

Here is your January 6 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 Lin Lacombe.

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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 salespeople
for the week ending 1/3/14**

Title	Quantity
<i>Maximize Your Minimums</i>	8000
<i>Make Yourself Ageless</i>	5500
<i>Hero Finds His Path</i>	6200
<i>No Excuse!</i>	900
<i>Pork Chops & Applesauce</i>	1750
<i>Untold</i>	2300

**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)**

APSS can have your book displayed at staffed trade shows around the world

Have you ever wanted to display your books before thousands of people at major national or international trade shows, but didn't want to spend thousands of dollars to do it? We have reached an agreement with The Combined Book Exhibit® (CBE) to display APSS members' book(s) at events for one low flat fee per show.

CBE displays your book(s) with those of other authors and publishers at shows with heavy traffic. CBE also creates a catalog for each show it attends, and keeps a comprehensive database on its website with your contact information for an entire year.

Below are the upcoming deadlines for staffed displays of your book at these shows. See how much money you

can save by having CBE exhibit at major shows by visiting <http://tinyurl.com/b8tk5t5> Register with your APSS membership number (insert it at APSS ORDER NUMBER).

Bologna Children's Book Fair - February 08, 2014

Michigan Reading Association - February 20, 2014

The London Book Fair **New Title Showcase** - February 27, 2014

Texas Library Association -March 19, 2014

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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>

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)

A lot of confusion exists around the concept of "Pub Date." Some think that "Pub Dates" are unnecessary or have no impact on your publishing strategy, but I would disagree. First, let us remove the confusion of terms. "Pub Date" is not the same as "Bound Book Date" or "Ship Date." "Bound Book Date" refers to the time when the book comes off the printers press. "Ship Date" refers to the time when your warehouse releases backorders and begins to ship your title to book store accounts, including wholesalers. Then finally comes "Pub Date." This is the day when you really begin to market your title to the consumer. This is when you should begin media appearances, advertise or have display promotions in stores.

The time from "Bound Book Date" to "Pub Date" should be between 4 to 6 weeks. This time must be allowed for you to tee your title up from the time it leaves the printer's plant to the time it is displayed in stores to support your marketing efforts. Finally, remember that whatever you plan to do to support the publishing of your book, you must leave enough time to develop and implement your strategy.

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>)

Navy libraries spend more than \$3 million each year on books. The International Communications Agency (formerly the U.S. Information Agency) runs 129 libraries in 110 countries with 6,000 to 25,000 volumes each and devotes about \$2 million each year to procurement. They like to see brochures and review copies.

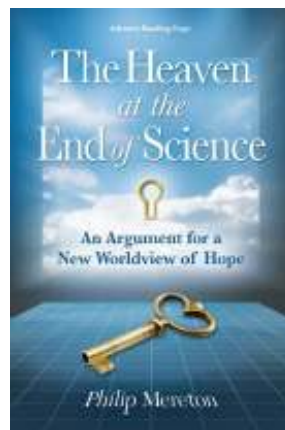
Ideas for Selling to Non-Bookstore Buyers – Guy Achtzehn
(President of The Promotional Bookstore, offering commission-based sales of books to non-bookstore buyers, guy@msgpromo.com)

The day you publish your book is the day you stop being an author. That is the day you become a salesperson

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)

The cover for *The Heaven at the End of Science* visually shows the merging of two worlds; the linear world of science and the philosophical world of spirituality. The lock and key represents discovering hidden answers. This was achieved by the combination of 3 images and constructing a grid to lead the eye into the cover. A serif font was chosen for the traditional and established feel it would give to the title. Emphasis put on the most important words.



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)

For those of you that would like to know the history of personal development, *What Really Matters* by Tony Schwartz is the book to have on your nightstand.

In 1988, at the height of his career as a journalist, happily married and co-author of a smash number one bestseller, Tony Schwartz hit an unexpected wall. Why did the success he'd sought for so long suddenly feel empty? What was a truly meaningful and complete life, and who could show him how to live it? And how could he explore this wider vision without giving up his life in the "real world"? During the next five years he crisscrossed the country, meeting with mystics, psychologists, philosophers, physicians, and scientists. Blending the hunger of a seeker with a journalist's commitment to hardheaded inquiry, Schwartz interviewed, challenged, worked with, and sometimes befriended the key figures of a new, distinctively American wisdom tradition.

