

Here is your May 26 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 Jeff Davidson .

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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 5/23/14**

<u>Title</u>	<u>Quantity</u>
<i>Die Smart</i>	1200
<i>Explore the SE Sanctuaries</i>	3200
<i>Shift Happens</i>	1250
<i>Financial Foreplay</i>	3600
<i>Attention Deficit Disorder</i>	4500
<i>Hide and Seek</i>	750

One-on-One Coaching to Sell More of Your Books (The Association of Publishers for Special Sales -- formerly SPAN)

Are you getting your share of book sales in the \$16 billion non-bookstore market? Now you can, with personal coaching customized to your needs, goals and titles. APSS can help you discover opportunities in unique market niches, contact buyers and negotiate large-quantity, non-returnable sales. You will find new ways to sell more books to schools, associations, corporations, military buyers and government agencies that need books just like yours.

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Find out how to sell *your* books (not just books *like* yours) in large, non-returnable quantities to businesses, corporations, associations, schools and the military

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Upcoming Webinars

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)

Discovering the Best Market for your Title. When we think of marketing and selling our title, we often make the mistake of thinking in the singular rather than the plural tense. When people come to Midpoint Trade Books seeking distribution for their title, we often hear "I must have this book in Barnes & Noble and other book stores." But is this true? Think of the old Broadway shows: did they open on Broadway? Almost never. Instead, they would open in places like New Haven and slowly work their way to the "Great White Way." While on the road, they would continually refine the rough spots, responding to the reaction of audiences with each show. Why? Because this process enabled the producers to reduce the risk of failure. The bigger publishers have usually tested their books because the author has often achieved name-brand status. But smaller publishers do not have the resources to compete directly in this arena. Therefore, they should entertain alternative marketing strategies including developing alternative channels of sales and distribution for their titles. Many books start in "New Haven" and many never get to "Broadway" but some do and the pay off can be tremendous. The point is to start modestly, find your market, build it and the rest will follow.

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>)

I sold the Spanish-language rights to *The Skydiver's Handbook* to a publisher in Madrid. Though only 13% of the skydivers in the U.S. are women, I made the book gender equitable. I show female instructors and competitors. When I received the translation, I noticed the text was completely masculine — the Spaniards took out all the women!

After some reflection (actually snickering), I decided not to object. I realized this Spanish aviation publisher knows its (macho) customer base better than I. Being closer to their buyer, they know what will sell. Contact the publishers' associations in major language groups: Germany, France, Italy, Spain and Japan. See International Literary Marketplace or visit their exhibits at book fairs. Ask them to recommend member-publishers that specialize in your type of books.

Match your book to the international publisher; they are the ones to contact. They know what you are talking about and they know where to sell your book. Wring more value out of your Work by having your book read around the world.

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)

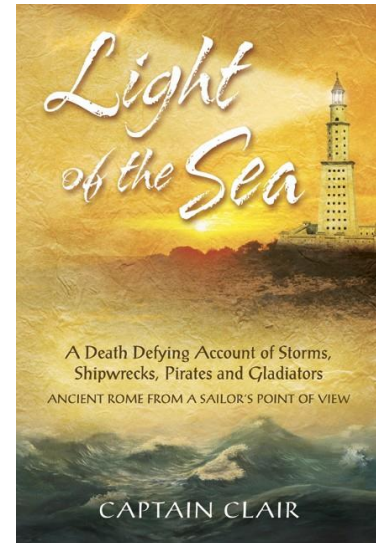
Do you have a gift book? Hallmark purchases books from independent publishers, on a returnable basis with discount ranging from 50% - 70% off the list price. Books priced at approximately \$10 - \$15 sell best, and they become "pricey" as they approach \$20.

Start the Hallmark submission process by contacting the Retail Marketing & Merchandise Manager at booknotes@hallmark.com. Describe your marketing flexibility and the title or line of books you propose. Demonstrate that you know the stores. Describe your promotion plans, but in the context of Hallmark's needs

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)

Historical fiction, this cover had to denote a variety of subjects from the lighthouse at Alexandria to storms and shipwrecks during Roman times. A layering effect was utilized to meld the images over a textured background. The author wanted to focus on the light aspect vs. the darker themes visually. Calligraphic and brush stroke font was used for the title.



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)

Relationships are a basic part of life. When we are born, we are dependent upon relationships for our very survival. We are blessed when our relationships are loving, nurturing and secure. Think about the importance of relationships, try going an hour without another human being, try it a day, it's next to impossible. The importance of relationships is critical to your success. What are you doing to ensure your relationships are strong and thriving?

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 intellectual property? Intellectual property is defined loosely as property created with the mind, as distinguished from real property (land) and personal property (laptop).

