

Here is your October 28 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 Patricia Fry.

This newsletter is sent by subscription only. Please pass this information along to people you feel may benefit by it. If there were any problems with this delivery, please let me know. If you prefer to have this sent to you as a pdf, please reply with "pdf" in the subject line or body copy. If you no longer wish to receive this -- or if you received it in error -- please reply with "Remove" in the subject line.

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

[Click here](#) to view this newsletter as a pdf document

**RSS**

## 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 22, Number 288    October 28, 2013

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

**We sell your books. We pay shipping.  
All non-returnable.**

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

**Top inquiries from the reps  
for the week ending 10/25/13**

<u>Title</u>	<u>Quantity</u>
<i>Pork Chops &amp; Applesauce</i>	1600
<i>Magnificent Words to Live By</i>	1000
<i>Hide-and-Seek: No Ticks Please</i>	1200
<i>The Christmas Tooth Fairy</i>	2500
<i>Do My Business Taxes Please!</i>	4000
<i>Johnny Big-Ears, Feel Good Friend</i>	700
<i>Attention Deficit Disorder</i>	1850

## 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 and *Publishers Weekly*

**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)**

Conference registration fee \$325  
(Get a \$100 discount – use non-member code AAPNOV8)

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% on 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>

### **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 third.

**Signpost #4: Pricing.** Pricing a book requires an understanding of what each book costs to make – so you get a return on your investment; and what else is in the marketplace – so the price offers good value and is also competitive. Book-sales professionals understand the market and its fluctuations. They keep in close touch with major retail and wholesale accounts using them as sounding boards and sources of additional information. They use their knowledge to help determine the best price. Everyone wants to make money and have their book reach the right audience. Price is essential in making both happen.

### **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>)

Offer your remainders and over-stocked books directly to the national and regional chain bookstores through a one-time-only "white sale." Contact the remainder or bargain-book buyer at the chains and send them a sample book and promotional material. Chain bookstores will pay slightly more than remainder dealers (wholesalers) – about 5% of list, possibly more, depending on the book.

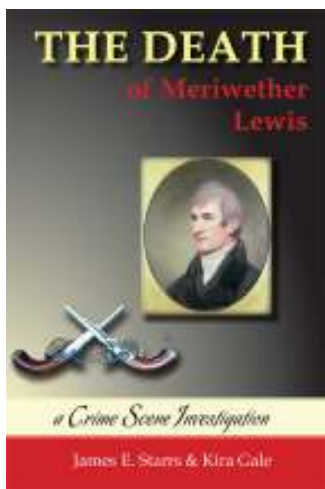
**Ideas for Selling to Non-Bookstore Buyers – Guy Achtehn**  
(President of The Promotional Bookstore, offering commission-based sales of books to non-bookstore buyers, [guy@msgpromo.com](mailto:guy@msgpromo.com))

Forget target marketing for a moment. When looking for opportunities to sell your books, try not to think too specifically about the type of business you are selling to. Because you have a book on *How to Save and Invest Money*, does not mean that your best customers would be banks and credit unions. In fact, it may be the exact opposite! Selling cookbooks to restaurants would be in the same thought process, and that would be tough. Instead, think about your sales in a more general way: "WHO would benefit from this information" is the key to finding customers. In our example of the book *How to Save and Invest Money*, the ideal readers may be high school students, or young adults. And where are these types of people? In high schools, malls, on social websites, etc. Look for opportunities for a gift with purchase, free gift for a download or membership, or look for local small business people who would want to donate these books to high schools to be given to promising seniors. If the books contain the small business name, logo, contact info, etc, it makes for a great advertising piece that will be kept and referred too over a long period of time.

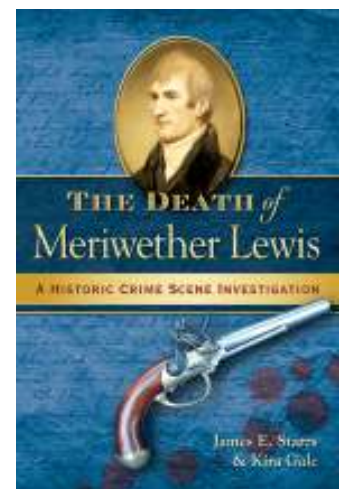
**The Cover Story – Peri Poloni-Gabriel**

(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) )

**Before:** This book is a historical account and the original cover feels disjointed with elements that are not relating to one another. The main character in the book is subordinate in the title. This book will be the first of a series of historical accounts.



