

Here is your July 21 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 15, Number 307 July 21, 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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Or www.premiumbookcompany.com

**Top inquiries from the salespeople
for the week ending 7/18/14**

<u>Title</u>	<u>Quantity</u>
Gift Bibles w/custom covers	120
UNTOLD: The New Orleans 9th Ward	800
Make Yourself Ageless	500
Reject Me — I Love It!	1000
A Dog to Remember	250

**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)

Join APSS, save 10% on the conference registration fee – Save another \$100 by August 15 (more than the cost of your APSS membership)

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>

Two Upcoming Teleseminars

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>

August 7: How to Catapult Your Brand (or Yourself) Into a Starring Role!

Teleseminar Featuring: TSUFIT

It’s noisy out there! Making it in today’s overcrowded marketplace depends less on baking a better bagel and more on branding it, less on having a Harvard MBA and more on being a star! It’s all about capturing the scarcest commodity of all—your audience’s attention! If you’ve never heard TSUFIT speak before, you’re in for a treat. In this fast paced enqaqing (hilarious!) presentation, this former comedienne will share her

Secrets of Stardom, provocative tips on getting seen, getting heard and getting yourself and your business noticed! In this powerful talk, you'll learn:

- How to attract clients in just 30 seconds!
- The 3 biggest mistakes most entrepreneurs make and how to avoid them
- How to figure out what you're really selling (It's not what you think!)
- The 16 words and phrases you should ban forever!
- How to be a star in business and in life!

Recently featured in Entrepreneur Magazine, TSUFIT is the author of the hot award-winning book, *Step Into The Spotlight! : A Guide to Getting Noticed*, which has been endorsed by many New York Times best selling authors, including Tom Peters, Jack Trout, Jay Conrad Levinson, Al Ries, Les Brown and many others. After 10 years as a Dean's List litigation lawyer, TSUFIT left law for the limelight, performing comedy on national television and gaining international attention for her debut music CD. TSUFIT is now an irreverent marketing strategist who coaches entrepreneurs, authors, coaches, speakers & CEOs to be stars!

August 7, 6:00 – 7:00 pm Register at <http://tinyurl.com/n562i7c>

Notes From the Front Lines

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

Years ago, publishers considered most bookstore-related events to be a colossal waste of time, particularly if the author was not a major celebrity. How times have changed. Today, many bookstores encourage events and even employ event coordinators. It doesn't seem to matter whether the author is well known or not. And often these events can be extremely successful, but not always. There are a few rules you ought to follow in order to save yourself the embarrassment of having no one else come. First, work very closely with the storeowner or event coordinator. Find out what works for them and follow their advice. Second, if you are doing an event in your hometown, make sure you invite people you know. Send out written invitations and scribble a personal note on it. Third, if you are away from home, try to do the event after doing television or radio where you can promote the appearance. Fourth, make sure books get there on time and just in case, have a supply in your car. And finally, encourage the store to promote your book in-store at least a week before your appearance. This is grassroots marketing and when it is handled professionally, it can help build recognition and sales.

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>)

You are more than an author, a publisher, or a publicist; you are an information provider. Nonfiction authors provide information and you should provide your information in any form your reader wants: Book, special report, audiotope, videotape, speeches, seminars, consulting, etc. Some of your customers want your guidance (information) but are too busy to read your book. Some may commute a long distance and want your help on tape. They have time to listen to you. Once your book is out, use it as a script and record an audiotope album. Bundle the book with the tape set so those listeners can find the text they wish to review without searching the whole (linear) tape.

Ideas for Selling to Non-Bookstore Buyers – Guy Achtzehn

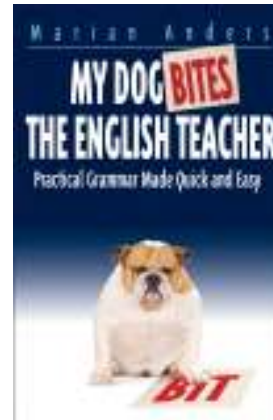
(President of The Promotional Bookstore, offering commission-based sales of books to non-bookstore buyers, guy@msgpromo.com)

A small chain of children's shoe stores implemented a punch-card program where every \$25 spent was worth 1 punch on the card. Every time a card was punched 4 times, the child or parent was able to select 2 books from the books available on display. The theme was "We'll take care of your child... From their head to their feet"! Moms loved this promotion!