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 the Poor Man's Copyright and how can it protect my work? The concept known as the poor man's copyright says basically that you should mail yourself a copy of your work and not open it in order to establish the date that your work existed in case you ever need to defend your work or challenge a work you believe infringes on your rights. This, unfortunately, is a myth that continues to be perpetuated even by established writers and it should no longer exist in the writing world! The Poor Man's Copyright does not offer any additional protection beyond that which already exists once your idea is fixed and thus your work is created. Additionally it does not constitute a registration of your copyright.

Registration is easy (no need for a lawyer) and inexpensive (as low as \$40 if you register electronically -- as of this presentation) – a small price to pay to preserve valuable rights. Consider it an insurance policy.

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>)

Publishing Your Opinions via Op-Eds

A great way to get your name out there and establish majority credibility is to be published via an Op-Ed piece. Editors for them are slammed with queries ... to stand about the crowd, here are three tips to establish your credibility:

1. First, show you are legit ...who are you ... including the author of _____. Show you've got a track record of writing for legitimate places (the editor will infer you're a good writer, and probably easy to edit). Your pitch email itself is another opportunity to show your writing ability, so let a little personality in. If your email bores them, why would they want to subject their readers to a longer version of it?
2. Second, include a concise story pitch that shows you can write well in few words. (I recommend keeping your story pitch idea to 300 characters or less.) Pitches are SHORT and SUCCINT—here's an aha—the average movie that is sold/bought is in 15 words or less!
3. Third, include credentials or expertise in the subject matter (you are a CEO of a relevant company, Martha Stewart's right hand, Wolf Blitzer's secret source).

Remember Op-Ed pieces are about having an opinion—show yours.

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)

You Can Get Into Large Publications Now. Don't think you can't get into large publications: In reality, editors scramble daily to find people to interview who have knowledge on the latest issues and trends. Sandy Baker had never given a speech and her only credential was having lived through a tough time in her life. Because she was properly presented to the media, her first placement was in *U.S. News and World Report!*

You're On The Air

(Benita Zahn, Noon News anchor and talk-show host on WNYT-TV, Albany, NY)

The biggest fears people have when they come into the studio is that they'll look foolish, that they're not going to know what to do and not know where to put themselves. All you have to worry about is being comfortable. If you're not comfortable, you won't do well answering the questions. Sit down and feel at home. Talk to the interviewer. Ask, "What should I do? Who should I look at?" Ask if everything is in place. They'll tell you.

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>)

In the case of most special sales, be prepared to wait as long as six months or more before any final decision is made. Even then, it may be another three to six months before you receive the order. Most catalogs, for instance, work with at least a one-month lead time.

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)

Don't let your expectations, including any fears of failing or succeeding, stop you. Identify what you expect from yourself and from your writing and whether those expectations are realistic.

The Very Idea (Editorial by Brian Jud)

Bigger is not always better. Your book does not have to be hundreds of pages long for you to cover your topic effectively. Similarly, your literature and press releases should be only long enough to describe the benefits of your content adequately. Form follows function. Your answers to questions during your media performances should be brief and to the point. Be concise. Make every word count. As the saying goes, *Tell me quick and tell me true, or else, my friend, the heck with you.*



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)

Strategic planning recognizes that unique titles respond to various promotional tools in different ways.

Marketing Strategy

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

Poor strategic direction often results when goals are written in terms of unit sales or dollar volume, with profits assumed to follow.

Guest Columnist - Lin Lacombe

(Public Relations and Marketing & Literary Publicity Contact Lin at llacombe@earthlink.net)

Is your brand in TOE? Timely. Original. Engaging. Your title and design should be consistent through all applications. Continuity is key when it comes to the look of your business cards, bookmarks, postcards, posters, and website and all should have the same look and feel as the book. Your look or brand should resonate with you (and any person you are speaking to) so that when you say the name of your book, pass out a bookmark, say what you do for a living, "I'm the author of _____," it explodes and not fizzles. That said, *always* remember to carry your book, business card, bookmarks, etc. with you at all times. Always. All the time.

