

Here is your December 9 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 Marsha Friedman.

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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 25, Number 291 December 9, 2013

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**Top inquiries from the reps
for the week ending 12/6/13**

<u>Title</u>	<u>Quantity</u>
Giving Not Just For Very Rich	2200
Cook This Not That	500
Final Days of the Big Band Era	3000
Learning Basketball's Lingo	14,000
Hero Finds His Path	1,100
Attention Deficit Disorder	20,000
Die Smart	100,000

From APSS

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

APSS Presents Our Next Teleseminar -- Demystifying Subsidiary and Foreign Rights, by Cynthia Frank

Thursday, December 12, 6:00 pm – 7:30pm Eastern Time

In this teleseminar, Cynthia Frank will provide an overview of subsidiary and translation rights and guide you through the steps needed to handle your own rights outreach and negotiations. She will discuss:

- How you can make your book discoverable.
- How to research which agencies and individuals to contact.
- How and where to reach out to agents, scouts, and publishers.
- What your invitation and cover letters should include.

- What to do when an offer arrives.
- Negotiation strategies.
- Contract requirements and caveats.

NOTE: This will be a teleseminar (not a webinar). I will email the link to you on Dec 12

Register at <http://tinyurl.com/lq6swzh>

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Notes From the Front Lines

(Excerpted – with permission – from the Book Publishers' Handbook, by Eric Kampmann, President, Midpoint Trade Books ekampmann@aol.com)

There is nothing quite as deadly to publishing as the “artificial deadline.” Remember this is the book business. We are not entrapped in the horrific daily deadlines of newspapers or the weekly or monthly deadlines of magazines. Books do have publication dates but frequently these dates are not seasonally driven, nor should they be. The beauty of the book-publishing process is that it is more than acceptable to publish a book when it is ready. Yes, the big retailers want predictability, but still that does not tie you down to a certain month or time of year. Furthermore, the independent publisher has a significant advantage over their bigger brethren because, unlike the folks at the giant publishing firms, you are not tied down to an assembly line approach to getting the book out and marketed. The smaller publisher has the longer runway and if by chance the book is slow to take off, well you have plenty of time and space to still launch without crashing and burning. And yes, there are better and worse times to publish and yes, there are lead times, but if you need a longer gestation period, well, take it. And if you need a year to properly market your book, then take the year. Great journeys can begin with small steps.

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>)

You can wring maximum value out of your work by re-purposing your core content into other products. Those versions may be for Web-based downloadable books, eBook readers, compact discs, articles, special reports, compatible (non-info) products, seminars, consulting and digital audio. The electronic edition of your book may have even more features than the print version: color illustrations, sound, video and hyperlinks. Your eEdition will take up less space, be even less expensive to produce and will provide a richer experience to your reader.

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)

Large bookstores have thousands of competitive books surrounding yours on the shelves, each yearning for the browser's attention. But there is less competition in specialty stores. When people go to a specialty store, they want specific information and they are willing to pay for it. In addition:

- 1) Your promotional dollars are more efficient because of less wasted circulation. You can be specific in the ways you contact people and the benefits you present.
- 2) Your title may be the only one available in a place where there is no competition and no price comparison. You can offer your books for sale in car washes, doctors' offices, banks, restaurants, ski lodges, movie theaters, appliance stores or coffee shops.
- 3) It may be easier to sell to specialty stores than to larger retailers. Proprietors of small businesses look upon books favorably as a special service to their customers, a source of incremental revenue.
- 4) The individual orders will typically be smaller than those from larger customers, but you will find the buying period shorter, the process less formal and access to buyers through mass communications.

The Cover Story – Kathi Dunn

(DUNN+ASSOCIATES designs stellar book covers and marketing materials for bestselling authors, traditional and indie publishers, and fast-track experts so they can build credibility, open new doors of opportunity, and create positive change in the world. Since 1985. Contact Kathi at kathi@dunn-design.com or <http://www.dunn-design.com>)

This cover design is for one of our European clients. The Swiss author is known globally for his work in IT problem solving. We keyed in on his unique approach which focuses on leadership and team in this clean, no-nonsense, hi-tech design.



