

Here is your September 30 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 Dana Lynn Smith.

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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 20, Number 286    September 30, 2013

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### Top inquiries from the reps for the week ending 9/27/13

| <u>Title</u>                                      | <u>Quantity</u> |
|---|-----------------|
| <i>Financier/American Revolution</i>              | 6,000           |
| <i>How to graduate...free</i>                     | 12,000          |
| <i>QuickBooks Made Fast and Simple</i>            | 900             |
| <i>Steps Of Street Smart Retail Sales</i>         | 8000            |
| <i>Conscious Calm: Keys to Freedom</i>            | 7500            |
| <i>Putting Your Best Book Forward</i>             | 1600            |
| <i>Recipes for a Beautiful Life</i>               | 600             |
| <i>Writing Books for Fun, Fame &amp; Fortune!</i> | 1150            |
| <i>Prepare Now for Pretirement</i>                | 1400            |

## Upcoming Webinars & Events

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)

### Not happy with your book cover? Do you want a free book-cover makeover?

Everyone registered for the APSS special-sales conference by October 1 is eligible to be selected for the free makeover by Kathi Dunn. A \$2995 value!

Submissions for review will be limited to one existing cover (JPG file) per attendee/author. Fill out a Book Cover Checklist (sent to you upon conference payment) which provides essential information for creating the perfect design and for our selection process. Return the Checklist to Kathi Dunn at [kathi@dunn-design.com](mailto:kathi@dunn-design.com). She will review the submissions and select one that she feels has great potential.

We will announce the winner by October 4, 2013 and the new makeover front cover will be unveiled at our conference. The winner receives a complete high-calibre book cover design (front, back and spine), valued at \$2995, for free. This also includes free bar code, QR code (if desired), a set of promotional front cover files for marketing, and bullet-proof print-ready files.

**The offer expires at 9:00 am CT, October 1, 2013**

**If you register and pay by October 1 (\$275) you also get:**

- A DVD loaded with 8 hours of book-marketing information
- A 15% discount on services provided by Integrated Marketing (Sharon Castlen) for contracts consummated by the end of the conference
- A copy of *The Insider's Guide to Book Publishing Success* by Eric Kampmann and Margot Atwell
- A copy of *How to Make Real Money Selling Books (without worrying about returns)*, by Brian Jud
- A copy of *Copyright Companion for Writers (Legal Write Publications)* by Tonya Evans
- A free bookstore and marketplace evaluation by Amy Collins

Find complete details and an agenda at <http://tinyurl.com/lr82o7n>

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

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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>

### 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))

Your marketing plan should constantly keep your objective in sight and provide a daily reminder of what you should be doing to achieve it.

### 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))

Action is not synonymous with accomplishment. You may be busy promoting your book but you may not be getting closer to your goal.

### 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 few issues of *Book Marketing Matters* I will describe one of seven signposts on the road to good publishing. Here is the second.

**Signpost #2: Design.** Weak, inappropriate or bad design can undermine the best book. A good publisher puts a lot of thought and energy into the overall design of the book, and especially in the book jacket. It's a shelf space business. How your book looks and what it communicates at a glance can make it stand out in the store, or get lost.

### 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))

There are thousands of industry associations, charitable non-profit associations and non-profit trade associations around the world. Below are several ways in which you can work with groups to sell your books.

- The organization could arrange with the publisher to conduct fulfillment, less their discount. Here, the association acts as your distributor to its membership.
- If the association has a bookstore on their website, it might buy directly from you to resell your book. This may be a “virtual” bookstore where its cover is displayed on their website.
- You may find the association willing to have you be its spokesperson.
- Associations may use books as a sales promotional tool or as a fund-raising item

### 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))

#### Leadership lessons from Lego:

Lesson #1: Start with what success looks like.

Lesson #2: Consider interchangeable parts.

Lesson #3: Instructions are only so helpful.

