

Here is your July 7 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 14, Number 306 July 7, 2014

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

**We sell your books. We pay shipping.
All non-returnable.**

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**Top inquiries from the salespeople
for the week ending 7/4/14**

<u>Title</u>	<u>Quantity</u>
<i>Talk Turkey to Me</i> (new inquiry)	5000
Leather Bound Coffee Table Books	70

**Introducing the 2014 APSS Sales Conference – Sponsored by Bowker
(The Association of Publishers for Special Sales -- formerly SPAN)**

Do you want to sell more books in large quantities with no returns?

**Then attend the Second Annual APSS Book Marketing Conference
October 24–25, 2014 • Philadelphia, PA**

Opening presentation by Dan Poynter

Keynote by John Groton, former Vice President, Special Markets, Random House

Discover how to sell your books in more ways than you ever imagined and to people you never knew existed -- in large, non-returnable quantities. You will ...

- Leave with new ideas and a long “To Do” list
- Learn where to find and how to contact non-bookstore buyers – for *your* books
- Find out how to sell to *your* books businesses, corporations, associations, schools, the military, discount stores, warehouse clubs and more
- Build a lasting stream of long-term, recurring revenue
- Become more profitable

Get practical, yet creative book marketing tips and tactics that you can put into place immediately. Attend this event and get customized help for selling your books to non-bookstore buyers

See more at www.bookapss.org/APSS2014Agenda.pdf (Flyer designed by 1106 Design)

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Go to <http://www.spanpro.org/join-application> and follow the prompts. For a list of additional benefits of APSS membership visit <http://www.spannet.org/page/member-benefits>

Upcoming Webinars and Marketing Events

July 10: How to Sell More of Your Fiction Books

By Brian Jud, Thursday, July 10 at 6:00 pm Eastern time

Selling fiction is not difficult if you know how and where to sell it. Brian Jud will show you proven and new ways to sell historical fiction, science fiction, adventure, romance, fantasy, mysteries – and more!

You will learn how to find outlets where fiction outsells nonfiction by 10 to 1. Discover tips for getting more reviews and awards, creative ways to sell through book clubs, catalogs, libraries and associations. Find tips for timing your promotion so your romance novel “owns” Valentine’s Day and your murder mystery thrills the guests on cruise ships as you sail with them for free. You will learn much more about selling your fiction profitably and in large quantities.

Sign up at <http://tinyurl.com/k9xev26>

July 24: Become an Almost-Instant Author: 5 Easy, Effective & Budget Friendly Strategies to Turn Your How-to Tips into a Tips Booklet

By Paulette Ensign, Thursday, July 24 at 6:00 pm Eastern time

Create your tips booklet as quickly and easily as possible with Paulette’s ideas and techniques. (The same ones that helped her sell over a million copies of her tips booklet in four languages and various formats without spending a penny on advertising, and led many of her clients to surpassing her results worldwide.)

During this free call you will discover the strategies for determining your personal:

Purpose: Get *crystal clear* on what you want for yourself & your booklet

Position: *Connect* with your target market or ideal community

Promotion: Apply *winning tactics* to make the *best use of your time, energy and budget*

Profit: Make the leap from booklet sales to more *client sessions, speaking engagements and info products*

PLUS, all registrants will also receive a free PDF "**15 Questions to Instantly Help You Write a Tips**

Booklet" giving you a step-by-step process to effectively launch and promote your new booklet.

Also get a free PDF "**15 Questions to Instantly Help You Write a Tips Booklet**" giving you the step-by-step process to create and promote your new booklet.

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

Notes From the Front Lines

(Excerpted – with permission – from the *Book Publishers' Handbook*, by Eric Kampmann, President, Midpoint Trade Books 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>)

If people are asking questions, they like your work. Note their questions and your responses in a "correction copy" of your most recent edition and keep it on your shelf so you will be able to easily find the updates when the inventory runs low. Put the new information in your next *revised* edition—and sell the book to them again. Listen to your readers. Your best customer is one you have sold to previously.

Ideas for Selling to Non-Bookstore Buyers – Guy Achtezhn

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

A local bank used a personal finance book as a business gift to new clients opening saving accounts. The promotion was geared towards high school and college graduates. The book featured information on loans, investing and saving techniques as well as information on stocks, bonds and other investment vehicles. The bank realized that an educated customer is a long term customer... and focusing on young clients insured years of good relationships. Over 7500 books were sold on short discount.