**After:** Bringing history to life is the idea for the series. The graphic unit of the title, subtitle and image of Meriwether now work together. The background has added interest with an actual account written by Meriwether Lewis, given color and texture along with the blood spatters and gun to intrigue the reader. The name in the title now has the attention required as uses traditional fonts to convey the historic content of the book.



**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))

**Help Your Titles Grow.** Titles are like people in the sense that they will grow according to their individual needs and circumstances. Each title you publish may flourish by using habitual marketing techniques, but in most cases each one will be different enough to require a unique growth plan. Define the unique benefits each title offers its target readers, design a dual distribution network (bookstores and special markets), price each according to the value it provides readers, and create a distinctive promotional plan using publicity, advertising, sales promotion and personal selling.

**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))

How does one go about "Designing an Exceptional Life"? It's a process, a long battle between defeat and success, but in the end it's about having the mindset to see it through, to make it a reality. We know that at least part of the formula requires two words or actions: passion and perseverance.

The definition of passion is: a strong feeling of enthusiasm or excitement for something or about doing something. You will need this when you feel all hope is lost, it's the "why" behind your motivation.

The definition of perseverance is: the quality that allows someone to continue trying to do something even though it is difficult. You have all probably heard, "When you know your why, you can endure anyhow." Perseverance comes from knowing your why and then executing the how, regardless of circumstances.

When you combine the two, great things start to happen. Does it happen overnight? Of course not. Will it happen? Well, it depends on how bad you are willing to work for it.

**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.)

How is copyright created? If you have created an original literary or artistic work in some tangible form – in writing or on film or tape or canvas, for example – then you don't have to do anything. You automatically own a copyright in your work.

**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) )

I encourage writers to consider alternative work arrangements instead of forming a partnership. As an author, you might consider hiring help instead of forming a partnership. Publishing contracts are another good example of how to structure a business without forming a partnership.

**You're On The Air**  
(Benita Zahn, Noon News anchor and talk-show host on WNYT-TV, Albany, NY)

For women, wear what you're used to wearing. Put on the same makeup as you always do. Nothing garish, but something you would normally wear as street makeup. For men, powder your face, just a little to cover a receding hairline and tone your face down so you won't be shiny.

**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))

Have you ever looked at a photograph taken of your kids, pets or trees years ago? You were probably amazed at their growth over the years because you were unaware of their minute, daily changes. Your marketing plan can have the same impact on you. If you look back on your plans made years ago you will see how far you have come.

### 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 *DumpZone* no-nos are important to know from the get-go of your book creation.

Oh boy ... don't we all think our ideas are fantastic ... and discover that they don't work, they don't fit ... and you seriously wander, "What was I thinking ..." This is the *DumpZone*, all authors need one to just toss and forget ... and in many cases, avoid like the plague. *DumpZones* can involve people, places and things. You don't need the naysayers in your writing and book zone. If there are things that become a time drain, remove them from your "to do" list. If there is an environment that rains on your parade, don't go there.

One of my favorite sayings is: Don't do well what you have no business doing. How many times have you done down a path—sometimes all by yourself; sometimes by others luring you—and the "aha moment" drops in. *I need this like I need another hole in my head* realization rings in your head. When you move into the final stages of book writing and ruthless editing needs to be engaged, the *DumpZone* is about ruthless timewasters—some are people, some are environments, some are activities. Delete.

The *DumpZone* is a "Do Not Cross ... Author at Work" mentality. . And as a reminder, don't get detoured again.

Savvy author that you have become, you bring it all together which I rolled out in *Author YOU: Creating and Building Your Author and Book Game Plans*. It's your turn!

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.

### 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>)

Because of certain laws and union contracts, some corporations are now required to provide retirement planning for employees, as well as help for those they lay off or fire. Books are great resources for either program. Monsanto bought 800 copies of Crisp Production's Retirement Planning Guide to give to its employees to help them with their retirement plans.

