

Here is your November 11 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

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**Top inquiries from the reps
for the week ending 11/8/13**

<u>Title</u>	<u>Quantity</u>
<i>Die Smart</i>	250,000
<i>Loukoumi's Celebrity Cookbook</i>	9,600
<i>Just a Girl from Kansas</i>	400
<i>A Resilient Life</i>	2,600
<i>Maximize Your Minimums</i>	1,100

News From APSS

(The Association of Publishers for Special Sales -- formerly SPAN)

APSS just completed our first Annual Sales Conference in Philadelphia last weekend. From all the evaluations it was a success. If you missed it, plan to attend or next conference that could be in a city near you. Here are some of the comments we received already:

"A dynamic conference with dynamic, knowledgeable speakers."

"I never realized there were so many different ways to approach book selling."

"No matter how much you know there is always more to learn."

"This conference taught a great deal about getting books sold out of the normal channels."

“Excellent. Well worth the investment.”

“The APSS Sales Conference was an intense, dynamic and fascinating event. I acquired a great deal of valuable information and made great contacts.”

The inner world of special sales has always been an area of publishing that nobody else covers for authors, and it is the hottest market for authors today!”

“Lots of relevant, timely and specific information for writers and publishers. Very empowering!” Ruth Crocker

“Whether you’re an author or publisher or both APSS can help you move forward with more information than you ever imagined. Great conference!”

“Awesome meeting at a great time for me to go for 0 marketing to infinity!”

“Wonderful conference to learn about sales and authorship.”

“I really feel more connected to the specialty world and I now have some immediate actions.”

“Every independent publisher who is working to increase their sales must attend this conference.”

“As an author, publisher and online book promoter I have gained insight into the world of publishing and sales through APSS I otherwise would not had access to.

“I recommend this program to anyone seeking to sell more books.”

“I woke up at 2:15 am buzzing with all the new ideas I learned. That was just after the first afternoon!”

“A hands-down must for authors determined to make money from their book and for independent publishers wanting to expand their business. Thanks very much!”

Can we help you sell more books? APSSolutely!

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)

Let’s Get Ready For Christmas – it is only 13 months away (for the promotional products industry)! Will you be ready? The Holiday season is a time for EXTRA corporate book sales. A time when companies give gifts to employees, clients, say “thank you,” or use the time to show goodwill. There will also be opportunities to spend corporate profits so if your book(s) relates to a subject that a company finds could benefit others, they may wish to donate your book(s) to organizations who would find them valuable.

Here's the bottom line. Start now! Christmas is a mere 13 months away! Get your piece of the corporate budgets by planning and planting seeds. The fruits of these labors will show up in the form of very "green" checks!

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.

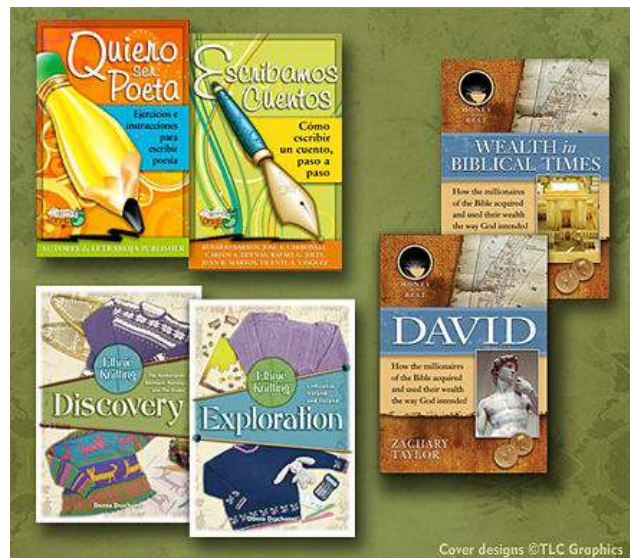
Signpost #5: Sales and Distribution. Sales should really be considered from the beginning – not just when the book is ready to sell. Usually a professional sales team becomes actively involved about 5-6 months before publication, when they can preview the book with accounts and get valuable feedback. That is also when they begin to sell the book in to major accounts. Smaller publishers often hire a distribution company to handle all aspects of the selling process since they have contacts and reach with all the major sales outlets nationwide.

The Cover Story – Tamara Dever

(Tamara Dever, Owner/Creative Director, TLC Graphics. For more information about producing beautiful and saleable books, please visit www.TLCGraphics.com.)

Designing a successful series is all about planning - for the publisher and designer. This task can be an added challenge for your designer, as graphic elements and typography must be created to specifically work for future volumes.

