Here is your October 14 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 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 21, Number 287 October 14, 2013

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

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Top inquiries from the reps for the week ending 10/11/13

<u>Title</u>	Quantity
Financial Foreplay	1800
Kid Canine - Superhero!	1000
Reject Me—I Love It!	4500
The Awakened Leader	6000
Golf Naked	750
Cooking on the Light Side	2500

Upcoming Webinars & Events

Book Promotion 2014: Keeping up with the Changes -- By Dan poynter

Thursday, October 24, 6:00 pm Eastern Time

Whether you sell out to a publisher or publish yourself, the author must do the promotion. This has always been true but the book publishing industry is changing. Today, book promotion is faster, easier, cheaper, and a lot more fun. Dan will describe the new ways to promote your book and will provide you with the necessary tools.

All specifics, no generalities. This presentation is full of supporting statistics and scenarios.

Doesn't your book deserve publicity?

Register at http://tinyurl.com/ndq9kef

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 APSS High-Volume Sales Conference

November 8 – 9, 2013, Philadelphia Sponsored by R. R. Bowker

Keynote Speaker: Sumya Ojakli, Sr. Director, Special Markets, Simon & Schuster

Expert speakers will show you how to sell in ways that you never imagined and to people you never knew existed – in large, non-returnable quantities.

- Meet one-on-one with Sumya Ojakli
- Learn how to sell to non-bookstore retailers like discount stores and warehouse clubs
- Find out how to sell in large quantities to businesses, corporations, associations, schools and the military
- Post-conference follow up to help you do all that you learned
- Become more profitable

Optional Friday morning one-on-one consultations (Sold Out)

Early-Bird Special – Register by October 18	\$275
Full Conference registration fee (October 2 – November 8)	\$325
(Get a 10% discount – use non-member code 1234567)	

For more information go to http://tinyurl.com/lr82o7n

Can we help you sell more books profitably? APSSolutely!

Join APSS, save \$29 on the membership fee and save an additional 10% ion the conference 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)

Promotion services. Do not hire the spammers who flood your email box with offers to promote your site or product. Doing so will cost you a lot of money, incur the wrath of potential customers and will encourage more spam.

Direct Contact Media Services will send out your news release to carefully selected media via fax and email. Paul Krupin will rewrite your news release to make it more useful to the media. He will send your announcement to thousands of targeted print, radio and TV outlets. Contact him at dircon@owt.com and see http://www.book-publicity.com

Notes From the Front Lines

(Excerpted – with permission – from the Book Publishers' Handbook, by Eric Kampmann, President, Midpoint Trade Books 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 third.

Signpost #3: Printing. How do you pick a printer you trust? And how many copies should you print? These are two big financial decisions that can support or undermine the entire venture. A good publisher understands how to evaluate and choose what to invest in terms of paper weight, opacity, and binding. Even more important is the question of how many copies the first printing should be. You must be able accurately predict the quantity you can sell within the first four months. That is what you need to print to cover immediate demand without being stuck with excess inventory.—and lost revenue. Just in time printing saves you money and worry. Having a professional sales team takes the guesswork out arriving at that 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)

Case Study - Premium Book Company

A local bank used a personal finance book as a business gift to new clients opening saving accounts. The promotion was geared towards high school and college graduates. The book featured information on loans, investing and saving techniques as well as information on stocks, bonds and other investment vehicles. The bank realized that an educated customer is a long term customer... and focusing on young clients insured years of good relationships. Over 7500 books were sold on short discount.

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)

A partnership dissolves when both partners agree, or upon the death of a partner. What if you want out of a partnership agreement, but your partner does not? You are stuck unless you are ready to take legal action or offer to buy out your partner.

You're On The Air

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

Producers want a good segment, but sometimes you have to get the discussion back to where you want it. It may not come off as planned, but if it's a good show, it's still good television.