### 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))

**Have a take-away.** Readers must receive some benefit. In most nonfiction books such as business, relationship, and how-to books, readers are not reading for pleasure, but to learn. Readers also want to learn from memoirs, biographies, and autobiographies while they enjoy a good read; they want to get something from every book.

## The Very Idea (Editorial by Brian Jud)

### Be prepared to talk about your book anytime, anywhere.

If you are proficient at speaking before groups, you may also be able to sell your books at list price following your presentations. This is called back-of-the-room selling, and it can be profitable. And superior speaking skills make your in-store events and library tours more effective.

Get meeting planners to buy your books beforehand. Persuade them to buy enough for everybody in the audience, and then refer to it during your presentation to reinforce important points. Encourage advance purchases by incorporating the cost of the books in your speaking fee.

Whenever Judith Briles is contracted to speak for a group, she brings her books with her. "People buy them at full retail. And returns aren't an option. Initially, I only accepted checks or cash. But when I got a merchant account, sales doubled," she said. Her personal record for onsite sales was at a conference in Salt Lake City where approximately 700 heard her speak. In six hours, she sold \$15,000 in books.



(Hear Judith speak on that topic during the APSS high-volume-sales conference, Nov 8 – 9 in Philadelphia. Details at <http://tinyurl.com/lr82o7n>)

You can still make money from back-of-the-room sales even if you abhor public speaking by having other speakers sell your products for you. Contact professional speakers who are knowledgeable on your topic to see if they would be willing to sell your titles for a percentage of the sale. Locate speakers in a nearby chapter of the National Speakers Association <http://www.nsaspeaker.org> or Toastmasters International at <http://www.toastmasters.org/>

## 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," available at Amazon.com in print, Kindle and audio and most other online and downtown bookstores. She is the executive director of SPAWN (Small Publishers, Artists and Writers Network). Sign up for her new newsletter, Publishing/Marketing News and Views <http://www.patriciafry.com>)*

**The Benefits of the Author Interview.** As the author of a nonfiction book, do you frequently seek interview opportunities and accept those that come your way? I suggest that you do. An interview with a blogger, editor, website manager or radio/TV show host can benefit you and your book in the following ways:

- Having your interview published in a magazine or newsletter, or at blog sites and websites, for example, is a good way for you to expand your readership and become more widely known in your field or on your topic.
- It gives you new material to use in your promotional efforts. You can point your blog, Twitter and Facebook followers to the interview. Post excerpts in your blog and at your website. Use

portions of it in your promo pieces, and so forth.

- The questions and your responses might inspire you to compose new articles for appropriate publications and even write new books or booklets related to your topic or the theme of your book.
- The line of questioning may give you some food for thought about your project, your promotional tactics and your career. Consider this an opportunity to reflect and possibly regroup and adopt new and better marketing strategies.

Interviews can be challenging. You don't always know how the questions will be framed, so you are pretty much speaking off the cuff. It's not easy to respond intelligently and succinctly on the spur of the moment. So each interview is a learning experience and good practice for future live presentations.

Tip: Toastmasters clubs are good venues to learn effective interview techniques as each meeting includes the opportunity to participate in Table Topics, an impromptu speaking exercise.

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

Are most of your clients in business rather than consumers? Send them a copy of your booklet as a "thank you" for their business, to arrive just before Thanksgiving in November in the United States. Doing this is a model of what you are about to suggest to them:

1. It's a way to stand out from the crowd during the holiday rush of typical greeting cards.
2. You are sending them something useful to help them throughout the year, different from a more common calendar imprinted with your company name.

**ACTION:** Suggest your clients invest in a quantity of your booklets, having you imprint the cover with their company name and contact information, for them to send so it arrives the first week of January. An ideal way for them to position it is "Here's to a great year, compliments of XYZ Company, [xyz.com](http://xyz.com)" You must receive their order about 30 days before they want to mail it, which means immediately upon receiving the one you send them in November. Nothing like a sense of urgency to prompt more sales!