At the beginning of the project, your designer will want to know the longest and shortest titles in the series to ensure titles of every size will fit in their allotted space. Color schemes will be developed. Each book can carry an identical color application or the books' colors may vary while staying within the determined color palette. A series must be visually branded. To achieve this, often a logo for the series is created as seen in the examples above. Finding several photos or illustrations of the same style, shape, and/or size will also be important for future volumes. Design parameters are more strict when creating a series, but with thorough planning, your volume of books can reflect a valuable and saleable brand/



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>)

A few years ago, I was listening to a local radio station while running errands. I heard a disc jockey talking about making his first parachute jump. Since I had written several books on skydiving, I called the disc jockey who spoke to me during record plays. An invitation was extended, and I dropped by the radio station for an impromptu interview that lasted all afternoon.

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)

Chances are you already have an idea what the growth factors in your business are, but aren't yet isolating them like you should be. For example, if minimizing the cost of acquiring a customer is critical to your growth strategy, it's a growth factor. If converting a certain number of visitors at your website to convert to actual sales makes huge differences in your financial model, it's a growth factor. And if buying supplies cheaper and reducing your cost of goods sold enhances your ability to go to market, it's a growth factor. Your business is filled with growth factors just waiting to be discovered.

Knowing your growth factors is just the beginning. Once you realize what elements of your business drive the growth and overall success of your business, the next step is putting as much of your time and energy as possible into focusing on those opportunities.

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.)

What rights do I have if I own a copyright? Copyright is not one right but actually a bundle of rights. In general, the law gives a copyright owner the exclusive right to do and to authorize others to do the following:

1. Copy the work
2. Prepare derivative works based on the original
3. Distribute copies of the work to the public by sale or other transfer of ownership, or by rental, lease, or lending
4. Publicly display
5. Publicly perform

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)

If you are considering corporate stats for your writing or publishing business, start by learning about S corporations. They may be easier to establish, understand and manage than a C- corporation. This is where a tax professional and attorney can be an important asset.

You're On The Air
(Jim Bohannon, Host of the nationally broadcast Jim Bohannon Show)

We're just talking. The rest of the country is eavesdropping, but don't think of them. They're really not out there as far as you are concerned. We're just here and one or two of our friends will call in and talk on the radio.

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>)

As part of their ongoing public relations programs, some companies will sponsor worthy causes and special book publishing projects related to those causes. For example, Weyerhaeuser donated \$25,000 worth of paper to Melior Publications for the publication of *Washington: Images of a State's Heritage* to celebrate the state's centennial.

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 *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 and I will send you the link to unlock over \$2,000 in gifts designed specifically for the author.

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)

A tactical plan should answer the question you should ask yourself whenever you are in doubt about what to do next: What is the best use of my time right now? In each of the four strategic areas (Product, Place, Price, Promotion), describe innovative and specific actions you will take to employ your marketing weapons.

Author 101

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

Many agents will not accept unsolicited queries, proposals or manuscripts via postal mail and will discard them unopened. If your e-mail query stirs their interest, they may contact you to request a hard copy of your proposal or manuscript or to talk. Action Steps:

1. Be honest. Does the world need another book on your topic? Check bookstores and get in the know about what books exist. If you think that your book is better and brighter, then perhaps it's meant to be.
2. Don't let anyone talk you out of your dream. If you believe in your idea and it does not exist, then don't postpone success.
3. Search online. Search everywhere. Talk to bookstore owners; see what's out there. Study your competition. Learn what other authors have done.
4. Research your book's title. You might be surprised to find that your title already exists. Was it on your topic? The same title could be used for a book for kids and one about pets.
5. Create an outline. Outline your book and see if you are still glued to the project after you set up what your chapters are about, etc.
6. Write a Dear Reader letter. Try this assignment: write a letter to your reader and state what you plan to deliver in your book. It's a promise to the reader. You'll know after writing this letter

The Very Idea (Editorial by Brian Jud)

Good enough is rarely good enough. When something goes wrong, take the time to find and correct the cause of the problem, and then fix it properly.

If you cannot get into bookstores, re-evaluate your cover design, pricing and promotional plans. If you are in bookstores and sales are down, don't blame the stores or your distribution partner. Perhaps you need to increase your promotional efforts. Don't complain, just correct the problem. The squeaky wheel doesn't always get the most grease. Sometimes it's the first to be replaced.



Marketing Strategy

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

Your strategy must enable your publishing firm to deliver a unique array of benefits for a particular set of customers. Strategic thinking defines how you will price, distribute and promote your titles to each target

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 or www.GailMartinMarketing.com)

A great author website helps to keep your readers engaged with you between books. It also makes it easy to remind them that a new book is coming out, and to get them excited before the book ever hits stores. You can promote your book for pre-orders before it ever reaches stores. Both publishers and booksellers really like to see strong pre-order sales, because it's an indication that the book will do even better once it is on the shelves.