Ma rketing Planning

(Excerpted from Brian Jud's e-booklet, *Plan Your Work and Work Your Plan: 461 Tips for Profitable Marketing Planning;* www.bookmarketing.com)

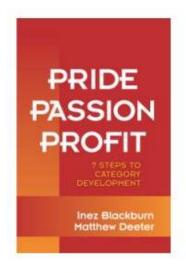
Do the right things, and do them right. Put your plan into action. Without action, planning only gives the illusion of progress.

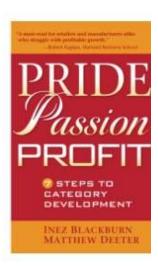
The Cover Story - Kathi Dunn

(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 or (715) 634-4857. Visit http://www.dunn-design.com)

Pride Passion Profit: 7 Steps to Category Development

When asked to update this book cover design, we also discovered an opportunity for sponsorship. Author Inez Blackburn's goal, after dressing up the existing book and printing new books, was to sell copies to members of the audience at an upcoming conference which would be attended by some of the world's largest big box stores. Amidst the redesign process and during discussions of the book's goals, we suggested that Inez contact the event planner to recommend their pre-purchasing copies of the book as a give-away to their audience, rather than Inez selling books back-of-room at the event after her presentation. In return, she would place their name and logo on the cover as sponsor of the book for some targeted advertising and good will. They were thrilled. She was *more* thrilled because their purchase price as





Before

After

name and logo on the cover as sponsor of the book for some targeted advertising and good will. They were thrilled. She was *more* thrilled because their purchase price as sponsor covered not only their cost for 1000 customized give-away books but also covered the cost for Inez's extra 500 books for her future use. Because this beautiful hard-bound, dust-jacketed book ran on press, the cost of additional books to the print run was negligible. So it was a win-win for everyone.

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)

A co-author's platform can be as important as their writing ability! When considering a co-author for your next book, evaluate the size and quality of their online presence. Ask yourself questions like:

- What kind of blog and website do they have?
- Do they have a large and enthusiastic following?
- How relevant and recently updated is their website?
- Are they active bloggers, as shown by frequent posts and reader comments?
- What kind of Facebook, LinkedIn, and YouTube presence do they have?

Platforms count, because when you write with a co-author, you're forming a partnership with them. Ideally, they'll expose your book to their clients, prospects, and readers, contributing to a strong launch of your book. Given the choice of two equally qualified co-authors, preference should be given to the co-author who commits to promoting your jointly written title, before, during, and after its launch.

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)

During a recent conversation with a SEAL commander, he offered tangible advice that can be applied to almost any business:

- **1. Teamwork is your top priority**. A mission cannot be successfully executed unless the team is functioning as one. The SEALs continual emphasis on teamwork corresponds closely with the daily requirements of the business world.
- **2. Early leaders are good leaders**. This opportunity is unparalleled in the corporate world, where an employee may need 10 to 15 years to reach a position of significant leadership and high level of responsibility.
- **3. Excel at ethics**. In the world of business, the ethical leader is sometimes a rarity, and truly esteemed.
- **4. Stay calm**. The military trains its team to be more comfortable taking risks with incomplete information. This is the daily function of a CEO, but it is rarely passed down to employees.
- **5. Hard times help you adapt--quickly**. Young executives who go through hard times should learn to appreciate them, recognizing that those times will not only strengthen them, but truly train them to properly and successfully lead their own teams when battling the competition.
- **6. Ambush the competition**. In an ambush, always take out the radio operator and the unit leader (usually the guy next to the radioman). Without leadership or good communication, the enemy is forced into disarray and can be picked apart. A good lesson for all leaders and their organizations.
- **7. Study Darwin**. Survival is not about who's the strongest or fastest, but who can best adapt to change. Navy SEALs are masters of adaptation, being able to operate in jungle, desert, or artic conditions. In comparison, CEOs must adapt to the ever-changing market conditions they face daily and should train their staff to do the same.

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.)

Intellectual property is defined loosely as property created with the mind, as distinguished from real property (land) and personal property (laptop).

