maximized relationships between authors and customers (readers). Publishing will become customer-centric and "books" will thrive on uniqueness, customization and variety. Book writing, publishing, selling and promoting are changing—for the better.

## 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).)

The Seven Signposts on the Road to Good Publishing. Publishing books is like taking a journey. You need a map to point the way; or signposts to guide you. For example, when I backpack I look for blazes on trees. Or, if I am above the tree line, I seek out cairns or stone markers that I follow with care so I stay on the trail. As with any journey, a good publisher knows he must follow certain signposts to successfully produce, sell, and market his books. Ignore an important signpost and you can get lost, or go in the wrong direction. Each marker represents a decision you must make – sometimes on your own or with the advice and counsel of someone with more experience. Over the next seven issues of Book Marketing Matters I will describe one of seven signposts on the road to good publishing. Here is the first.

**Signpost #1:** Editorial Content. You know what you want to write. But no book should be published before it has received good editorial input and direction. A seasoned editor brings objectivity and can lend clarity, coherence, and structure to what you have to say. If your book isn't accessible, it won't get good reviews and come to the attention of your audience.

## Ideas for Selling to Non-Bookstore Buyers – Guy Achtzehn

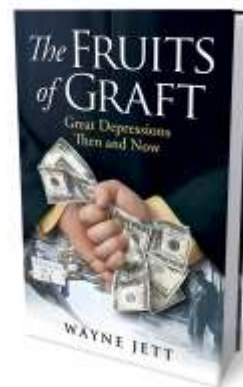
(President of The Promotional Bookstore, offering commission-based sales of books to non-bookstore buyers, [guy@msgpromo.com](mailto:guy@msgpromo.com))

Books do not have the liability that other products may carry. Some toys and products oriented to children may come apart or be swallowed, leading to negative publicity and legal problems.

## The Cover Story – Peri Poloni-Gabriel

(Peri Poloni-Gabriel of Knockout Design has been in the business of designing books for over 15 years. She can be contacted at [www.knockoutbooks.com](http://www.knockoutbooks.com))

*The Fruits of Graft* delves into the similarities between the Great Depression and our current economic state. The main visual chosen for the cover depicts the greed in both business and government and provides a background to the title type. Secondary imagery of men out of work in both eras completes the cover. Serif type fonts and the use of small caps add an established, traditional look to the cover.



## 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))

"Is Change Making Your Career a Three-Ring Circus?" If that is a question you are asking yourself take a look at the book written by David Hulst, *Ring Master*. Transition can be the defining point in your life if you approach it the right way.

## 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.)**

**Give Up the Mail-it-to-yourself Myth!** I am sure you have heard of it. Virtually every writer has. And maybe you are among the considerable number of writers and industry professionals who not only believe the Poor Man's Copyright myth but also repeat it as if it were the law. This is the most pervasive and destructive myth in the publishing industry. The Poor Man's Copyright, also known as the Mail Myth, is the mistaken belief that a copyright is created or somehow protected when you send a copy of it to yourself in the mail.

If you learn nothing else from this e-Report, you must learn this: the mail-yourself-the-manuscript-and-then-you'll-be-protected belief is a myth. It is simply not true, and I do not want anyone who reads these words to perpetuate this myth for one more moment. Rest assured, the only thing you will prove when you mail your work to yourself is that the post office is still in the business of delivering mail.

See the FAQs at [www.copyright.gov](http://www.copyright.gov) for more information.

### **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* must include *Money Outlays*—how much and where will money be spent. There is always the obvious: editing, cover and interior design, printing. But what about organization costs: registering publishing info with your state; getting financial/accounting advice; what about a book consultant or working with someone like me, The Book Shepherd; getting "smart" by attending programs and conferences in-person and online; "mistakes"—face it, they happen; gadgets you need in your authoring workplace; any software, even a computer, that will move you forward; if you do a crowdfunding venture, are you paying someone to help you, and include the cost of the funding platform (I use 10% for Kickstarter costs); or what about writing/authoring retreats—it could be a group effort or a sole venture (I do cruises)? This is a deep noodle on your effort time. Plan for cash flow outlays.

Next up in the *Game Plan* is *Person Time Outlays*—how much of your time and energy will be needed to create ... and then support your book? Identifying your time/energy outflow is another 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.

### **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) )

Business owners are usually advised to open a separate checking account for their business. Sometimes sole proprietorships fear a separate account will be expensive or cumbersome, but it is not so. Many banks offer free checking to small businesses. A separate business account is not more work; it can actually simplify record keeping because you will avoid mixing personal and business expenses

## You're On The Air

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

*The most important thing is to have fun, relax. This is only television; it's not a big deal. Have a good time.*

## 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>)

While the major mail-order catalogs drive a hard bargain – requiring as much as a 60 to 70% discount – they can move a lot of books. Not only that, but the exposure they give your books to their customers will often result in spillover sales through bookstores. Where else could you find outlets that are willing to pay you so they can advertise your books to as many as five million people?