The Cover Story – Michelle DeFilippo

(Your cover is a critical part of your marketing effort. Contact Michele at 1106 Design today for book cover design with hand holding. (602) 866-3226 or <http://www.1106design.com>)

Few titles present such a clear visual direction for a book designer as *My Dog Bites the English Teacher* by Marian Anders. Marian wanted to feature both forms of the verb "bite" on the cover. By giving both words the same graphic treatment (similarly colored text and background in the form of a sign) and tying "bit" to the dog, we were able to play on the humor in the title, and create a single visual element with quick reader impact.



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)

Donald Sutherland was offered 2% of the royalties from Animal House or \$35,000. He took the \$35,000. Have you ever left money on the table because you wanted the sure thing? Life is full of opportunities and risks. How do you go about making your life decisions? Check out www.arette-hpa.com and see what is possible in life. Maybe it's time to pass on the sure thing - you never know what could happen.

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's a copyright notice and when should I use it? To demonstrate to the world that you own your work, you should use a copyright notice (although you are not required by law to use the notice). The notice should contain the copyright symbol (ex: ©), the date, and the copyright owner's name

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>)

Crowdfunding Tip: 30 percent of your support will come from family and friends. Make sure you have that lined up so it comes within the first few days that your campaign opens. Why? Because those who check out the sites—key for books are Kickstarter, IndieGoGo and PubSlush, want to see that there is "interest" and "support" for the book idea. If there isn't, they pass you over and by. These same friends and family are the ones that you go back to in the final push if needed.

Pam's Book Marketing Tips - Pam Lontos

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

The Media Only Cares About The Story. Don't pitch yourself, instead pitch the story for the audience: Always pitch a publication or program by highlighting the benefits you can offer their particular audience. The media cares about the story first and then they want your credentials.

You're On The Air

(Lori Dolney Levine, Senior Talent Executive, Fox After Breakfast)

What helps sometimes is to look down and look up. People don't stare into the eyes of another.

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>)

While the major mail-order catalogs drive a hard bargain – requiring as much as a 60 to 70% discount – they can move a lot of books. Not only that, but the exposure they give your books to their customers will often result in spillover sales through bookstores. Where else could you find outlets that are willing to pay you so they can advertise your books to as many as five million people?

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)

To be successful, all books need publicity. Readers are swamped with books. Hundreds of thousands of titles are published every year, which breaks down to several new titles being issued each minute. That's an awful lot of books competing for booksellers' shelves and readers' attention. Plus, books face stiff competition from movies, television, newspapers, magazines, sports, the Internet, games, and more.

Publicity is the most effective way to single out your book for recognition and to build its identity and visibility. In publishing, they refer to "breaking a book out," which means getting it noticed so that it can emerge from a sea of competitors. Publicity is the best way to break your book out and to create name recognition, interest, and sales. Through the wonders of publicity, weak books have been built into huge successes, and great books that lacked publicity have not been widely read.

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-product 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 product, allows you to identify and correct weaknesses, and not waste (or perhaps spend less of) any vital resources.

Guest Columnist - Patricia Fry

(Patricia Fry is retiring after a career helping authors succeed at book publishing and marketing)

Keep A Box of Books Close-by. If you have published with a traditional royalty publisher, pay-to-publish service or a POD company, do yourself a favor and order a dozen or more copies of your book to keep on hand just in case. Those "just-in-case" moments do occur—such as when your publisher doesn't get books to you in time for your signing, you just heard about a book festival being held this weekend only an hour from your home, you receive an invitation to speak before 100 people TONIGHT or a neighbor needs last-minute entertainment for a dinner party and has invited you to read from your book of poetry.

The Very Idea (Editorial by Brian Jud)

When some authors come to me for book-marketing help, they often begin by telling me, "There is no other book like mine." In many cases I ask them how it is different from Title A or Title B, and they are not aware the competitive titles exist.

Search Amazon.com or the other online stores using your topic as the search argument. Google your topic to see what else is out there. If no other titles exist, perhaps there is no demand for your content. If you wrote *The History of the Ballpoint Pen Sharpener*, you would probably not find any existing titles since there is not much demand for your content.

Be able to answer this question posed by potential TV and radio producers, print editors, reviewers, distributors, buyers at bookstores and for corporations: "How is your information different from and better than other, similar titles?"



The caption reads: *Just because you are unique doesn't mean you are useful*

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)

Do not think of the word plan as a noun – a document created at the beginning of a fiscal period. Instead, think of it as a verb, a technique to help you organize and direct your thinking so you can prepare your activities over the planning period. The objective of the planning process is not a physical plan, but a course of action. The written plan documents the course of action.