- *Copyright:* A copyright protects an author's original artistic or literary work, whether published (meaning distributed to the public) or unpublished (not distributed at all or only to a few people). Under copyright law, the term "author" has a special meaning: the creator of an original literary or artistic work.
- *Trademark:* A trademark protects a word, phrase, symbol, or device – the mark – used in business to identify and distinguish one product from another.
- *Service Mark:* A service mark protects a word, phrase, symbol, or device – again, the mark – used in business to identify and distinguish one service from another. The purpose of trademark law is to avoid consumer confusion.
- *Patent:* A patent protects an invention by granting the inventor the exclusive right to exclude others from producing or using the inventor's discovery or invention for a specific period of time.

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>)

Is your email getting through? Maybe. Maybe not. Don't assume. With all the firewalls, spam blockers and filters out there, less and less email is getting through—even to long-running contacts. It's wise to make a phone call as a follow-up and/or double up—send it through your regular server and duplicate with another email server. And let's face it, your voice can be the difference between a sale or non-sale. Don't forget to ask if your buyers, bookstores, etc., use Skype. It's a great tool to create a remote chat with fans.

Pam's Book Marketing Tips - Pam Lontos

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

Think of topics related to your book that will interest the readers of newsstand magazines, and then pitch yourself for an interview. Don't pitch a romance idea to *Money* magazine or a stock tip idea to *Cosmopolitan*. You want to give them information that their readers will find fascinating. Magazines and newspapers make their money from advertising. If you give them something that makes their publication stand out, they will get more subscribers and will be able to sell more ads and raise their rates. For interviews, you want to determine the specific journalist who deals with your topic and call her or him.

You're On The Air

(Suzi Reynolds, professional media trainer)

The more involved your answer, the less involved is your audience. They think, "I can't do all that" and they'll tune you out. Make it sound easy for them.

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>)

When negotiating for first serial rights, you should consider what price to ask. You don't want to price your book out of the market, but at the same time you want to get a fair price. Here are a few guidelines to use in determining your price:

- 1) The higher the circulation of the periodical, the more it can generally afford to pay.
- 2) How much of your book do they want to excerpt?
- 3) Does the publication want exclusive rights to the entire book or to just part?
- 4) For how long do they want exclusivity?
- 5) Syndication rights should sell for more than first serial rights to one publication.

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)

Keeping track of research materials and organizing them makes projects more efficient and orderly. Since voluminous information can be involved in the writing of a book, many writers need to quickly access all of it, which becomes far easier when that information is housed in specific locations and is well organized. Some writers develop intricate systems for filing and organizing their data. How information is maintained and organized can also be critical because many writers create outlines for their books and chapters directly from their research material, and others write straight from the information in their files.

The Very Idea (Editorial by Brian Jud)

There may be a benefit for you to launch your book or conduct a marketing campaign near a major holiday or during a special marketing period. For example, did you know that June is Aquarium Month, Candy Month, Dairy Month, Fight the Filthy Fly Month, Gay Pride Month, National Accordion Awareness Month, National Adopt a Cat Month, National Fresh Fruit and Vegetables Month, Rose Month and Turkey Lovers Month? If your book is on one of these topics you could create a campaign around that theme. Find many more such important dates for every month of the year at www.holidayinsights.com and tie in with one to get some extra media exposure for your book.



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)

Marketing planning recognizes that under certain conditions, sales of Title A may be more responsive to a heavy schedule of media performances while direct marketing might be more effective stimulating sales of Title B.

Marketing Strategy

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

Not every new-book idea you have will be a winner the first time out of the blocks. Test marketing can be a risk-reduction factor by helping you learn its strengths and weaknesses. The major benefits of this strategy are that test marketing enables more accurate forecasting, makes it more likely that you will have a saleable book, allows you to identify and correct weaknesses, and not waste (or perhaps spend less of) any vital resources

Guest Columnist - Jeff Davidson, MBA, CMC

(Jeff Davidson is "The Work-Life Balance Expert®" whose passion is helping organizations achieve rapid progress for their employees. The premier thought leader on work-life balance issues, Jeff is the author of 59 books, among them "Breathing Space," "Simpler Living," the "60 Second Innovator," and the "60 Second Self-Starter." Visit www.BreathingSpace.com for more information)

Valuing Your Intellectual Property

Have you ever stopped to think that you have valuable property right on your hard drive? Undoubtedly, you have a variety of notes that you have taken over the years arranged in various categories. You have written scores of articles. In support of your clients or customers, you may have developed forms that enable them to easily transact business. You may also have a variety of presentations and slides such as those created with programs including PowerPoint, as well as charts, exhibits, graphs, and other items that constitute materials for participants at your presentations.

On top of all these items, it is likely that you have boiler plate material for contracts and agreements. There may be carefully worked boiler plate letters that you adapt based on the particular situation at hand, and other templates, rosters, and check lists that represent value, the likes of which you may not have recently, or ever, contemplated.

What about your data base? If you have 1,000 or 10,000 names, these represent intellectual property of sorts – marketing intelligence, in this case. Elsewhere on your hard drive, you may have proprietary photographs, files containing logos and/or trademark materials, as well as formulas, processes, even material that represents trade secrets. You may have data, notes, or material on specific industries, trend information, quotes, or collections.