Lesson #4: It's more fun when more people are working together.

Lesson #5: The quality of the final product relies upon the input of imagination.

## 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>)

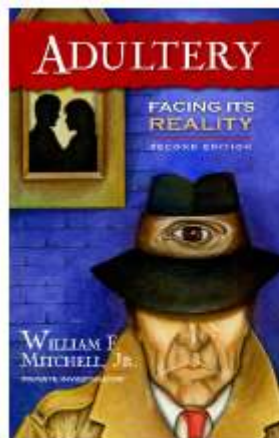
Surf the Web for sites related to the subject of your book. When you find one that matches, contact the owner and suggest a dealership. Get as many outlets as possible to sell your book.

## The Cover Story – Kathi Dunn

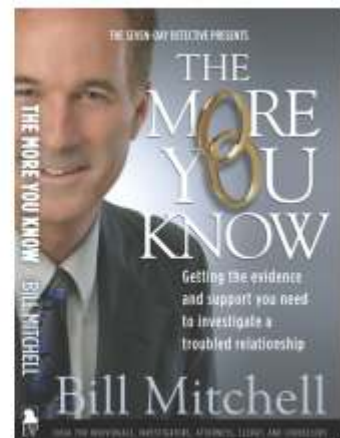
(For over 25 years, Kathi Dunn, one of the country's top book cover designers, has created bestselling book covers and information products that authors, speakers and experts use to build their brands and businesses. Kath is passionate about book cover design and approaches each as if it is the most important book in the world. Her prestigious list of clients includes Tony Robbins, Ken Blanchard, Jack Canfield, Deepak Chopra, Mark Victor Hansen, as well as major publishing houses. Contact Kath at [info@dunn-design.com](mailto:info@dunn-design.com) or (715) 634-4857. Visit <http://www.dunn-design.com>)

### *The More You Know* Eagles Nest Publishing

This book about the sensitive topic of adultery was delivered to us mid-stream by a self-publisher who was receiving negative feedback on his original cover. After in-depth discussions with the author, we discovered that the book's message is not about adultery but, instead, it is about suspecting adultery and what to do about that. In redefining the intended audience, we first encouraged the author to reconsider the title and subtitle. The bright color palette and juvenile illustration were also abandoned for a more sophisticated on-target approach. Knowing that this author had major media exposure potential and one goal of this book was to promote his business, we redirected the visual focus to him as a leading authority.



Before



After

The double wedding rings interlocking the o's in the title words add a subliminal splash of hope. Since books are most often shelved spine out, this spine is especially intriguing with the critical placement of the author's eye right in the middle of it, instantly grabbing browsers' attention.

## 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 Copyright Does Not Protect.** Despite the broad protection of copyright law, it does not protect the following things:

- Works that have *not* been fixed in a tangible form of expression (for example, choreographic works that have not been notated or recorded, or improvisational speeches or performances that have not been written or recorded).
- Titles of books and other works, proper names (including Web site domain names), short phrases, and slogans; familiar symbols or designs; mere variations of typographic ornamentation, lettering, or coloring; mere listings of ingredients or contents.
- Ideas, procedures, methods, systems, processes, concepts, principles, discoveries, or devices, as distinguished from descriptions, explanations, or illustrations.

- Works consisting entirely of information that is common property and containing no original authorship (for example, standard calendars, height and weight charts, tape measures and rulers, and lists or tables taken from public documents or other common sources).

### **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*.

When it comes to creating your *GamePlan*, knowing what your *Money Outlays* are a critical factor ... and so is what your own *Personal Time Outlays* are. As in time and energy.

Few authors really think about the mega hours that go into the creation of their book when they first start along the authoring path. They know that some time is needed, just they didn't know how all-consuming the creation of a book is. When it's done, they think they are done—life can get back to normal, whatever normal is. Wrong. Supporting, marketing, promoting the book will become the next major focus.

