

Here is your May 12 edition of the *Book Marketing Matters* special-sales ezine by Brian Jud. It contains regular columns with tips from Dan Poynter, John Kremer, Guy Achtzehn, Rick Frishman, Eric Kampmann, Paulette Ensign, Judith Briles, Gail Z. Martin, Tonya Evans and Roger C. Parker. The guest columnist in this issue is Patricia Fry.

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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 13, Issue 10, Number 302 May 12, 2014

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for the week ending 5/9/14**

<u>Title</u>	<u>Quantity</u>
<i>Tourist Guide to San Francisco</i>	3,000
<i>Jet with Kids</i>	400
<i>Cook book</i>	1000
<i>Bibles</i>	5,000
<i>Make Real Money Selling Books</i>	100

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## Upcoming Webinars

### **Speaking On Your Book: There Are NO Boring Subjects ...There ARE Boring Speakers (By Dr. Judith Briles)**

**May 15 6:00 pm to 7:30 pm Eastern Time**

Many authors just want to write ... let the world find them. If that's what you believe, go back to sleep. Authors may have the gift of the written word, yet they flunk with the verbal. Authors must be promoters. One of the best ways to promote yourself and your work is via the speaking platform. Our May 15 webinar is all about speaking. There are no boring subjects ...there are too many boring speakers.

What are the crucial and must have elements of a great speech? What are the common mistakes speakers need to avoid? Get Judith's Briles' perspective—someone who has been there, done that—of speaking and selling books at the highest level.

Sign up at: <http://tinyurl.com/kgg4vcI>

### **10 Ways Professional Virtual Author Assistants Can Help You Create Content, and Increase Your Sales**

**June 12 6:00 pm to 7:00 pm Eastern Time**

Sharon Williams of the Alliance for Virtual Businesses shares 10 reasons why working with a Professional Virtual Assistant can free authors to concentrate on writing, making the right literary industry connections, promoting their works and increase sales without the stress or hassle of performing the non-income producing, social media management, or back office operation tasks required to achieve bestseller success.

Sign up at: <http://tinyurl.com/mfjtay2>

## Notes From the Front Lines

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

Later this month (May 29- 31) is Book Expo America ([www.bookexpoamerica.com](http://www.bookexpoamerica.com)) which, among other things, provides you with great opportunities to make connections that may improve your business prospects immeasurably. If you are looking to meet the right distributor at the BEA, then here are a few tips that will make your visit more productive. First, try to set up a meeting with a senior person before the show. Second, bring material you can leave with the distributor. Third, be friendly and brief. Realize that everyone is busy and they appreciate someone who values their time. Fourth, be ready to explain how you are going to bring success to them. Everyone has a story, but often it is the cogent story that wins the day. Finally, do your homework. Not all distributors are the same. Visit their website and check references if you can.

## 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>)

Which retailers will carry your book; where will your books be sold? Most people think first of bookstores, but there are many additional places to sell books. More nonfiction titles are sold through the non-traditional (non-bookstore) outlets (e.g., parachute books in parachute stores; other special-interest books in health food, office supply, computer, auto, garden and toys stores), in catalogs, as premiums, etc. These non-traditional sales are usually easier to make, very large and much more lucrative

## 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](mailto:guy@msgpromo.com))

Some publishers believe the key to increased income and profits is to publish more titles. However, the quest for a revolving front list can actually limit your profitability as it depletes your limited resources of time, energy, creativity, attitude and money. Stop thinking in terms of selling *books* and start thinking in terms of delivering information in the form in which buyers want it delivered.

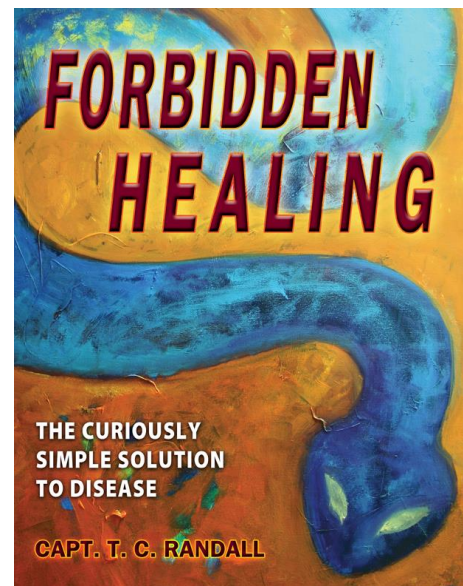
Find out if the people in your target audience want your content, whether fiction or nonfiction, delivered as a book, a booklet, in a 3-ring binder, as a DVD, etc. A book may be the best way to communicate your content, but at least be open to considering new product ideas. An open book and an open mind have a lot in common. They can both stimulate your thinking in unknown areas.