Given the highly likely probability that your hard drive examined in this new light contains a wealth of

intellectual properties, how are you protecting your property?

- * Do you have a well developed and often practiced back-up routine to save and store your valuable files?
- * Do you have security measures in place so that unauthorized individuals are not privy to them?
- * Do you have a confidentiality policy and trade secret policy prepared, which mandates that any staff you may have are required to sign a written notice acknowledging that they have read and understood such policies?
- * Do you execute work for higher agreements so that it is clear to all participating parties that work you authorize and pay for shall become and remain solely your property?

The more valuable your intellectual property, be it on your hard drive, or any place in your office, the more important it is to safeguard your belongings.

Booklet Ideas – Paulette Ensign
(Paulette is President of Tips Products International, Paulette@tipsbooklets.com)
Follow me on Twitter: <http://twitter.com/pauletteensign>)

Do you know who buys your tips booklets and why? You may be surprised by who they really are rather than who you think they are, and what their purpose is. Gathering that information can help you reach more of your best matches with whatever products you create.

Let's start with those single copy sales, whether you sell in print or downloadable format from your website, someone else's website, back of the room at a speaking engagement, or any other way you may be selling one copy of your booklet at a time. Some likely reasons people buy a single copy of your booklet are:

- o Expand their personal knowledge
- o See what a colleague is doing
- o Use to model creating their own
- o Buy as a gift for someone else
- o Review to consider buying in bulk

There are variations on the above reasons. These are fairly typical ones. Depending on your content, your buyers are from certain industries or professions, within a likely age range, one gender more than the other, in a particular economic range, and have other characteristics in common. The more you know about them, the better you can serve them.

Then comes the question of who buys large quantities of your tips booklets at a time? That can be hundreds, thousands, or even millions of copies at a time. It is people and companies who give your booklet as a gift with or without the recipient purchasing something else

Sell your booklet

Those large quantity buyers often become repeat buyers, too, unlike many single-copy buyers. Large quantity buyers frequently use your booklet to help them sell more of their own product, service, or cause if they are not directly selling your booklet. You have seen offers of a gift with purchase. Tips booklets suit many promotional campaigns that way, bundling the booklet with another product as a gift.

While single copy sales may be important to you for numerous reasons, it is the large quantity sales that expand your reach and your bottom line, getting your message further and increasing your sales in a substantial way. The single copy sales may be a pathway to the large sales, especially when someone is quietly exploring what it is you have to determine if the content and the product quality are suitable for their marketing campaign, product launch, or other corporate purpose. Those single copy sales can be a door-opener to other great opportunities for you and your business, in ways you could never have anticipated much less reached on your own.

ACTION - Re-assess where your sales are coming from. What percentage are single-copy sales and what percentage are large quantity sales? In fact, are you even letting people know you offer large quantity pricing and customization beyond one line you included in the introduction to your booklet? Look at your sales and your marketing message to determine the best places and best ways to further share that information. Yes, some people do know it's possible, and a whole lot more never thought to use 2500 copies of your booklet to send as a thank you or holiday greeting to their clients and colleagues. Letting them know means serving their business and yours in meaningful ways.

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)

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 four issues of *Book Marketing Matters*.

#3: Notes. Here's a simple way you can add visual interest to ebooks and elearning materials intended to be printed. Simply provide space on each page, or each 2-page spread, for readers to take notes. Providing space to take notes visually reinforces the importance of your words and encourages readers to take notes.

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)

Magazine Publishers of America

<http://www.magazine.org/home>

Magazine Publishers of America (MPA) is the industry association for consumer magazines. Established in 1919, the MPA represents more than 240 domestic publishing companies with approximately 1,400 titles, more than 80 international companies and more than 100 associate members. Membership is fee-based, but most of the information on the site is available at no charge.



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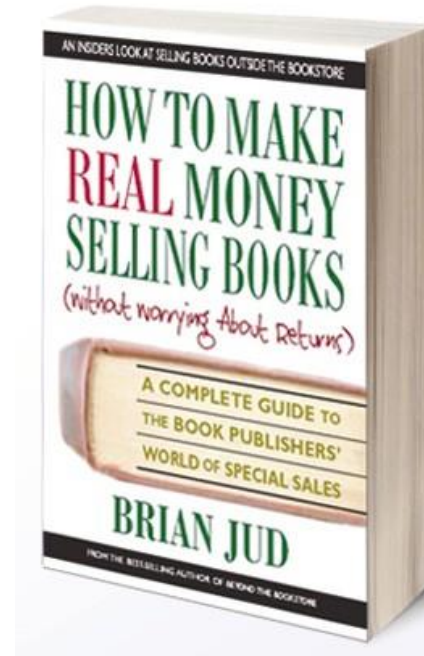
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- Sell more books
- Beat your competition
- Become more profitable
- Sell in untapped, lucrative markets
- Minimize -- if not eliminate -- returns

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

Contact Information for Brian Jud

For copies of all the previous issues of *Book Marketing Matters* visit www.bookmarketingworks.com/mktgmattersnews

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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>