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

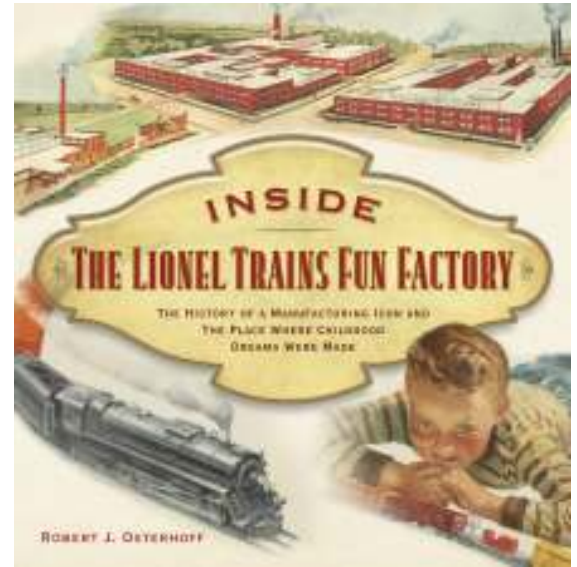
(Contact Professor Evans at Legal Write Publications, info@legalwritepublications.com or www.legalwritepublications.com; The information contained in this column is for general informational and educational purposes only and does not constitute legal advice. If you need advice regarding a specific legal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

What are examples of things that cannot be copyrighted? Copyright does not protect facts, ideas, systems, or methods of operation, although it may protect the way these things are expressed.

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)

Inside the Lionel Trains Fun Factory - This book is targeted at model train enthusiasts and collectors. Unlike many books in this genre, which are about various collectables, this book goes into the history, advertising and lore of Lionel Trains. Historical images from Lionel advertising were used along with old parchment paper to denote the era visually. The center cartouche encapsulates the title, which has been designed with turn of the century advertising fonts. The same look and font were used in the full color interior of the book.



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)

These are the thoughts of Dr. Roger Hall: Leadership development is personal development for people in leadership positions. I believe Yogi Berra when he said, "Ninety percent of baseball is mental. The other half is physical." Anyone who is successful at anything is mostly successful because of his mental discipline. Let's look at a car mechanic. I was talking to a mechanic who was working on my car a few months ago. I asked, "How did you figure that out?" He responded, "It's just thinking it through." It's all about his thinking. It's not that he knows how to turn bolts better than me, though he does, it's that he knows how to think better about cars than me. He has become a disciplined thinker about cars. If you are a golfer (and I'm not), you'll know that most of golf is a mental game. How do you discipline your thinking? How do you discipline yourself so that you can be successful? Business owners, any leader, anyone who is in charge of other people, anyone who wants to be successful, all of their success is first and foremost about mental discipline. Almost everything is predicated on how well you train yourself to think.

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>)

Kick-butt Creating Title Tips: Don't publish another blog or article without running it through Advanced Marketing Institute's title check. It quickly analyzes the emotional, intellectual, spiritual pull of your title. It's fast and free: <http://www.aminstitute.com/headline/>

You're On The Air

(Larry Kahn, Director of Talk Programming at Westwood One Entertainment)

Talk-show producers book guests who have information of interest to their viewers. Their objective is to create a memorable, provocative show that will increase ratings.

Pam's Book Marketing Tips - Pam Lontos

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

Selling the “Fact-Advantage-Benefit” way can dramatically increase your book sales.

Know your benefit statement so the next time someone asks, “What’s your book about?” you know exactly what to focus on: What’s in it for them. Remember, when selling your books, always think, “Who Cares,” and then make sure what you say answers that question.

Fact	My book is on marketing.
Advantage	You'll learn how to target the right customers.
Benefit	You will sell more with less work.
Fact	My book is on nutrition.
Advantage	You'll learn all about vitamins and minerals and how they affect the body.
Benefit	You'll feel better, lose weight, look healthier, and live longer.

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>)

Options for movie rights allow producers to gain exclusive rights to a book while they arrange for financing of the movie, assemble the necessary talent and explore the feasibility of making a movie based on the book. The term of most options varies from ninety days to one year. Option payments are nonrefundable. That means that the author and/or publisher keep the money even if the option is not exercised. If the option is exercised, the option payment is applied to the purchase price of the movie, which is usually stated in the option contract.

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)

“The bar for platforms has been raised to almost absurd heights,” according to agent Sharlene Martin, of Martin Literary Management in Encino, California. “A whole plethora of good writing is being ignored because it doesn’t have the promotional hooks that publishers are now demanding. If you have a book on woodworking, you better be a contributor to a woodworking magazine, have appeared on shows about woodworking, give seminars on it, speak about it all the time, have your own newsletter and Web site.”

And don’t forget lucky breaks! Sometimes endorsements from famous authors, experts or celebrities help position a book. It’s not just what you know, but who you know. Your book has to be a quality book, but it doesn’t hurt to be validated by respected sources who think you have something important to say.

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)

Planning is a process that forces you to focus on important issues and answer tough questions that you might have otherwise avoided.

Marketing Strategy

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

Book marketing requires an investment of time, labor, money and an entrepreneurial spirit before any income is generated.

The Very Idea (Editorial by Brian Jud)

What you see is often a function of how you look at something. For example, some publishers look at libraries as one homogeneous niche. But not all libraries are the same. There are public libraries, hospital libraries, school libraries, military libraries, prison libraries, children's libraries, corporate libraries, law libraries, religious libraries and more. They buy for different reasons, so you have to market to each differently. Look for the opportunity in every market. Things are not always as they seem at first glance. Do you see the face in the image to the right?