**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))

**How to Make Your Newsletter Timeless.** Would you buy yesterday's newspaper, or read a month-old newspaper? Probably not. Even if the articles were interesting, you'd view them as "old news." Your marketing newsletters, however, can easily be made "timeless." The trick is to focus each issue on helpful, relevant, "evergreen" information, topics that won't immediately go out of date.

Providing helpful, relevant, timeless content in your newsletters lets you promote and distribute each issue for months- -even, years- -after its initial publication. In addition, if you are distributing your newsletters as formatted and downloadable PDF files, avoid adding the current month and year to each issue. Instead, use a number to identify each issue. For example, you could use 2-06 to indicate the sixth issue published in second year of your newsletter's publication.

With a little advance planning, you can even re-use topics first written for your newsletter as chapters in upcoming books and e-books, or as articles, blog posts, podcasts, or speeches.

### 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>)

XNote Stopwatch

<http://www.xnotestopwatch.com>

Losing precious moments to nonessential writing tasks? This digital stopwatch will help you track your time.



### Buy Lines -- Free Information to Help You Sell More Books

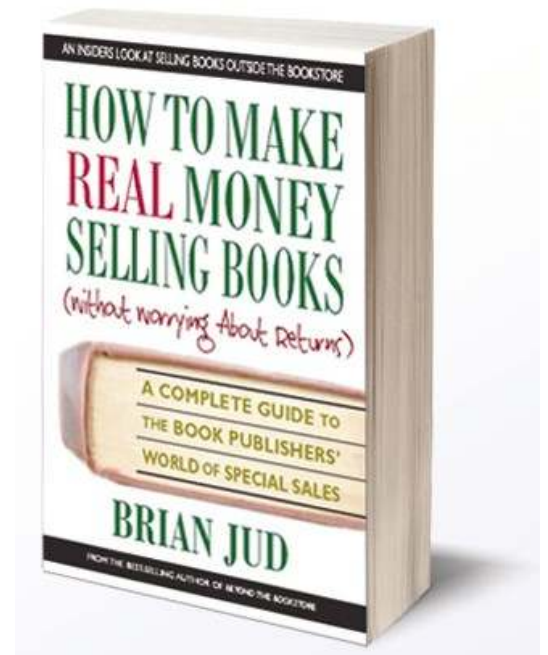
**Sell more books, more profitably to non-bookstore buyers**

**The most current and complete resource for increasing your sales and profits in non-bookstore markets.**

**The ultimate do-it-yourself guide to selling your books in large quantities with no returns. Not just who to contact, but when and how.**

**\$24.95**

[Order now](#)





**Do you need a jump-start to get your sales moving?**

**Do you have a quick question or two about how to get started in special sales?**

If so, consider a one-hour consultation with Brian Jud. Get answers that will ignite your sales efforts. Brian can help you create a quality product, distribute it to markets you may not even know exist, price it profitably and promote it more effectively so you can...

Sell more books

Beat your competition

Become more profitable

Sell in untapped, lucrative markets

Minimize -- if not eliminate -- returns

[Click here for more information.](#)

Do You Want to Increase Your Sales, Revenue and Profits?

**A one-day workshop *in your office* -- customized to your titles -- shows your staff how to make large-quantity sales**  
**Learn more!**



SPIRAL NOTEBOOK WITH PEN

### **Sales Promotional Items**

Use coffee mugs, pens, and thousands of other items to increase awareness and sales of your books.

Get a unique item -- a **bookmark** that actually **grows flowers when planted**. Print your message on it!



### **Book Central Station™**

The place to find book-publishing suppliers, based on referrals from previous users. *Book Central Station* is the only place where you can find people to help you write, publish and market your books -- with ratings posted by previous clients. At *Book Central Station* you can scan a list of suppliers, look at reviews of their work and make an informed decision to choose the ones with which you will work. And you can post your own experiences with them, too. Sign up for your FREE trial at <http://www.bookcentralstation.com/trial.asp>

**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](http://www.bookmarketingworks.com/mktgmattersnews)

To subscribe to *Book Marketing Matters* click here:

<mailto:[brianjud@comcast.net?subject=subscribe](mailto:brianjud@comcast.net?subject=subscribe)>

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](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>