

Here is your June 9 edition of the *Book Marketing Matters* special-sales ezine by Brian Jud. It contains regular columns with tips from Dan Poynter, John Kremer, Guy Achtzehn, Rick Frishman, Eric Kampmann, Paulette Ensign, Judith Briles, Gail Z. Martin, Tonya Evans and Roger C. Parker. The guest columnist in this issue is Gail Z. Martin.

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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 12, Number 304 June 9, 2014

**Do you want to sell more books to non-bookstore buyers? Join our commission-based special-sales program.**

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**Top inquiries from the salespeople  
for the week ending 6/6/14**

<u>Title</u>	<u>Quantity</u>
<i>Best of the Best Arizona Cookbook</i>	600
<i>Talk Turkey to Me?</i>	5,000
<i>The Daughter-in-Law Rules</i>	2,000
<i>Not My Mother's Wedding</i>	1,500
<i>How to Plan Your Own Wedding</i>	700
<i>The Closer Marinara Rivera Bio</i>	2,000
<i>Our Team our Dream –Cubs</i>	1,000

## 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.

APSS offers consulting services for your needs and budget, on an hourly or project basis with Professionals who are experts in their fields. Take advantage of their expertise and you can...

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- Become more profitable selling in large quantities

- Minimize -- if not eliminate – returns

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Participate in this program and you can become more profitable selling your books in ways that you never imagined and to people you never knew existed— in large, non-returnable quantities.

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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

You can create a list prospective buyers for long-term, recurring revenue

Discover practical book marketing tips and tactics that you can put into place immediately.

Get customized help for selling your books to buyers in corporations, associations, schools the armed forces

Discover how to do all this at <http://bookapss.org/customconsult/APSSconsults.htm>

#### Join APSS, save \$29 on the membership fee

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 APSS membership visit <http://www.spannet.org/page/member-benefits>

## 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>

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## 2014 FAPA Fall Conference

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**Friday, August 8:** 3 Workshops: Fiction, Marketing, or Children's

**Saturday, August 9:** Ed-U-Conference Keynote Speaker, Brian Jud

[www.floridapublishersassociation.com](http://www.floridapublishersassociation.com)

#### 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))

**Pricing Strategies that Work.** When we talk about marketing a title, the big question usually is: what should the retail price be? This is where art and commerce collide with countless variables entering into the mix. What is the trim size? Page count? Competition? Unit manufacturing cost? Market? All of these factors must be considered when establishing the retail price. Most of my experience has been in the retail book trade and that is where I want to focus this discussion. In many ways bookstores are the most difficult, expensive and competitive place to try to sell books and, therefore, the publisher must be very aware of the pricing for similar books in the category. This means the publisher needs to take the time to research the competition either by speaking with buyers, visiting the internet or strategizing with its sales team. No one knows whether the retail price will make a decisive difference with the book consumer, but we do know that the buyers at the major book chains are very aware of price and are often very reluctant to commit to a title that is overpriced in terms of the competition. Pricing too high can hurt a book even before it is out of the gate. Also, remember that if a book becomes established and goes into a second, third or fourth printing, it is possible to raise the price on the reprint. This is done quite frequently but only if the book has established a market.

#### 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>)

Broadcast email, done properly, is not spam. Book announcements should only be sent to existing customers, potential customers on opt-in lists and targeted members of the press. Most of these people are in your personal address book. Match your offer to those who have already expressed an interest in this type of information.

#### Ideas for Selling to Non-Bookstore Buyers – Guy Achtzehn

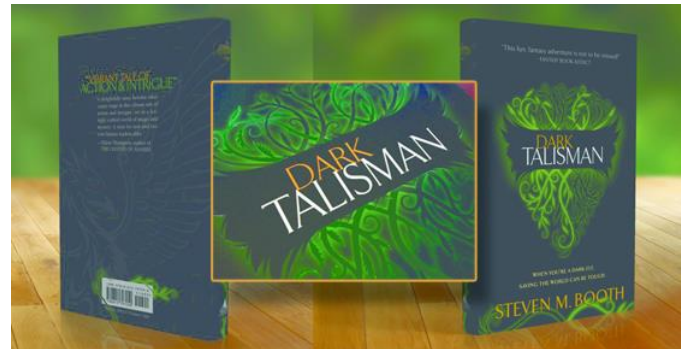
(President of The Promotional Bookstore, offering commission-based sales of books to non-bookstore buyers, [guy@msgpromo.com](mailto:guy@msgpromo.com))

Go to the websites of your target schools. Many will display course outlines, perhaps including the current textbooks. The websites of some states' Departments of Education provide explanations of the requirements for each grade level. Use this information to tailor the content of your books as well as your sales approach, demonstrating the benefits of your title over their current text. You can also learn some of the industry jargon, such as the use of the terms *beginning readers*, *emergent readers* or *reluctant readers* in the K-12 arena. To find contact info for a school in any state, go to <http://nces.ed.gov/ccd/schoolsearch/>

## The Cover Story – Tamara Dever

(Tamara Dever, Owner/Creative Director, TLC Graphics. To learn about how we can help you publish outstanding books, please visit [www.TLCGraphics.com](http://www.TLCGraphics.com).)