## The Cover Story – Dottie Albertine

(Dotti Albertine of Albertine Book Design is an award-winning book designer and has been designing custom book covers and interiors for over 20 years. She can be reached at: [www.AlbertineBookDesign.com](http://www.AlbertineBookDesign.com) | 310-450-0018 | [dotti@dotdesign.net](mailto:dotti@dotdesign.net))

Capt. T.C. Randall, a charming, incredibly informed, self-taught sort of cell biologist and lover of the sea (inner and outer) chose this original painting for the cover of his book. Snakes variously symbolize medicine, wisdom and deceit. They are seen as messengers of transmutation able to crawl out of their old skins. Capt. Randall explains the simple acidic oxidative stress that is the cause of disease and the destruction of Earth's atmosphere, and tells his reader how to crawl out of this skin into a healthy new one.

To make the title “pop” over a busy background, I used a hot color, embossing, a red outline and a glow filter. I chose a font that was smooth and simple, reflective of the snake. It is italicized to indicate movement and action. It looks very straight-forward, but each book cover requires getting the “feel” of the book and several cover comps to get just the right one that works without being over-worked.



## Leadership and Growth Concepts – Tom Hill

(Founder and CEO of the Eagle Goal Coach, an organization devoted solely to assisting others find and follow their life's passion. Tom can be reached via e-mail at [tom@tomhillwebsite.com](mailto:tom@tomhillwebsite.com))

Recently we were talking with a student who has the goal of attending MIT. As we were reviewing their admission process we came across this:

"When we admit a class of students to MIT, it's as if we're choosing a 1,000-person team to climb a very interesting, fairly rugged mountain - together. We obviously want people who have the training, stamina and passion for the climb. At the same time, we want each to add something useful or intriguing to the team, from a wonderful temperament or sense of humor, to compelling personal experiences, to a wide range of individual gifts, talents, interests and achievements. We are emphatically not looking for a batch of identical perfect climbers; we are looking for a richly varied team of capable people who will support, surprise and inspire each other."

What a fantastic way to look at a new class of freshman. What if you built your company with the same thought process, whether it's a company of 10, 100 or even 1000? Bringing together everyone's gifts and talents is critical - it is a team effort!

## Legal Matters That Matter to Writers – Professor Tonya M. Evans

(Contact Professor Evans at Legal Write Publications, [info@legalwritepublications.com](mailto:info@legalwritepublications.com) or [www.legalwritepublications.com](http://www.legalwritepublications.com); The information contained in this column is for general informational and educational purposes only and does not constitute legal advice. If you need advice regarding a specific legal matter, you should consult a lawyer as each case is fact-specific.)

**Consider the Creative Commons:** A non-profit copyright reform organization that provides owners to define licensing terms and to encourage wider dissemination and use of copyrighted works for non-commercial purposes, perhaps widening the fair use arena for informational, private and educational uses. Not law but works within existing law.

## The Book Shepherd – Judith Briles

(Judith Briles is the Chief Visionary Officer of [www.AuthorU.org](http://www.AuthorU.org). She's known as The Book Shepherd ([www.TheBookShepherd.com](http://www.TheBookShepherd.com)), and is the author of 30 books including *Show Me About Book Publishing* and *Author YOU: Creating and Building the Author and Book Platforms*. Download podcasts from Judith's radio show, *Your Guide to Book Publishing* at: <http://rsrn.us/youpublish>)

**Aha Mobile Tip:** Did you know that most searches using the cell phone are now done between 7 pm and 10 pm? That means that you need to strategically chat up your books for the evening crowd—the majority of postings for social media are done during the 9 to 5 time frames. Don't get lost in the crowd, be a little different. Expand your posting hours-peak time for mobile social media and marketing.

## Pam's Book Marketing Tips - Pam Lontos

(Pam Lontos, President of Pam Lontos Consulting, Tel: 407-522-8630; [Pam@PamLontos.com](mailto:Pam@PamLontos.com); [www.PamLontos.com](http://www.PamLontos.com))

**Figure out what demographics would benefit from buying your book in bulk, and then market to them.** Think of the ideal person who would need the information in your book. Who is it? What kind of lifestyle do they lead? What industries do they work in? Expand your thinking about the person to include associated industries. For example, if you have a book on how to sell real estate, don't just focus on that industry. Go after banks, lending institutions, etc. There will be information in your book that will be useful to a whole host of industries. Also, depending on your book, look at different types of people such as Women 35+, Teens, Hobbyists, Parents, Sports fans, etc.

