

Here is your December 23 edition of the *Book Marketing Matters* special-sales ezine by Brian Jud. It contains regular columns with tips from Dan Poynter, John Kremer, Guy Ahtzahn, Rick Frishman, Eric Kampmann, Paulette Ensign, Judith Briles, Gail Z. Martin, Tonya Evans and Roger C. Parker. The guest columnist in this issue is Scott Lorenz.

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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 26, Number 292 December 23, 2013

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**Top inquiries from the salespeople
for the week ending 12/20/13**

Title	Quantity
365 Easy Slow Cooker Recipes	500
Bloody Mary Club	500
Busy Woman's Slow Cooker Recipes	500
Lincoln Speaks to Leaders	600
The Leader's Digest	600
The Infinite Power of Teams	600

**NEW! APSS can help you get more exposure on YouTube, Twitter, Facebook and for your website and blog
(The Association of Publishers for Special Sales -- formerly SPAN)**

Social Networking Blitz

Get 10,000 YouTube views, 2,000 new Twitter followers and 5,000 new Facebook likes.

Social Bookmarking - 275 Sites

Social bookmarking is one of the fastest acting SEO options currently available. We submit your website to 275 social bookmarking sites, helping to promote your book. These are sites like Digg.com, Wirefan.com, weblinker, linkagogo, videobookmark.com, and many more. The sites will show a link to your book trailer, author spotlight interview, website and places to buy your book.

Exposure for your website, blog or Facebook page -- 2000 websites

Directory Submission is one of the most tried and true ways of getting your website, blog or Facebook page seen. It involves submitting your website to yellow page like sites so that users browsing those sites can find

you when they look at a certain category of books. This method has worked very well for book submissions and has been recommended by Google itself. Every order comes with a report of the list of directories we submitted to, the time it was submitted, and the category we picked for that directory. We will open a new gmail account for you so that you may click on all the confirmation links for the directories. Submission to 2000 websites

Get your website listed in 100 video search engines

Search engine submissions are essential to get your website listed in as many video search engines as possible. The basis of SEO works to gather viewers from organic search traffic. Because of that, being included in as many search engines as possible makes it easier for consumers to find your book, book trailer, and author video interview. Examples include: MSN, BLINKX, GOOGLE VIDEO, LYCOS, ADDICTING CLIPS, BLIP.TV, YAHOO VIDEO, GOAL.COM, LOOK SMART, TOTAL VID and many more.

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Links to Recordings of All 2013 APSS Webinars

APSS conducted 26 webinars in 2013 on a variety of book marketing topics, by many expert speakers. There is a list of them plus a link to the recording of each at <http://tinyurl.com/lkuc53p> -- most are 90 minutes. We have another 26 planned for 2014 on other topics to help you sell your books more profitably.

Can APSS webinars help you sell more books? APSSolutely

Notes From the Front Lines

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

Beware of the January Publishing Cliff. From late spring to late summer all eyes are on the very important fall selling season. Sales conferences, Book Expo, the fall catalog all point to high expectations for great success for the entire list of brand new titles. Yet when the radiant colors of the season have passed, the winds of winter become evident. And if too much emphasis has been placed on the fall list, then the winter will be long, hard and cold indeed. As December turns to January, bookstores and wholesalers feverishly begin to pack up overstock to be returned to sender. And if the list of new titles is sparse come winter, then many a publisher will experience a significant cash flow squeeze. Therefore, it is important to spread your list of new publications over the whole year. January and February, for example, are strong months for finance and self help. It is important to plan from a financial as well as a marketing perspective.

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>)

Focus on specialty stores not bookstores. For example, the largest dealer for my parachute books is a parachute catalog. Books are also sold to skydiving schools, parachute clubs and parachute dealers. These dealers purchase books by the carton, think a 40% discount is wonderful and pay within 30 days. They never return a book. Compare that experience with bookstores. Today, I have a distributor to handle the book trade so that I may concentrate on my passion center: the user groups.

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)

Independent publishers may have an edge over larger publishers in the sense that a company may not want a bestseller as a premium. If *everybody* already has it, it would be less desirable as a sales promotional tool. A less known, but equally applicable title, may be preferred. For similar reasons, your prospect may want an exclusive on your title. It will not want to waste its promotion dollars if someone else is offering the same title in a promotion.