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)

"Goals are the fuel in the furnace of achievement" says Brian Tracy in his book, Eat that Frog. First one finds the desire to set goals; I want to do _____ in life! Then the race is on, you have a mark, a place you want to go, the final destination has been set. But the real work is in the execution of the goals, it's in the process used. If you don't have the process in place, the goal is that much harder to reach. Determine your process, then set the goal!

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.)

The third of three of the more important legal considerations that nonfiction writers should be familiar with are libel, and the rights of privacy and publicity:

Right of Publicity: The right of publicity is a person's state-law governed exclusive right to use, and to prevent the unauthorized use of, his or her name, likeness or other aspect of his or her persona (collectively

referred to as persona) for commercial gain. The definition of “persona” goes beyond a person’s image and can include words or sounds that are intended to remind the audience of the person, a look-alike, a nickname or phrase commonly associated with the person (like “the Donald” and “You’re Fired!” for Donald Trump), and even a person’s former name. Therefore, the potential for a right-of-publicity claim exists any time you use someone’s persona (or even an imitation of it) in your book, article, or other literary or artistic work. But there are two main exceptions: incidental or artistic use and newsworthiness.

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.

Pam's Book Marketing Tips - Pam Lontos

(Pam Lontos is Author of "I See Your Name Everywhere" and recipient of the IRWIN Award for "Publicist of the Year" and President of Pam Lontos Consulting, Tel: 407-522-8630; Pam@PamLontos.com; www.PamLontos.com, www.twitter.com/pamlontos, www.facebook.com/pam.lontos)

When you speak to groups about your book, have a hand-out. Don’t make your hand-out an ad. Put in interesting facts about your topic that benefit those in your audience. Don’t make it a fill-in-the-blanks format. Make it something the audience would want to keep because it’s valuable or interesting or fun. It could be “10 Tips on Buying a House” or “Foods Highest in Antioxidants.” This way, they will take it home and want to buy your book for even more information. Often people see or hear of your book but then forget the title before they have a chance to buy it. With a hand-out, they have the name of your book with them.

You're On The Air

(Nick Peters, Vice President, MediaLink)

It is incumbent upon the talent to be prepared to either answer the tough or unexpected question or know how to deflect it.

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>)

Textbooks make up the major portion of book sales to schools and colleges. The best way to get your books adopted for classroom use is to get samples of your books into the hands of the instructors or school boards who make the adoption decisions. And the best way to reach these decision makers is through direct mail.

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)

Some authors mistakenly think that it's unnecessary to promote books of fiction. They believe that once their novels, short stories, and poetry are published, literary acclaim, huge book sales, and big advances for subsequent books will automatically follow. Sorry to say, they're wrong — very wrong. The market for fiction is densely crowded, and the competition for readers is fierce. Readers of fiction have many options, including other books of fiction, nonfiction, magazines, newspapers, and the Internet. Without publicity, first-rate fiction can get lost in the crowd, languish, and not sell; it happens every day. Lack of sales can hurt authors' careers because when publishers make their acquisition decisions, they consider how the authors' prior books sold.

The Very Idea

(Editorial by Brian Jud)

Networking can help you break the ice with people and enhance your book sales. Networking is an organized method of making links from people you know to the people they know, gaining and using an ever-expanding base of contacts. It is the personal process of connecting with others to exchange information, advice, contacts and support. Networking is power. If you have the right information you are more likely to be in the right place at the right time.



10 Tips For Breaking the Ice Through Networking

1. Be genuine and authentic
2. Prepare for each contact
3. Meet as many people as possible
4. Hold volunteer positions in organizations
5. Ask open-ended questions
6. Become known as a powerful resource for others
7. Know your Unique Value Proposition
8. Be able to articulate what you are looking for
9. Follow through
10. Follow up

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)

Your vision statement is the description of your purpose for being in business, the reason you go to work every day. It reflects the core values upon which you stage your everyday operations and it mirrors the standards that you and your employees apply in the way you deal with your customers, prospects and the public.

Marketing Strategy

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

Strategic thinking creates consistency of performance. Frequent reinvention is usually a sign of poor strategy.

and a sure route to mediocrity. Continuous improvement is a necessity; but it must always be guided by strategic direction.