Guest Columnist - Gail Z. Martin

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

Take a realistic look at your finances. How much money can you afford to spend on marketing? Remember that *marketing* includes printing business cards or bookmarks, making posters, maybe even hiring an intern or an assistant to help you with research. Don't be tempted to print your own business cards or bookmarks to save money. You will not look professional, and any savings will be at the expense of credibility. These need to be done right. Realize that many people decide whether or not you're "for real" by your website. You need a good one.

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

With all the advances in technology in this lifetime moving at lightning speed, it can be easy to feel like you're in the dark ages and clueless no matter how much you attempt to stay on top of things. You are comfortable in your writing ability and can write articles all day long every day. You're just not sure what to do with those great tips you want to publish into a tips booklet and other products you can sell from your website, at speaking engagements, and to large quantity buyers.

Here are just a few of the many things you may be asking yourself:

- What's an ebooklet and how does that relate to a printed booklet?
- Can I do the design work myself in Microsoft Word and save a few bucks?
- Is the booklet PDF what to take to the printer to get some booklets printed?
- What do I tell the printer to get the exact product I want?
- Do I need to go to a recording studio to make an audio of my content?
- What are the card decks I keep hearing about and how do I do them?
- Is licensing the same as putting a company's name on the booklet cover?

Anything in there sound familiar?

Like so many other things in life, once you get guidance about what to do, it all of a sudden seems so much easier, whether you are doing things yourself or find the ideal resource to do it for or with you. You may have already discovered that paying less for something can often times be the most expensive way to do it. Many times it's a matter of knowing the questions to ask, or knowing where to find reliable resources that match your requirements of quality, integrity, communication, reliability, price, and anything else that's important to you.

When the original organizing tips booklet was done in 1991, a simple printing concept known as a "bleed" was brand new information and needed clarification. You mean that's different than poking the end of your finger to see some red stuff come out? Yes, it is different than that when talking about print and design.

Another thing that can be easy to overlook is the idea of marketing first and producing second. It's not only unnecessary to create an entire product line before going out to the market place, it's downright fool hardy.

That means do ONE product in ONE format with a limited production of printed copies to use as samples. Test out whether there is any demand for other formats of the product by creating a product sheet that includes numerous formats. That's right, offer them before you ever produce them. That way you only produce products you know are wanted by someone ready to pay for them -- large quantity buyers rather than single, end-user buyers. In some cases you won't have to produce new product formats at all because the buyer wants to license the right to produce it themselves. That makes it easier for you in one way and becomes another learning opportunity for you in a different way if this is your first exposure to licensing.

ACTION - Create a list of production questions you have about developing a product line from your tips. Think about who to contact to help answer those questions for you to take action on your own, with a vendor, or having someone do it all for you.

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. The last one will be described in the next issue of *Book Marketing Matters*.

#6: Cartoons. One of the best ways you can engage your reader's interest is to use a cartoon to drive home an important point...often by using humor to exaggerate an important point or to overcome an objection or a popular misconception. Through the *The New Yorker* Magazine's [CartoonBank](http://CartoonBank.com), you can license cartoons at surprisingly affordable prices. Or, you can search online at sites like Freelanced.com for freelance cartoonists who can custom create for presentations, newsletters, and online use.

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)

MailChimp
<http://mailchimp.com>

This email marketing organization helps businesses, organizations and individuals design e-newsletters and share them on social networks. You can integrate the services with those you already use (especially social networking), and track your results. Sign-up is free, and so is use, depending on the size of your mailing database.



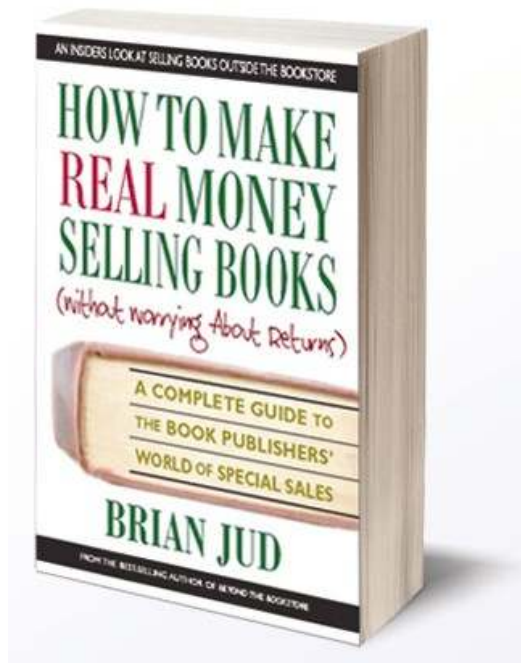
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Do you have a quick question or two about how to get started in special sales?

If so, consider a one-hour consultation with Brian Jud. Get answers that will ignite your sales efforts. Brian can help you create a quality product, distribute it to markets you may not even know exist, price it profitably and promote it more effectively so you can...

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

[Click here for more information.](#)

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-- shows your staff how to make
large-quantity sales**

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Get a unique item -- a **bookmark** that actually grows flowers when planted. Print your message on it!



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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

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

To subscribe to *Book Marketing Matters* click here: <mailto:brianjud@comcast.net?subject=subscribe>
I won't share or sell your email address.

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>