Booklet Ideas – Paulette Ensign

(Paulette is President of Tips Products International, Paulette@tipsbooklets.com)

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

Write a book - is that one of the things you have been saying you wanted to do and have yet to do it? You and a zillion other people have that in mind, with similar results. The book is still waiting to be written. The turn of the calendar year is often when intentions like this are declared. What if you could be a published author in less than a month of stating your intention?

In fact, some people have done it in a week or less, producing a viable, respectable, and highly useful publication. There are as many routes to the destination as there are people. Anything here seem appealing to you?

TIPS

Capture as many as you can of the suggestions you offer to people in your life on a topic that you love. The way to stay in the flow of it is to jot down or type the ideas as they come to you, without editing them. The editing comes later, after you've reached about 3,500 words. Before you know it, you've got a tips booklet, which can stand on its own or be the basis for combining with additional tips booklets or expanding to a book.

RECORDING

Speak into a recorder or have a conversation with someone about your topic. This works great if you are happier talking than writing. The recording transcript can then be edited and become a written booklet or book as described above in the Tips section. Having the recording also gives you an additional product to combine with a book or a booklet, so you've done double creation from a single effort.

Both of those approaches can be done in very short order, and may very well give you the energy and motivation to keep going. After all, getting started is often one of the bigger challenges you can face.

If you've already started awhile ago and are looking at what's next for you, it could be putting what you've got into a new format or a new language or going to a new audience or going online instead of only in print or print instead of online or more exotic or basic directions you've been pondering.

ACTION - Whether your new year starts January 1, some other time of year, or on a daily basis, you have the ability to take action on something you've been thinking about and have yet to do. If writing a book is something you've been talking about for awhile and you still haven't done it, can you identify what's stopping you? Maybe you really don't want to write it or don't actually have to write it to accomplish what you want. A tips booklet or a recording or some other information product could be a better match for you. Or you'll discover ways to write that book that you just never considered. Your first step is to decide what it is you want to do and then do something in that direction. It doesn't need to be immediately perfect. It simply needs to get started.

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)

Does your home page “tell-all” in the first screen? The opening screen that your visitors encounter when visiting your blog or website must be a "tell all" screen.

Without requiring scrolling or clicking, the first screen of your home page must engage your visitor's attention and convince them to spend more time exploring your message. The best way to find out if your home page "tells all" is to visit the Google Browser Size application. Simply visit www.browsersize.googlelabs.com and enter your blog or website's URL in the space provided.

How you'll benefit. The Google Browser Size application shows how the first screen of your site against an overlay indicating the amount of text and graphics visible with different monitor settings. You'll also be able to see the percentage of website visitors likely to encounter various text and graphic elements without scrolling or clicking. Visit <http://tinyurl.com/yaeednf> to learn more.

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>)

GoFundMe
<http://www.gofundme.com>

This is one of the best-known ways to raise money online, and allows users to get a free website. In minutes, users can personalize and share their fundraising campaigns. The site also offers responsive technical assistance.



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

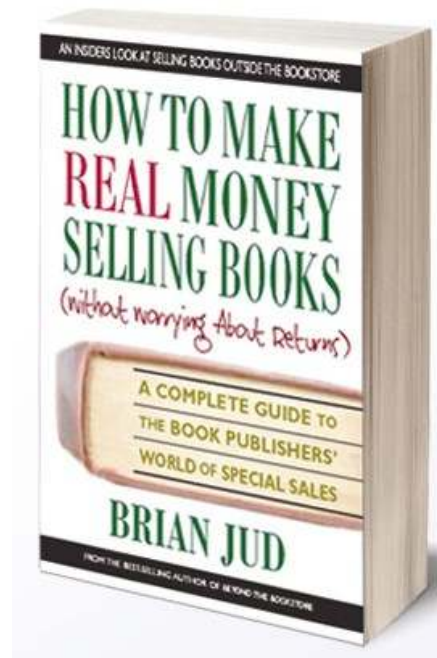
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Check out the Writers and Publishers Bookstore and give your favorite books a “Thumbs Up Rating.” Discover and rate the best books on writing, publishing and marketing
(<http://www.bookmarketingworks.com/index.php?pg=bookstore/bookstore.htm>)

Contact Information for Brian Jud

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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>