Are you resistant to writing a non-fiction book, yet you think or know you should because your industry or professional demands it? Tips booklets can be an almost-painless way to get that book written, while giving you product, motivation, and other benefits along the way.

You realized all too well a long time ago that a 100,000-word book takes time, financial investment, brain power, concentration, and lots of other things you are unsure about right now, before you even start thinking about what you'll do with the completed product. No matter how disciplined you are and how much you really want to get that book written, it looks like a vertical climb up a very high mountain from where you sit right now. If any of that was different, your book would have been written by now.

However, a 3000-word how-to tips booklet seems so much more do-able, especially when you hold it up in contrast to that book. It can almost seem like child's play in comparison, doesn't it? The tips booklet is the start to a book and can bring you a whole range of products and publicity along the way. By the time you get the book done, you will have climbed the mountain so gradually that it may have seemed more like a walk in the park.

Start with 50-100 how-to tips that are ways to accomplish things within your area of expertise. Those tips are best grouped in sections in the booklet, with no more than 10-12 tips per section. The booklet is a product unto itself for you to strategically give away and/or sell, online or offline or both. It starts and expands the range of people who know about you and what you offer.

The booklet is a skeleton for the book. You can then choose what paths you'd like to take to expand the booklet. You may start by writing an article based on a particular tip or a particular section. That article can go into an article directory such as www.EzineArticles.com or can be posted on your blog or other people's blogs. The articles can be 500-1,000 words, and you can do them as often or infrequently as you'd like. Each article translates into pages for that book you're in the process of writing.

Let's say it's easier for you to speak than to write. The booklet, again, becomes a skeleton for you to audio record an interview or a spoken segment of your booklet that also becomes more pages for your book once the audio is transcribed to text.

Depending on how eager you are to get the book done and how consistently you write or speak, just those two approaches of article/blog writing and recorded audio interview transcripts can move you along toward your book goal.

ACTION - Do the booklet so you have something that's not only a product but also the roadmap for writing the book. Take your next steps in bite-sized pieces that help make the process more enjoyable and more interesting for you, relieving some of what felt like a burden on your shoulders. By the time you're finished, you have a booklet, a book, articles, recordings, lots of publicity, and people who are eager to have more of what you offer - all forming the basis of a solid business foundation.

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)

The advantages of choosing a placeholder title. There's no questioning the importance of choosing absolutely the right title for your book... but, there are times when a temporary, or placeholder, title makes sense.

A placeholder title make sense if your project is stalled by an inability to come up with the perfect title. If more than a couple of weeks go by without progress, it's time to take a break and turn to other areas of your book proposal. Sometimes, the perfect title doesn't show up until most of the book has been written, as Sarah Susanka describes in her *Not So Big Life: Finding Room for What Really Matters*.

After completing all of the other chapters, Sarah was writing the Introduction to her first, brand-building, book, *The Not So Big House*, when the perfect title "just showed up on my computer screen." Suppose she hadn't completed her book proposal and book; suppose she had delayed moving forward on her proposal and manuscript until after she had identified the right title? Her book still might not have appeared!

The act of writing takes authors on a journey into the unknown, and it's the "unknown" where the strokes of genius often appear!

Helpful Website of the Wek – Adele M. Annesi

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

Nathan Bransford

<http://blog.nathanbransford.com>

Bransford still keeps the blog fires burning with regular posts on the writing life



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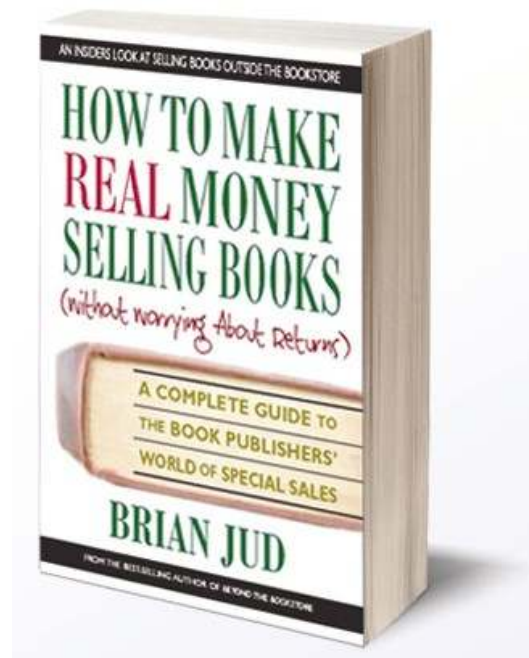
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Check out the Writers and Publishers Bookstore and give your favorite books a “Thumbs Up Rating.” Discover and rate the best books on writing, publishing and marketing
(<http://www.bookmarketingworks.com/index.php?pg=bookstore/bookstore.htm>)

Contact Information for Brian Jud

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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

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>