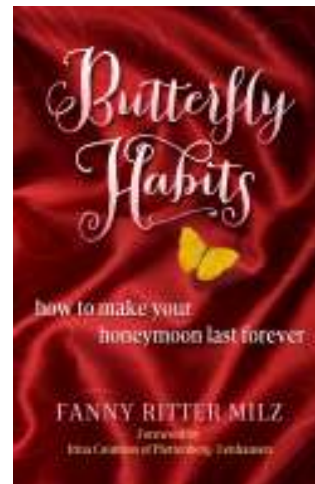
The Cover Story – Kathi Dunn

(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 book strives to help women realize the power of taking small steps to achieve great results. *Butterfly Habits* aspires to unleash the unique, feminine leadership flair for keeping love alive.

The cover design conveys passion and hope with a fanciful treatment to the title which will be used as a branding element in the author's business endeavors.

International relationship expert and author Fanny Ritter Milz tells us, "Having a compelling cover is the most critical element to succeed in sales and one of the most important investments of a book project."



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)

As we all start to wrap up 2013, you have to think about two things, we all do! Did we accomplish everything we set out to and what is store for me in 2014? First, never beat yourself up for anything that has already happened and also don't ignore it, learn from it. If you did not accomplish all you set out to do, what could you have done differently?

We would suggest you start thinking and celebrating what you plan to accomplish in 2014. Planning for 2014 does not start January 1st. It starts now! On the flip side, if you accomplished all you set out to, what's next? How are you going to leverage this year's success into next year's accomplishments? Go into 2014 running, sprinting, full of energy. Don't try to start the engine January 1st!

So what do you do if you want to make 2014 a year to remember? It's simple, you start designing it today. You find advisors and mentors that can help you get there (that have been there and know the way) and you meet/network with the people who want to help you achieve your visions.

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 is copyright registration and do I need to register my work? Registration of your copyright creates a public record of the facts and circumstances pertaining to it. While registration is not necessary for your copyright to exist, You should register it for further protection. The Copyright Act gives you certain advantages under the law if you do register your work.

- File an infringement lawsuit
- If registered before or within five years of publication, registration establishes sufficient (a/k/a prima facie) evidence in court of the validity of the copyright and of the facts stated in the registration certificate.
- If you register within three months after publication of the work or prior to an infringement, the burden of proof shifts to the defendant who is then required to prove that infringement did not occur.
- If registration is made within three months after publication of the work or prior to an infringement, statutory damages and attorney fees will be available to the copyright owner in court actions. Otherwise, only an award of actual damages and profits is available.

Registration allows the copyright owner to record the registration with the U.S. Customs Service for protection against the importation of infringing copies.

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://rsm.us/youpublish>)

It's entering book awards time. What do you do when you win a book award? The savvy author tells others about it. Don't count on your publisher to do it if you are published by someone other than your own company. Get your computer open and:

1. Create the publicity to now support your book and drive up book sales. Write a media release that includes who awarded you, in what topic area. Make sure you include your book title (I've actually seen this forgotten), you as the author, publisher and where the book is available. For example, I live in Colorado—the top book store in Denver is the Tattered Cover—include that the book is available (and make sure it is). If you have a judge's comment and appropriate, include it.
2. Tell the media world ... it's bragging time. Send the media release to your local newspapers, TV, radio or any organizations you belong to.
3. Think social media. Let your Twitter, Facebook, LinkedIn Fans know ... add the link to Amazon's page for your book. You can create a video and post on YouTube. When I hear about AuthorU members or Book Shepherding clients, it is immediately posted on our Facebook Fan pages and announce in The Resource eNewsletter.
4. Have a photo with you, your book, award ... post it, post it, post it ... on all social media sites. If appropriate, link to them as well.
5. Blog it ... blog about it on your blog; and if there are other blogs you've been following or are appropriate to connect with ... announce to their world as well.
6. Add that you are an Award-Winning Author to your signature line for all emails.
7. Don't forget your website. Get it on the Home page—include a photo of you and your award and book. Add it to your Media page ... if you don't have one, create it—use the logo of the group that honored you ... once you win one award, that seem to start multiplying. Add to the page as they come in.
8. Bravo ... it's celebration time—share it with your friends—have a party!

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 Approaching The Media, Think Of Only One Thing: The media is thinking, "What's in it for me?" They survive on advertising dollars. They have to constantly provide material that people want to read, watch or listen to. The bigger their audience, the more they can charge advertisers. Help their audience (readers or listeners) solve their problems or fill their needs. Know these key facts about your market: Age, sex, lifestyle, profession, problems, and needs. Once you've identified these points, address them when getting publicity for your book.