## You're On The Air

(Deborah Wetzel, morning news anchor and talk-show host on WCBS-FM, New York City)

*I ask the author to outline his or her credentials right away so my listeners know you went to Harvard or spent X years researching. It builds the author's credibility.*

## 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>)

There has been a turnabout in book/movie rights. Now, not only do movie producers buy screenplay rights to books, but publishers buy novelization rights to screenplays.

## Author 101

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

Ideas can be magical; they can be brilliant, revolutionary, and hysterical. They can change the world. However, they can also be impractical, unrealistic, or just plain dumb, especially with the intervention of time. It's hard to be objective about your own ideas, especially those that you feel passionate about. And determining whether your idea is good enough for a book that a publisher and readers will buy can be especially difficult. So test your book ideas.

## The Very Idea

(Editorial by Brian Jud)

Some authors immediately try to launch a new title nationally. But given a limited budget, it is unlikely that they will get the reach and frequency of hits on prospective buyers to reach the tipping point, getting them to buy in sufficient quantities. Frustrated and out of money, they give up. There is an alternative, and it is called a *roll out*. Here, you start locally, expand regionally and then, as finances, experience and demand dictate, nationally. There are many advantages to this strategy, among them are:

- Generate revenue to support future promotion
- Get references and endorsements
- Get local reviews to build credibility
- Test promotion themes and build momentum
- Find the right product form
- See if your pricing is accurate and profitable
- Find opportunities for sales in special markets
- Practice performing on the air
- Establish distribution into each target segment

The link below shows how Wal-Mart implemented this strategy since their inception. In less than a minute you will get the idea of how starting locally can be a profitable strategy:

<http://projects.flowingdata.com/walmart/>

## Marketing Planning

(Excerpted from Brian Jud's e-booklet, *Plan Your Work and Work Your Plan: 461 Tips for Profitable Marketing Planning*; [www.bookmarketing.com](http://www.bookmarketing.com))

Your plan should be a practical marketing document that provides a daily reminder of the activities on which you should be working. It answers 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?*

## Marketing Strategy

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

The flow of energy begins with the author and moves through the publisher to the market. However, this energy can be diluted as the title moves through the system if authors write about what they know best, instead of about what people are interested in buying.



## Guest Columnist - Patricia Fry

(Patricia Fry is the author of 35 books, including her latest two: *Publish Your Book* and *Promote Your Book* (Allworth Press) Available at Amazon.com and [www.matilijapress.com](http://www.matilijapress.com). She is also the Executive Director of SPAWN (Small Publishers, Artists and Writers Network)

**Create Presentation Topics Based on Your Book.** Do you have a repertoire of live presentations you do on behalf of your book? When you schedule a speaking engagement designed to promote your book, can you provide a list of possible speech topics? Most program organizers appreciate having choices-topics of interest to their group that they can choose from. And it would behoove you to create such a list.

Post this list at your website to demonstrate your range of possible programs for those who are seeking speakers or for those you have contacted and who want more information about you. For a book on selling real estate, your list of presentations might look like this:

- How to Establish Curb Appeal for Your Home or Office Building.
  - \* Tips for Choosing the Right Real Estate Agent.
  - \* Understanding the Real Estate Market.
  - \* Just What can you Expect From Your Agent?
  - \* Simple Steps to Selling Your Home.
  - \* When to Buy and When to Sell Locally.
- For a historical fiction novel, your list of speech topics might look something like this:
  - \* From Banker to Novelist in Five Years. (Your story.)
  - \* How to Research for a Historical Novel.
  - \* Little Known Historical Facts About New England.
  - \* One Family's Journey Out of the Darkness. (A description of your story.)
  - \* The Real Story About Self-Publishing.
  - \* So You Want to be a Novelist.

For nonfiction, your chapter titles and subheadings might be appropriate titles and topics for presentations. For fiction, you might tell the story of one particular character-perhaps offering some back-story that is not included in the book. Get into the psychology of why someone would behave in a certain way, as depicted in your story, for example. Do a program on some disease or dysfunction and what you learned about this during research.

You'll book more speaking engagements if you are well-prepared with potential programs that are of interest to your reading audience. So go to work this week creating your topic list and then start contacting program directors for civic organizations, your local garden club, church groups, business conferences, pet trade shows, etc.

## Booklet Ideas – Paulette Ensign

(Paulette is President of Tips Products International, [Paulette@tipsbooklets.com](mailto:Paulette@tipsbooklets.com))

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

The content from your tips booklet can have many more than the nine lives that cats are known for. Depending on your topic and audience, your presentation tone and the formats you deliver are truly endless.

Humor works great in certain settings and falls flat in others. And that means both the writing and the graphics. A tips booklet about how to find your perfect mate can be approached very seriously, quite comically, or somewhere in between. The combination of your personality and who your audience is will guide you accordingly.