In the beginning, be realistic. Whatever time and energy you think it's going to take to create your book, don't double it; better to ten-fold it. Your book and its birthing isn't a small task. Don't underestimate what it takes to get it done. There's both a physical and mental high, and there can be lows—stress can come into play.

Next up in the *Game Plan* is your *Key Activities*.

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) )

Occasionally, a writer may co-author a book or establish a business relationship with another person. Sometimes these agreements are informal working arrangements or mutually beneficial projects. These agreements may be a working partnership, but are not a formal business structure. There is a big difference. To the IRS and accountants, partnerships are a formal business structure with more than one owner.

### **You're On The Air**

(Brad Hurtado, former producer of Donahue, Maury Povich and The Charlie Rose Show)

You do not even have to be an author to conduct a media tour. Mass communication is perfect for anyone with a message to communicate to a large number of people in a short period of time. If you have a product to sell, a business to grow, a cause to further, a seminar to promote or an idea to communicate, you can perform on a tour. All it takes is a message that is important to some segment of the population and knowing where that segment is.



### 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>)

Use your book as a self-liquidator. Many companies offer special items for sale at very low prices with a small payment plus proof of purchase. Self-liquidating offers allow the company making the offer to cover some or all of its costs in buying the books and shipping them out. For example, Meow Mix offered *The Meow Mix Guide to Cat Talk* as a self-liquidator to people who bought a bag of cat food. The book was customized for Meow Mix by simply changing the title of Jean Craighead George's *How to Talk to Your Cat*.

### 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))

Newsletters are low-cost, high-impact marketing tools that help you publicize your book, stay in contact with those who may be interested in it, and build your list of names. E-mail newsletters are also called e-zines or 'zines. Producing any newsletter can be time consuming and work intensive, but e-mail newsletters are easier to distribute than their print counterparts. If putting out a newsletter becomes a burden, contract out all or some of the work.

Build a subscriber list by collecting lots of names. Also ask your friends and colleagues for names. Your publisher and publicist should be willing to give you access to their lists, and you can buy lists of names from services that compile them by demographics and subject areas.

### The Very Idea (Editorial by Brian Jud)

Some authors conduct many radio shows without selling any books. They become discouraged because they don't realize that not everyone in an audience has the same level of interest in their topic. Do not simply count the number of people listening, but the number of people in your target market who are listening – people who have the need for what you are selling and the ability to buy.



### 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](http://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 discussion of whether it still makes sense to print your tips booklet or only do digital downloadable versions seems to get louder with each passing day. In some cases one format is best; in different situations, the other format is ideal; and sometimes it makes sense to have both. The over answer about this is "it depends."

Here are a few points to ponder if you are wondering about this yourself. While these are far from a complete set of choices or reasons, it will at least get you thinking about some perspectives you may not have considered, regardless of how long you have been in your business and how "tuned in" you think you are to your buyers. People and circumstances can change quickly, and without your even noticing it.

**Downloadable as a primary choice is a wise choice when:**

- Your market is primarily technologically based, regardless of age
- You have a decision maker who wants to see it immediately
- You want to "test the waters" for your content, format, and audience(s)

**Print is the way to go when:**

- Your market responds best to holding something in their hand
- Your decision maker wants to add something "value-added" to a physical product
- You want to stand out and be remembered as the printed booklet keeps resurfacing

**Having both digital download and print makes sense when:**

- You want to increase the likelihood of a sale by having both formats available
- You have a varied needs and wants within a specific market
- You can reach multiple audiences with different requirements with the same content

While there is no single right answer for any particular business, one format can work better for you now and provide opportunities you never considered for your tips booklet as you move forward. At the very least, having options simply makes sense from a business perspective so you are ready to respond.

Your large volume buyers may have shifted how and what they market. Maybe they have become more or less "web-centric" and you have yet to catch up with them on that. It's crucial that you remain aware of their current preferences so they continue to be a current client. Be careful about making assumptions without further research. Just because you see your client's company increasing their social media presence doesn't mean they aren't also doing marketing campaigns where your printed versions are highly useful as a promotional tool in helping them sell more of their products and services.