You're On The Air

(Eric Marcus, former producer for Good Morning America and CBS This Morning)

A good guest is an engaging guest. Lively. Funny, if appropriate. Someone who knows the length of the show and can adjust the length of his or her answers accordingly.

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>)

A company could offer one of your books as a free gift to prospects that will listen to their sales presentation. For instance, insurance salespeople could give away a tax guide to everyone who listens to their pitches.

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)

Now that you understand some of what writing and publishing entail, it's essential that you be aware of a few additional concepts. The first is that publishing is a business. Never forget that publishing companies are profit-making enterprises that exist in order to make money, because it will affect both your and your publisher's decisions.

When writers get involved in publishing, they often enter at a serious disadvantage. First, they're outsiders who can easily be swallowed up by a mysterious, complex, and often baffling industry. When they enter the publishing world, the playing field isn't level. Like Las Vegas, publishing is stacked in favor of the houses. The publishers exercise the power and control, and they play by their rules—and those rules exist to ensure that the publishers make money.

Writers often encounter problems because of their naiveté. They attach romantic notions and lofty ideals to publishers; they think that the industry exists to advance the art of literature and culture and believe that they're a part of a noble pursuit. Writers are often blinded by their need to become published authors, so they're willing to swallow whatever it takes. They often fail to realize that publishing is a business; its primary objective is to make money. Virtually all publishing decisions are based on the bottom line.

Six huge, international companies control some 80 percent of the publishing industry. These companies are businesses that deal in the commodity of books. Although they may have high artistic standards, they are not charities or benevolent associations. They are not cultural foundations that exist solely to serve writers and the public good; they are businesses that exist to make money.

For writers, this understanding is critical because it can impact whether they can get their books published and make them successful. The need for books to make money is a reality, and if writers hope to succeed, they must shape their books in ways that will promote publishing companies' needs.

The Very Idea

(Editorial by Brian Jud)

Planning is like laying track for a railroad -- it establishes a solid foundation, provides a path to your destination and controls deviation. And it helps you move forward when uncontrollable events occur. But just as the track does not propel you forward, neither does your plan. Your passion and productive action provide the fuel for the engine taking you on your journey to success. Create your plan for 2014 during this relatively slow period so you can start the new year full steam ahead.



(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 reduces your annual plan to a doable action plan, a "To Do" list, a reminder of what you need to do in the short term. Not all tasks need be performed at the same time. Prioritize your activities and divide them into quarterly, weekly and then daily lists.

Marketing Strategy

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

Make two lists (and check them twice), one containing the tasks required to keep your business operating profitably, the other a record of what you enjoy doing and do every day. Now compare them to see if you are doing what needs to be done or what you like to do. Incongruence does not mean you must stop doing what you enjoy; it simply points out where you need assistance.

Guest Columnist – Scott Lorenz

(Learn more about Westwind Communications' book marketing approach at <http://www.book-marketing-expert.com> or contact Lorenz at scottlorenz@westwindcos.com or by phone at 734-667-2090. Follow Lorenz on Twitter @aBookPublicist)

What Authors can Learn from The Promotion of Anchorman II, Starring Will Ferrell as Ron Burgundy

"Anchorman II: The Legend Continues" is the highly anticipated, long overdue sequel to 2004's "Anchorman: The Legend of Ron Burgundy". The first film quickly became a cult classic with its quippy one-liners and hilarious cast. The sequel premiered December 18. Leading up to the movie's release, the "Anchorman" team took promoting the film to another level.

Ron Burgundy was EVERYWHERE. In the year and a half following the announcement of the sequel, there was a museum exhibit, a book, a Ben and Jerry's ice cream, a new brand of Scotch, TV commercials for the Dodge Durango, an iPhone app, TV cameos, viral videos, a website chock-full of GIFs, a college was even renamed after Mr. Burgundy.

So in the marketing and promotional spirit of Ron Burgundy here are some tips authors can use in the promotion of their own books.