*Dark Talisman* is an epic fantasy and the first book in the Guardian Chronicles series. The story is intricate, setting Dark Elves against Green Elves, involving great Phoenix birds, and the world balancing on the edge of annihilation. The black and green vines — mostly separate but some being intertwined — show the relationship of the Green and Dark Elves. This design works well in and of itself, being intriguing, simple yet intricate, and well balanced in its use of color and space. When augmented with green foil and debossing the title shape (see inset), as well as mixing the use of gloss and matte finishes, the jacket truly sings. It is the 2014 winner of the IBPA Benjamin Franklin Award for best fiction cover.



## 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))

Dr. Roger Hall state's "Having a map is good, but a guide is better." Are you using a map or a guide to get to where you want to go? A map shows the way but a guide knows so much more as they are experts on the path and so much more efficient.

## 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.)

Terminating Transfers under 203 of The Act: Section 203 of the Copyright Act provides that a transfer or license of copyright (or any right in the bundle of rights) executed by the author (but unlike a pre-1978 transfer not a transfer made by anyone other than the author) on or after January 1, 1978, is subject to termination under the following conditions:

- A single author who executed a grant may terminate it. If the author is deceased, then whoever is entitled to exercise more than one-half of that author's rights may terminate it.
- If two or more authors executed a grant of a joint work, a majority of the authors who executed it may terminate it. If any of the joint authors is dead, his or her termination interest may be exercised by whoever is entitled to exercise more than one-half of that author's interest.

This single, extremely valuable section of the Copyright Act, allowing for the reclaiming of rights by terminating transfers, empowers authors. Note that the statutory termination provision does not apply to works made for hire or to transfers made by will. The termination right also does not apply to rights arising under foreign laws or derivative works. In the case of derivative works (for example, a movie based on a book), termination of the rights to the underlying work (the book) does not prevent the continued display and distribution of the derivative movie. Once the rights are terminated, however, no new derivative works can be created.

Not surprisingly, the rules to exercise the statutory termination right are specific and must be strictly adhered to or the right will be forever lost. In addition, the Copyright Office does not provide printed forms for the use of persons serving notices of termination.

## 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>)

**Amazon and Google Findability Tip:** Does your website or your book title pop up first in a Google search? Are you right at the top of the page or buried in stuff? Do you know that over 90 percent of searches never make it to page two on the search meter? How's your Findability ... as in your website, your name? When it comes to listings you can control, control them. For Amazon ....

- Include your website address on your back cover of the book.
- Include your website address on the copyright page.

Make sure you complete the About the Author or Biography section—add the website address.

## 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))

**As an Author, You Must Strive For “Top Of Mind Awareness.”** The frequency of seeing your name over and over is what makes you a celebrity. You want people to say, “I've seen your name everywhere!” That's the way you will sell more books. So even if you're a shy author, with print and electronic media, you can make sure your book is seen everywhere.

## You're On The Air

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

If you're comfortable with gestures, do gestures. If you're not comfortable with them, don't. But if you want to talk with your hands, talk with them; otherwise, you won't be able to think.

## 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>)

Book rights can also be sold as the basis for one episode in a dramatic or informative series. Reruns pay about 20% of the fee for the original show. With the proliferation of cable channels, there are many opportunities to sell TV rights to books on all subjects, from history to gardening, from cookbooks to music.

## 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))

Writers have many options that they can take. Start writing. Set aside time each day to sit down and write, even if it's for only ten or fifteen minutes. Get into the habit of writing regularly, and don't worry about the quality of what you produce. Create a plan, but understand that writing is always subject to change.

Dig deep to find the actual reasons why you want to write your book because they can influence the choices you make and the direction you chart. Create a step-by-step plan. Think about the best way to get information and understand your topic, how you can find out what you should read and whom you should interview. Assess the competition, learn how you differ, and identify your niche.

## The Very Idea (Editorial by Brian Jud)

Some publishers lament that they have little money to properly promote their titles. If you look at it differently, a healthy budget may actually limit your sales. A 6 min think-outside-the-box video ( <http://bit.ly/bDxFWA> ) creatively demonstrates that fact.

Do not frame your problem too tightly. Just try something, experiment and learn from your results. Opportunities may be greater than you ever thought at the beginning. Know where you want to go, believe in yourself and take that leap of faith.



## 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))

Some publishers erroneously believe that a business plan is only necessary when they are seeking funds from a bank. But it is the overall document that orchestrates your marketing plan, sales forecast and financial plan into one harmonious program.

## 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))

With increased access to information online, customers are now loyal by choice, not necessity. Make them glad they chose to buy from you. Make the buying experience as easy and pleasant as possible.