**ACTION** - Determine what your buyers really want, beyond what may simply be the easiest and least costly in time and money for you. If your market really responds best to print and you have limited resources, do a very small print run to use as samples for large volume decision makers and then pre-sell the large orders. Surveying your likely market may confirm or deny what you believe is their real preference. Be sure to ask enough people (and those who truly matter for large sales) for their preference so you get a realistic opinion to guide your actions.

## 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))

Why authors must blog about their book while writing it. It's no longer sufficient authors to begin promoting their book as its publication date approaches. More and more authors are recognizing the importance of blogging about their book while writing it.

Here are some of the reasons, revealed during recent Published & Profitable author interviews that blogging should begin as soon as authors commit to their book project.

1. Test market your ideas before it's too late. Sharing your ideas with potential book buyers as early as possible attracts search engine traffic and builds anticipation for your book. By sharing your ideas and drafts of your chapters as you write them makes it easy for you to profit from reader feedback while writing your book, when there's time to act on your reader's preference.
2. Apply the power of attraction to potential publishers. Not only will your blog posts attract potential readers, your posts will also attract literary agents and publisher's acquisitions editors who are looking for authors and experts in your field. Interviews with authors like Gar Reynolds, author of Presentation Zen, and his editor, Michael Nolan from New Rider's, attests to the power of a blog to launch a best-selling author's career.
3. Prove a market exists for your book. When David Meerman Scott approached Wiley with his proposal for The New Rules of Marketing and PR, he was able to point to the fact that over 50,000 of his followers had already downloaded sample chapters from his book. Since everyone who had downloaded sample chapters was a potential buyer, and was on his e-mail marketing list, this provided proof that the book would be an immediate success.
4. Make your book easier to write. Perhaps the most convincing reason of all is that blogging about your book provides you with the ability to write your book as a series of short, daily posts, rather than in long, stress-filled "writing marathons." Writing your book as a series of short topics, or posts, keeps your brain constantly engaged with your project. While driving, sleeping, and watching TV, in the background your brain will be thinking about your book and organizing ideas for the next writing session.

Today, it's a new world for authors. It has never been easier to plan, write, promote, and profit from a book as it is now, with the latest Web 2.0 tools available to help authors write and publish a brand-building and business-driving 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>)

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<https://www.coursera.org>

This education company partners with top universities and organizations to offer massive open online courses (MOOCs) for free.





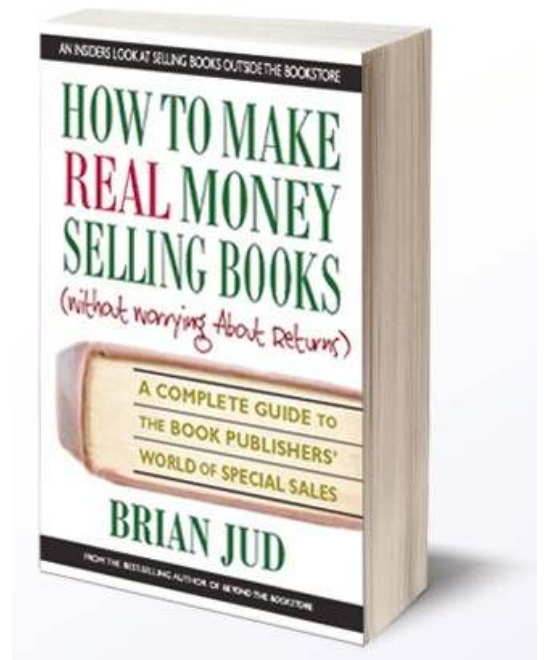
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( <http://www.bookmarketingworks.com/index.php?pg=bookstore/bookstore.htm> )

## 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>