1. Don't hesitate doing a small town, small market local news show as it might have national implications. 'Ron Burgundy' made a guest appearance on a local news program somewhere in small town North Dakota. The clip was so funny it was shown on news casts on all networks all over the USA. I've seen author interviews on local news picked up on by the national affiliates of FOX, CBS, NBC and ABC and shown across their syndicated network. In fact many stories are put up 'on the satellite' so other affiliates can grab them and run the story. Sometimes those stories are localized by adding a local twist. Furthermore, the national news desks have people in the news room whose job it is to push and promote those stories to other national affiliates. Contact your local news outlet for an interview and don't hesitate to travel to a small market for an interview. Here's the infamous North Dakota TV clip in its entirety. <http://youtu.be/2b5lhzGuMPg>
2. Write your own testimonial. In his book *Let Me Off at The Top* 'Ron Burgundy' put his own blurb right on the cover: "**This is One Hell of a Book!**" Most authors agree their book is "One Hell of a Book" but it's rather self-serving, but who can say that FOR you? Find that person and get that testimonial. I'll often ask an author if you could get anybody to blurb your book who would it be? Make a list of the top ten. Then if it's in the realm of possibilities go out and get it. Check out the book trailer here: <http://youtu.be/to2UYdirkpg>
3. Be willing to travel all over the country. 'Ron Burgundy' went from North Dakota to Connecticut, to to Los Angeles and New York. Obviously travel costs money but, so does **obscurity**. If nobody knows about your book what was the point in writing it? Your book is a 'start-up' spend time and money to promote it. Get your name and your work out there and as far out there as possible. Don't settle for "hometown press" with the headline "local man/woman publishes book" story. Take your work and promote yourself across the country. Look to special events like book festivals across the nation that you can tie to your book. Check

out this list of [book festivals](#) and plan to attend a few.

4. Target internationally. "Comedy is very subject to local and cultural sensibilities," Andrew Runyon, Paramount's Vice President of interactive marketing points out. "It requires a little bit more customization." In order to be equally relevant and funny in America as well as abroad, Will Ferrell created some videos for markets in the U.K., Ireland, and Australia. How can an author do this? Delve deep into the messages, themes, and characters of your book. Think about different cultures and how they might perceive your work. Make your book appeal to different nationalities. Show them why your book is as relevant in America as it is in Italy or England. YouTube goes worldwide, so does your Pinterest page and so do most press releases. I get phone calls and inquiries from all over the world requesting my authors conduct interviews. If you are not trying to get attention worldwide it won't happen by itself. Check out this clip from Australian TV. <http://youtu.be/K0oIH1FmP1Q>
5. Ron Burgundy clips are shown on local newscasts. Context is key. "Part of the reason these clips work so well is that it's placing Ron Burgundy in a modern context, something that adds a fish-out-of-water element to his already goofy charm," says Drew Taylor of [indiewire.com](#). Ron Burgundy found his niche in broadcast journalism. Think about where your book fits in best. A restaurant chef protagonist might sell well in Sur La Table or Williams Sonoma. A murder mystery book might gain press at a murder mystery themed weekend getaway. A lifestyle book may be picked up in a hotel bookstore that's renowned for team-building activities or company retreats.
6. Stir up a little competition with your readers. AdWeek.com's Christopher Heine explains, "Working with Zemoga, Paramount is employing a social media-styled casting call. The talent show-like initiative, 'Join Ron's News Crew,' asks people from around the world to audition for the positions of anchor (#TeamRon), meteorologist (#TeamBrick), sportscaster (#TeamChamp) and live reporter (#TeamBrian)." The people auditioning will post their videos online and hashtag which team they're on. Start your own social media competition. Encourage fans to submit videos, GIFs, artwork, or stories to win a competition of your choosing. Your fans could create the cover art or choose an alternate ending. They could win a day in the life of your lead character or be chosen to have a private lunch with you, the author.
7. Think big, but also think small. The Anchorman II promotional team was especially proud of their collaboration with Tumblr. Nine animated GIFs were pieced together in order to create a socially embeddable poster for the film. Cliff Marks, president of National CineMedia feels it is possible for GIF mashups to be the future of movie posters in this digital age. "These small, chewable formats are a cool way to present your content," he says. "And the studios are starting to make that content a focus."

The Bottom Line: Think like Ron Burgundy and consider some non-traditional marketing methods to get your book on the radar. If you ever want to become a top selling author get some swagger, step over the line and steal a line from Ron Burgundy, "I don't know how to put this but I am kind of a big deal."

About Book Publicist Scott Lorenz

Book publicist Scott Lorenz is President of Westwind Communications, a public relations and marketing firm that has a special knack for working with authors to help them get all the publicity they deserve and more. Lorenz works with bestselling authors and self-published authors promoting all types of books, whether it's their first book or their 15th book. He's handled publicity for books by CEOs, CIA Officers, Navy SEALs, Homemakers, Fitness Gurus, Doctors, Lawyers and Adventurers. His clients have been featured by Good Morning America, FOX & Friends, CNN, ABC News, New York Times, Nightline, TIME, PBS, LA Times, USA Today, Washington Post, Woman's World, & Howard Stern to name a few.