- Copyright: A copyright protects an author's original artistic or literary work, whether published (meaning distributed to the public) or unpublished (not distributed at all or only to a few people). Under copyright law, the term "author" has a special meaning: the creator of an original literary or artistic work.
- **Trademark**: A trademark protects a word, phrase, symbol, or device the mark used in business to identify and distinguish one product from another.
- **Service Mark**: A service mark protects a word, phrase, symbol, or device again, the mark used in business to identify and distinguish one service from another. The purpose of trademark law is to avoid consumer confusion.

 Patent: A patent protects an invention by granting the inventor the exclusive right to exclude others from producing or using the inventor's discovery or invention for a specific period of time.

The Book Shepherd – Judith Briles

(**Judith Briles** is the Chief Visionary Officer of *www.AuthorU.org*. She's known as The Book Shepherd (*www.TheBookShepherd.com*), and is the author of 30 books including *Show Me About Book Publishing* and *Author YOU: Creating and Building the Author and Book Platforms*. Download podcasts from Judith's radio show, *Your Guide to Book Publishing* at: http://rsrn.us/youpublish

What's behind every successful book that an author creates is a *Game Plan* ... similar to a "bible" that fiction writers and screenplay writers create that will know, in-depth, what the over-all picture for the book is: the *who*, *what*, *why*, *where* and *how*. It's detailed in my latest book, *Author YOU: Creating and Building Your Author and Book Platforms*.

When it comes to creating your *GamePlan*, knowing what your *Key Activities* that are needed within and around your book creation and promotion becomes paramount in your book's success.

Key Activities are anything that you need to do to create Income; establish Connections and build Joint Venture partners to assist you in your book's shout out when ready; identify those Personal and Financial Outlays that can suck your time and money; what brings Significance and Value to the reader; what you want to-need to-must do for Marketing; Resources you need to engage in ... anything to bring your book about.

You may need to do a national study, bring on an assistant to compile your material, even hire a ghost writer to pull your words together. You may need to create lists—lists of top influencers and bloggers to connect with and build a relationship with. When your book is ready, they may tell their followers. You may need assistance in building social media contacts and followings. You may want to add guizzes and activities within your book to engage the reader. You may want to

You get the picture. Creating and developing your book is not a flash in the pan ... there are multiple elements that may be unique to your genre and message. It's noodle time.

Next up in the *Game Plan* is your *DumpZone*.

As a bonus to *Book Marketing Matters* followers—if you own a copy or get one on Amazon, email me at <u>Judith@Briles.com</u> and I will send you the link to unlock over \$2,000 in gifts designed specifically for the author.

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)

First serial rights are the rights sold to magazines and newspapers to excerpt part (or sometimes all) of a book before its date of publication. While most first serial rights are sold for anywhere from \$400 to \$5,000, they have gone for as high as \$200,000. *Woman's Day* paid that much for exclusive rights to excerpt Rose Kennedy's autobiography, *Times to Remember*.

Author 101

(Excerpted - with permission - from *Author 101: Bestselling Book Publicity*, by Rick Frishman and Robyn Spizman; contact Rick at <u>FRISHMANR@PlannedTVArts.com</u> or <u>www.author101.com</u>)

We're sorry to have to tell you that publishers, even the biggest of them, don't promote all of their books. And, they probably won't publicize yours, especially if you're a first-time author, except perhaps for the first few weeks out of the gate. The top brass at publishing houses usually determine which books and authors they will publicize and how extensively.

Publishers also don't invest the same amount for publicity in all titles they release. For example, they may authorize extensive campaigns for Titles A, B, and C, but provide little, if any, publicity for the other new releases on their lists. They may not even send out a press release when a particular book is about to come out. Furthermore, if a publisher decides to promote a book, its efforts may not prove sufficient or successful, and you might have to jump in and try to save the day. Although the amount of promotion a publishing company provides will differ from house to house, book to book, and author to author, most publishers will usually:

- Announce the deal to publish the book in Publishers Lunch
- Announce the publication of the book in their catalog for that season
- Include the book on their publication list
- Solicit endorsements or blurbs for the book
- Send free advanced reader copies to selected reviewers, the media, and those who could influence book sales

The Very Idea (Editorial by Brian Jud)

You have two segments in which to sell your books: to retailers (including bookstores) and to non-retail buyers. As a general rule, it is not necessary to choose between the two. Sell to both, but know your options and choose the best combination of distribution channels for each of your titles



Marketing Strategy

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

Define your prospects and customers demographically (sex; occupation, income, education), psychographically (attitudes, beliefs and habits) and geographically (i.e., regional pockets of opportunity). Of all the books facing people browsing the shelves in a bookstore, why should they choose yours?