## Guest Columnist - Gail Z. Martin

(Gail Z. Martin, from *The Thrifty Author's Guide to Selling and Promoting Your Book Online*; [gail@dreamspinnercommunications.com](mailto:gail@dreamspinnercommunications.com) or [www.GailMartinMarketing.com](http://www.GailMartinMarketing.com))

How do you find the media? This is where you have a choice between elbow grease and cash. You can buy media lists from organizations that are compiled especially for book promotion. These lists can save you a lot of time, but they may not be tailored to your genre or your special niche. You can also compile a list yourself—an approach which is time consuming but thorough. You can hire someone to compile the list for you (not necessarily expensive if you find an assistant through Elance.com or Craigslist.com). Or, you can hire a PR agency to promote you to the media list it has compiled.

Editor: Find lists of radio shows at [www.radio-locator.com](http://www.radio-locator.com)

**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>)

Ever find yourself thinking "who really, truly wants to know how to do what I teach? Would they find a simple, basic tip satisfying enough to want more?" If you've asked questions like that, you're far from alone. Yet those doubts may keep you from sharing your brilliance with those who are clamoring for it, just because you think it's all supposed to look a certain way.

You, like everyone else on the planet, have your unique style in what you learn, how you learn it, and how you pass it along to others. One teacher's experience is a piece of clay for you to shape. Just because that teacher was successful in selling large quantities of a tips booklet to companies and associations does not mean that is where you will succeed.

Your success may come from a more or less traditional approach, or one that combines elements from several teachers or modalities. There are folks who reach people solely through social media and the Internet, with or without paid advertising. Someone else loves teaching audiences at live, face-to-face events and has no interest in learning about online resources to spread their message and run their business. Yet others do some of each.

It is fairly common for someone to ask if "anyone has ever done something a particular way." The person asking is more comfortable following someone's footsteps, without realizing the shoes may never fit, even when repeating the original person's journey exactly.

Test the waters for yourself with small steps, small risks, and go bigger or change course along the way. Just because you like to speak and write in paragraphs rather than bullets or brief, succinct sound bites doesn't mean that's the only way for you to proceed. Mix it up, in writing style, in product delivery methods, and anything else that you've been pondering.

Look back on ideas that have crossed your mind, whether in a fleeting moment or a recurring visit. You may have viewed it as a crazy idea, which, in fact, may just not have found its right timing. Was it a topic you really wanted to address? Was it a different way of expressing yourself? Was it bringing your expertise to a different audience? Was it hiring a skywriter to write your tips over the beach on a summer holiday weekend? How about putting your tips on tee-shirts and selling them someplace? Or you've been thinking of creating software around your knowledge and didn't know how or who or any of the details.

**ACTION** - In the quiet of your mind, on paper or in an electronic device, revisit the ideas you had that you dismissed as being too "off-the-wall." Capture those ideas so you see them listed or noted somehow, right in front of you, for only you to consider. Which among them jumps out at you more than the others? That's the one to breathe life into, to explore what it will take to make it happen. Crazier things have happened, and many have been great successes.

**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 four issues of *Book Marketing Matters*.

**#4: Timelines.** Timelines are a form of infographic that visually helps readers relate events to the political, social, or economic context in which they occurred. At a glance, for example, you can relate items in your company history the period during which they occurred. For eye-opening examples, search for infographics on Guy Kawasaki's Alltop.com

### 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))

### Writer's Bloq

<http://writersbloq.com>

Tired of rejections? So was the founder of Writer's Bloq. This supportive site is about and for writers and their writing. Writers can create a literary portfolio, and share their work with other talented writers and dedicated readers. Writers can gain a readership that can open publication doors. The community is based on creative cooperation and idea promotion.



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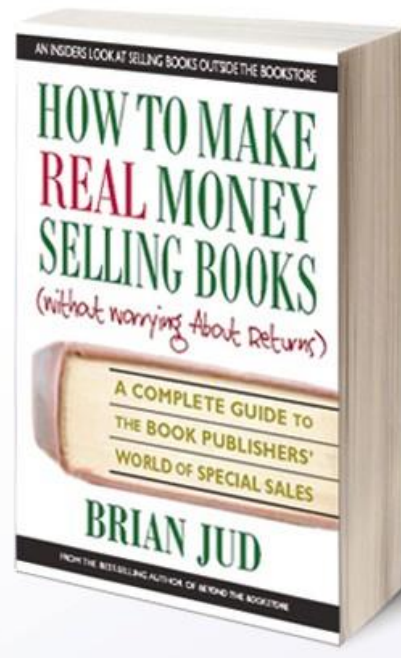
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best books on writing, publishing and marketing  
( <http://www.bookmarketingworks.com/index.php?pg=bookstore/bookstore.htm> )

Contact Information for Brian Jud

For copies of all the previous issues of *Book Marketing Matters* visit [www.bookmarketingworks.com/mktgmattersnews](http://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](http://www.bookmarketing.com)

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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>