Guest Columnist – Marsha Friedman

(Marsha Friedman is President EMSI and may be reached at mfriedman@event-management.com or <http://www.event-management.com>)

Where To Focus Your Pitches. Local radio shows on the 250-watt or 1,000-watt AM stations are a great place to start. There's also internet radio, which is becoming more popular and could be another good way to get started. With more radio shows going to national programming the weekend programs are also the best place to find radio shows that are looking for guests. For TV go after your local morning news programs or weekend lifestyle segments. And there's also community-access cable, which can be relatively easy to get on and can provide wonderful experience and a way to build up your confidence on camera.

Booklet Ideas – Paulette Ensign

(Paulette is President of Tips Products International,

Follow me on Twitter: <http://twitter.com/pauletteensign>)

Are you wondering what the best topic is for your tips booklet, or what your starting place is, or how many booklets to do to be credible and lucrative? In fact, you may have so many ideas for those booklets that your challenge is deciding which one to do first. Depending on what your intention is, there are several ways for you to determine where to start, what to do next, and how many booklets you actually need to create.

SAMPLER BOOKLET - Let's say your expertise has different sub-headings to it, and you think you'd like to do a tips booklet on each one of those sub-headings. One solution is to do a single booklet with a chapter of tips representing each of those sub-headings. This is a sampler booklet. That way the reader gets an overview of different ways you can help them as they sample tips from different parts of your knowledge and ability. All the sub-headings are related, and the booklet becomes an ideal starting point for you and for your clients. It may be the first or even the only booklet you end up doing.

SPEAKER TOPICS - Another possibility exists if you are a professional speaker with several signature speeches or particular workshops you consistently present or want to present. While a sampler booklet can also be a good idea for you, you might consider doing a single booklet for each one of the signature speech or workshop topics. This gives you the option of having a ready-made handout for the audience when you do speak on that topic, or an opportunity to sell just the booklets in quantity to your decision maker if they say their budget has no space to hire you to speak right now.

RECURRING CHALLENGES - What if you see a particular challenge within your broad expertise showing up repeatedly among your clients? The challenge may happen often enough that it's very likely that many other people are having the same or a similar challenge. You could create a how-to tips booklet dealing with that specific issue, and the second most recurring challenge as a second booklet, and others based on what you observe of additional challenges.

As you ponder the possibilities with the many topics to address and the many booklets you could write, the above suggestions can help you zero in on what can be most helpful to your people and, in turn, to your business.

ACTION - Notice what is happening with the people you serve and those you want to serve and how that all relates to what you want your business to be. Doing that supports making choices that make the most sense for your investment of time and energy and focuses your attention. Notice the questions people continuously ask you. The answers to those questions are the grist for your booklet whether it is a sampler booklet, one on your speaking topics, or related to recurring challenges of people who want what you've got.

Book-Marketing Tips – Roger C. Parker

(Roger C. Parker is the \$32 Million Dollar Author. Test your Book Publishing IQ at his

Take the time to explore all coaching alternatives. Many authors find that income from coaching not only supplements, but can far exceed, income from book sales. Coaching also provides authors with new insights into their reader's needs, contributing to the creation of follow-up books and information products.

However, other authors find personal coaching to be draining and frustrating. The difference between a successful and an unsuccessful coaching experience is often based on the type of coaching offered. There's more than one coaching model: Milana Leshinsky, author of www.coachingmillions.com, has identified 5 business models for coaches.

Use resources like new Coaching Program Planner MindManager template in Published & Profitable's member area to explore all alternatives and make the right choice.

Helpful Website of the Week – 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>)

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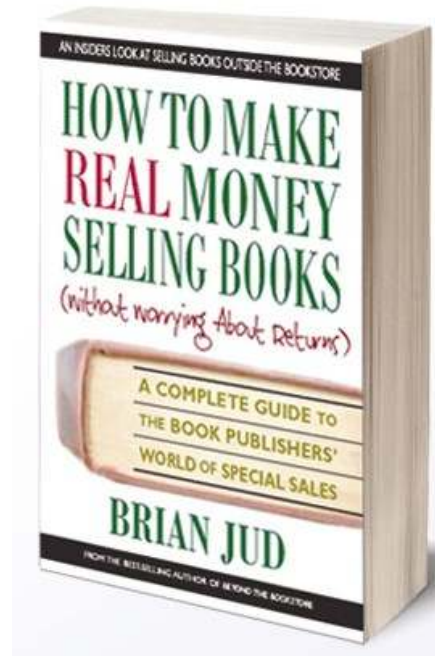
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Contact Information for Brian Jud

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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>