Guest Columnist - Gail Z. Martin

Gail Z. Martin, author of The Thrifty Author's Guide to Launching Your Book gail@dreamspinnercommunications.com or www.GailMartinMarketing.com)

Would it surprise you to know that not every author has a goal of becoming a *New York Times* bestselling author? While few people would turn down the honor if it were offered to them, there are other reasons that authors write, even a few that don't involve money.

Here are the other reasons to write a book: 1) You want to further a cause or educate people about something important; 2) You want to raise money for a charity; 3) You want to enhance your professional expertise to land more clients; 4) You are a professional speaker who needs a "back of

the room" product; or 5) You are so passionate about your topic or story you want to share it.

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

Tips booklets sound great to you. So easy to do and so much quicker than writing a whole book. You're really excited about the idea and can hardly wait to get started on the dozens of booklets you know you can write on the many topics that interest you. But wait ...

Dozens? What about those all those topics? Do they connect with each other in any meaningful way? And what will you do to let the world know about those dozens of booklets on possibly unrelated topics so it makes any sense to anyone else and any dollars for you?

While you may primarily be a freelance writer, priding yourself on research and writing abilities on just about anything, you're likely to have different results than by seeing tips booklets as tools to help promote your business. Even with specific expertise you probably have segments. Let's focus on that.

In fact, focus is the name of the game. In case you just got concerned about all of what might be left out by narrowing your approach and focusing your tips booklets topic choices, there's a simple solution to get you started or in taking your next steps on your road to success with tips booklets. Think of this focused booklet as a sampler tips booklet.

Let's say you have five or ten major areas of your business, areas in which you provide consulting, speaking, coaching, or writing services. Instead of writing a stand-alone tips booklet for each of those topics right out of the gate, make each topic a section or a chapter of your tips booklet. Your reader gets to sample the range of some of your expertise and you have a product within a short period of time that you can strategically give away and/or sell, online or offline or both.

By doing this, each section will have ten how-to tips that are rock solid helpful information. You have focused your efforts from the original dozens of tips booklets you were jumping out of your skin to create. There is a simplified cohesiveness to what you are doing, with a trail to take for those who want more of what you've got. That's not to say you still can't write dozens of tips booklets once you decide that it makes sense for you to do that. You can, if you want to. You may decide there is no need for that once you see what the single sampler booklet accomplishes for you and your business.

There may be good reasons to write additional tips booklets focused on only one section of your sampler booklet. At that point you are doing so because there are reasons to expand your product line or delve further into specific topics in which you specialize.

ACTION - Choose an umbrella topic for your tips booklet that represents your overall business or interest base. Identify five or ten sub-headings for sections or chapters within that overriding topic. This becomes the skeleton for focusing and presenting the basics of your knowledge into a highly useful tips booklet. It makes it much easier for an individual, company, or association who knows little about you or what you know to feel more comfortable in investing in more of what you have.

Helpful Website of the Wek - Adele M. Annesi

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

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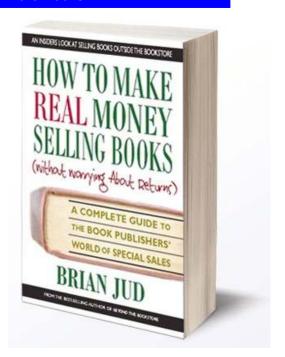
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best books on writing, publishing and marketing

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

Contact Information for Brian Jud

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

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

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

www.premiumbookcompany.com

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