## 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))

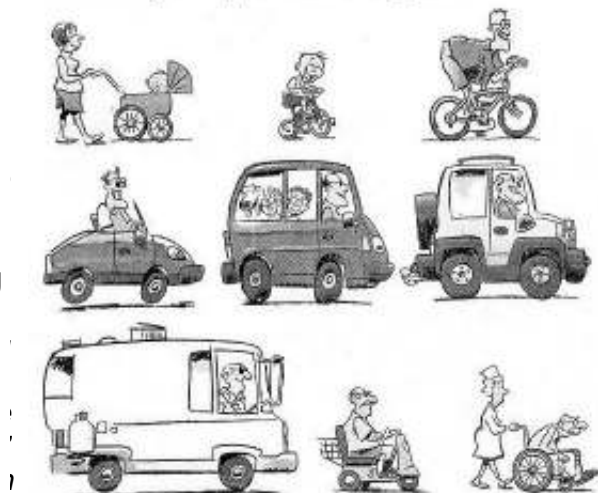
How Is Your Book Distinctive? When publishers receive interesting book proposals, they bring them before inhouse committees and editorial boards. These groups are composed of individuals from various in-house departments, including sales and marketing people. Since everyone at these meetings is involved with books, they tend to think in terms of comparable books, especially those that are currently on the market. They will say, "Oh, is it like \_\_\_\_\_?" Or "What makes it different from \_\_\_\_\_?" Publishers also are trend oriented, so they look to publish books that will build upon or capitalize on themes of successful books. For example, publishers rushed to get on the chick-lit bandwagon, and after the success of *The Da Vinci Code*, they clamored for similar books.

## The Very Idea

(Editorial by Brian Jud)

Books are like people in that they require different strategies at different times in their lives. Titles navigate their life cycle from introduction through growth, maturity, and then decline. This could run its course during one week or over a number of years. Since the period of greatest profitability is in the growth stage, extend this period as long as possible. You can do this by finding new users, selling more books to new market segments, publishing in different formats and using creative promotional techniques.

### The Wheels of Life



## 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))

You can do three things to create a sustainable publishing business: 1) publish for uniqueness, 2) develop a distinctive competence, and 3) create competitive advantage.

## 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))

Find new titles to bring to market (or new markets for existing titles), different distribution channels, novel ways to offer price incentives while maintaining your margins and original ways to promote your titles above the ever-increasing clutter of competitive advertising, sales promotions and publicity.

## 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](mailto:gail@dreamspinnercommunications.com) or [www.GailMartinMarketing.com](http://www.GailMartinMarketing.com))

There are other ways besides money or a spot on the *New York Times* Bestseller List to define *success*. These can include: 1) Voicing a minority opinion or making a change in the way people think; 2) Recording something important for posterity; 3) Sharing information that saves or changes a life; 4) Providing insight or *how-to* knowledge on a subject with a small, but passionate audience; and/or 5) Providing a regional or special-interest view on a subject that is underrepresented.

## 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))

**Use White Papers to Test Market & Promote Your Book.** White papers, 12-page educational documents, offer many advantages--before and after your book's publication.

Before publication, offer a downloadable white paper on the topic you address in your book. This allows you to test market interest your book and gain early reader feedback on your ideas. White papers are certainly easier and faster to write and produce than a book, which makes them ideal for testing the waters of reader interest. In addition to helping you fine-tune your book's title, content, and marketing copy, you can use your download data to prove the popularity of your topic to prospective literary agents and publisher acquisition editors.

After publication, your white paper will continue to help you attract potential book buyers and build your mailing list. When website visitors download your white paper, you can include an extra page describing your book and its contents in detail.

You can also use additional white papers to test the market for information products that leverage off your book, such as worksheets, in-depth reports on special topics, audios and videos, and yearly updates.

To succeed, your white paper must educate and inform, rather than sell. Start your white paper by describing, in an editorial format, one of the problems or goals your market faces. Follow-up with an analysis of previous attempts to address the issue and a description of a new and better way of addressing the problem. All of this should lead up to a description of your book on the last page. For more information on Whitepapers, please visit [www.whitepaperdesign.com](http://www.whitepaperdesign.com)

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.

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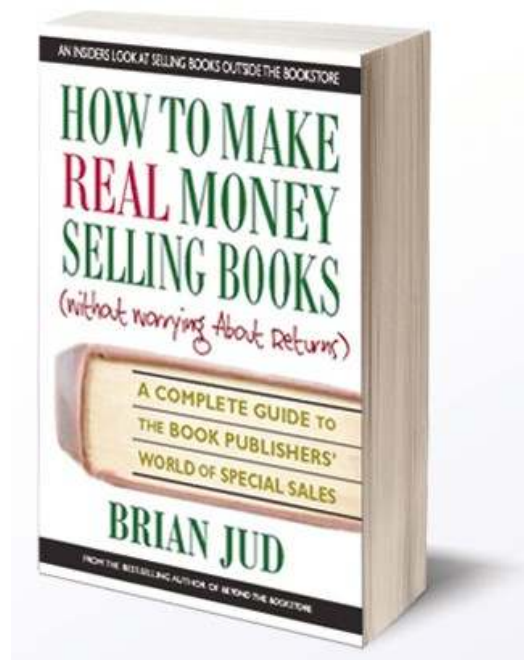
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( <http://www.bookmarketingworks.com/index.php?pg=bookstore/bookstore.htm> )

### Contact Information for Brian Jud

For copies of all the previous issues of *Book Marketing Matters* visit [www.bookmarketingworks.com/mktgmattersnews](http://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](http://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](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>