Is your work all about how to price software? It could be time to bring in generic and anonymous examples of what worked and what didn't work among clients you serve, and do it in a way that is less theoretical while delivering valuable, well-grounded guidance. The tips booklets you produced on the topic a decade earlier can now be transformed into videos or delivered to cell phones or embellished in a more contemporary way.

The same is true for a tips booklet about how to hire the best corporate employees. If you are known to usually lead with an irreverent approach, and the culture of many of the companies you serve is also known to be

somewhat irreverent, that's fine. A very serious, formal, traditional corporate culture may not appreciate anything other than a serious, formal, traditional, dry presentation of your otherwise excellent information. In that case, you may find a different delivery format to be a way to extend your life with the decision makers of that company. Audio or video or putting your tips onto note pads or licensing your tips so they are dripped one each week through an internal corporate communication vehicle could be the answer there.

Do you have a color scheme, font style, layout design, or something else that you've used forever? While it may seem like a stretch to you as you read those words, consider making a change, just to shake things up a bit. Do one thing at a time so you get used to it and so your regular followers do, too. Maybe it's a different shade of purple, for instance, or just change the font, or do a minor layout modification. No need to do it all at once, for you or for those who have been with you for a while.

**ACTION** - Review your booklet content and who your clients are. Maybe it's time to revise one or the other or both - your booklet content and delivery format, your clients, or both! Decide what it is you want to change and do it bit by bit, one element at a time. If you have found your clients a mismatch for you, boarding on being boring even though they still pay your bills, look at who is a better match. It may still be in your same market, just with a different approach. Or it could be a completely different industry or profession. You get to choose!

### Book-Marketing Tips – Roger C. Parker

(Roger C. Parker is the \$32 Million Dollar Author. Test your Book Publishing IQ at his [www.publishedandprofitable.com](http://www.publishedandprofitable.com))

**7 ways to add visual interest to blogs & books** There's more to adding visual interest than generic stock photos, clip-art, and pie charts. The next time you want to add visual interest consider using one of the seven following to reinforce your ideas and strengthen your brand by adding a personal touch.

Some of the following have been around for centuries, others reflect recent thinking. One will be described in each of the next five issues of *Book Marketing Matters*.

**#2: Mind maps.** Just about everything I write, including blog posts, begins as a mind map, like the sample map above, that I created using Mindjet's MindManager App for the iPad. Mind maps save time writing-by the time I start to write, a lot of the hard work has already been done. Plus, they add visual interest with distraction, since they preview and reinforce the article or blog post contents. Note: if you own an iPhone, iPad, or Android device, you can currently download Mindjet's mobile apps for free!

### Helpful Website of the Week – Adele M. Annesi

(Adele is freelance book editor, and a co-author of *Now What? The Creative Writer's Guide to Success After the MFA*. She may be reached at [a.annesi@sbcglobal.net](mailto:a.annesi@sbcglobal.net))

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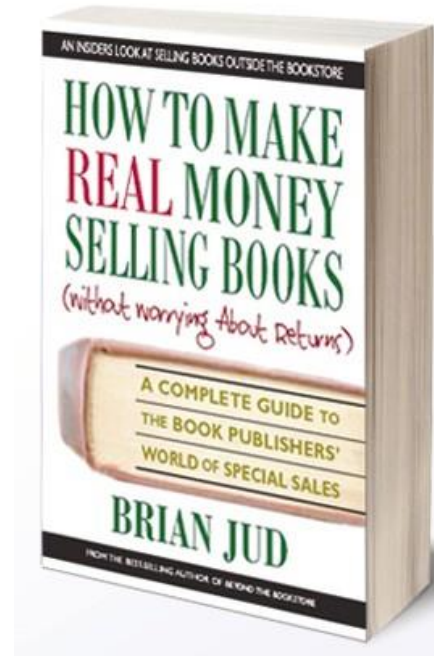
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### Contact Information for Brian Jud

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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](http://www.premiumbookcompany.com)

Brian is also an author and book-marketing consultant helping publishers market and promote their books to increase their sales and profits. Find rated lists of suppliers to publishers at [www.bookcentralstation.com](http://www.bookcentralstation.com). Brian is a media trainer, frequent speaker at publishing events and host of the online Publisher's Bookstore listing many discounted titles on publishing, publicity, planning, marketing, publishing law, design and writing. Contact Brian at P. O. Box 715, Avon, CT 06001; (800) 562-4357; [brianjud@bookmarketing.com](mailto:brianjud@bookmarketing.com) or go to <http://www.bookmarketing.com>