Booklet Ideas – Paulette Ensign
(Paulette is President of Tips Products International, Paulette@tipsbooklets.com)
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Expand Your Topic. Did the title of this article send shivers down your spine as you think about your expertise and what you've shared or are about to share in your tips booklet? Just because you are an expert on your topic doesn't mean you have to dilute anything by expanding it. In fact some forms of expansion will definitely enhance your position as an expert, in ways you may never have considered.

One of the first ways of expanding your topic is by taking it to a different industry, profession, or market, depending on how you define any of that in your universe. You may have expertise on how adults learn, and you may be focused on delivering most of your work within a college environment. What if you added corporate, military, or volunteer audiences to your mix? While you are still teaching information about how adults learn, you are adding different elements to what you teach, based on corporate demands, military structure, and volunteer attitudes.

Your tips booklets that start the basic, generic teaching about how adults learn are as applicable in colleges, corporations, military groups, and volunteer organizations. You can then do a second booklet for each to bring in the nuances that speak to each of those different adult learning settings. In the process of identifying different audiences, you expand your topic while keeping your basic expertise fully intact.

By the way, each of those audiences can also include people whose native language is something other than English or whatever your local native language is. Creating your booklets in additional languages also expands your topic without diluting it. That allows you to reach more people in the language most comfortable for them.

Expand to languages where there is a large enough demand to warrant doing that, whether within your own country or beyond.

Another way to expand is to go to different professions or industries. Starting with a generic tips booklet on presenting a professional image as a consultant can be modified to work well in other professions. How to present yourself professionally as a _____ (fill in the blank) will vary from profession to profession and location to location. Some are more formal while others most casual, depending on the industry and locale. Some people in the same profession are more formal within a city than in the suburbs or a small town.

Going to additional professions and industries can also be further expanded by adding other languages beyond the native one of the particular country or region you primarily serve.

ACTION - Look at who else can benefit from your expertise beyond the people you have now been serving. Be sure to ask yourself if you would enjoy working with the people you identify, regardless of how much of a match they may be for your knowledge. You may be an idea generator who would be very unhappy working with highly structured people, or vice versa. Taking on one new audience or industry at a time lets you explore how good a fit it is with them before putting a lot of time and energy into developing the new direction.

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)

Test your book's proposed title. Avoid the temptation to commit to a book title until you find out what your market thinks about the title. In the past, market research was usually too slow and too expensive to be helpful for authors. Now, however, with Internet access to free tools like Survey Monkey, i.e., www.surveymonkey.com, you can easily test-market proposed titles and subtitles before committing to them. When testing titles, always offer a choice of two or three alternatives, and provide space for survey participants to suggest an additional title, if they want.

Use separate survey questions for titles and subtitles. Subtitles are as important as titles. Simple online surveys, announced and promoted via e-mail and in your blog, can help you replace opinion and subjectivity with meaningful results among those whose opinions count the most--your book's proposed readers.

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>)

Query Shark
<http://queryshark.blogspot.com>

Query Shark is a blog by Julie Weathers for fiction queries only. She advises when queries are posted (not all submissions are), but it's a great place to get feedback. It allows participants to send a revised query letter after the critique.



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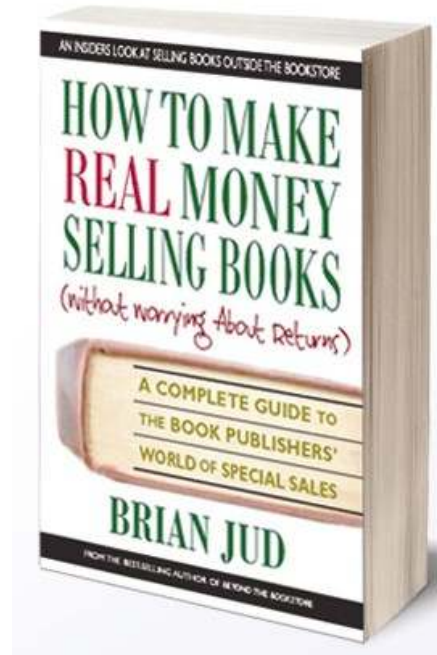
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(<http://www.bookmarketingworks.com/index.php?pg=bookstore/bookstore.htm>)

Contact Information for Brian Jud

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

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>