Booklet Ideas – Paulette Ensign

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

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

Millions of tips booklets have been sold over the years. They are written by people who most of the planet has never heard of, people unknown to the greater world. The authors might be known within their profession or industry, yet even there, fame is not required for success in selling tips booklets. Then what really matters?

The reason anyone buys your tips booklet or anybody else's is the hope, wish, dream, and expectation that your booklet is a path to the desired results. It's that desire for results - THAT is the reason anyone buys your booklet.

That buyer does not care that you are the founder or president of your professional association or that you've won a long list of awards in your field or that you've been in business since just before dirt was invented or that they never heard or saw your name anywhere before the moment your booklet was in front of them.

Those items in your biography may initially grab the attention of the buyer, though it is not a necessity. It is not what makes them buy. It may not even be what makes them look. A benefit-rich clear booklet title is what makes them look and evaluate what you've got. Content that gives them results they want is what makes them buy. And that's it! Simple as that.

Think about the last time you bought something - anything. It could be a household product, an office supply, a garment, a personal care item, a piece of equipment for your business, a gift for family or friend - anything. Did you even consider who invented it much less their credentials in their field or how long they had been doing whatever it is they do or how well they do it?

No, not even close! You evaluated the item based on whether it would give you the result you thought it might. Even the price often comes in second in the priorities when you think about buying it. Haven't you ever spent more than you planned to because you really believed something would give the result you wanted?

You might be stopped in your tracks right now about writing a tips booklet because the story roaming around your head is that you have only been in business however long it's been and you're not among the higher echelon in your field. Think back on what you are reading here. Reflect on your typical buying habits, which are likely to be a variation on the theme of many people, whether buying for personal improvement or business reasons.

ACTION - Revisit the title of your booklet. Is it clearly results-oriented? If not, revise it. This is true for all the information products you create, in any format. Your buyer of your booklet, audio, ecourse, or anything else expects you to deliver the results they want. They want to improve their personal life, promote their business' products or services, expand their messages' reach, or have some positive result that is different than what they have. THAT is why they buy your product.

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. The first six were described in each of the last six issues of *Book Marketing Matters*.

#7: Lists and subheads. Perhaps the easiest way you can add meaningful visual interest to articles, blog posts, and books is to make better use of layout and text formatting tools like lists and subheads. The inside pages of [Derek Halpern's *Nonverbal Website Intelligence*](#), which [I recently discussed](#), provides numerous examples of pages formatted with visually arresting subheads and lists.

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)

Fictionaut

<http://fictionaut.com/>

This active literary community provides possibilities for short fiction and poetry. The site describes itself as part self-selecting magazine, part community network. It gives readers a way to discover new writers, and writers a place to share their work and connect with readers and each other.



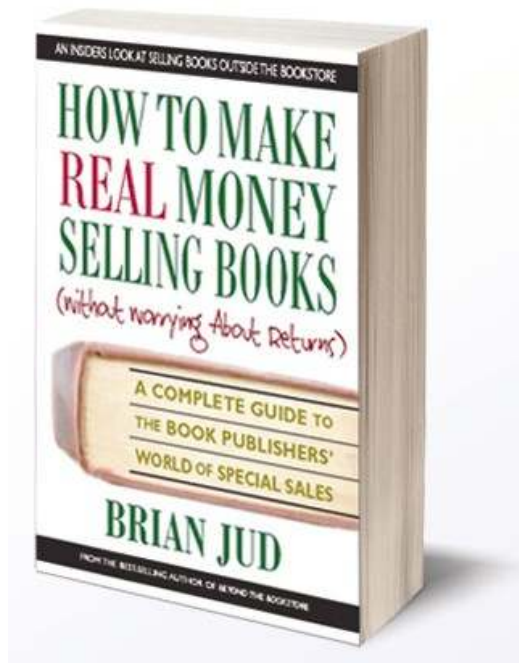
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Do you have a quick question or two about how to get started in special sales?

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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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-- shows your staff how to make
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The place to find book-publishing suppliers, based on referrals from previous users. *Book Central Station* is the only place where you can find people to help you write, publish and market your books – with ratings posted by previous clients. At *Book Central Station* you can scan a list of suppliers, look at reviews of their work and make an informed decision to choose the ones with which you will work. And you can post your own experiences with them, too. Sign up for your FREE trial at <http://www.bookcentralstation.com/trial.asp>

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

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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>