

Here is your September 1 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 18, Number 310 September 1, 2014

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

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All non-returnable.**

Or BrianJud@premiumbookcompany.com
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**Top inquiries from the salespeople
for the week ending 8/29/14**

<u>Title</u>	<u>Quantity</u>
<i>Historic Photos on Broadway</i>	500
<i>The Chronicle of Jazz</i>	500
<i>Low Sodium Cookbook</i>	250
<i>Jazz Age & Manhattan</i>	500
<i>Best of Best Cook Book MI</i>	48
<i>Best of Best Cook Book PA</i>	48

**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 Selling University
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

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Upcoming Presentation

How to Sell Your Self-Published Book to a "Real" Publisher By Shel Horowitz

September 11 --- 6:00 – 7:30 pm ET

Commercial publishers get hundreds of submissions a week--why should they choose yours? Understand what mainstream publishers are looking for, and set things up to give it to them when the time is right--ideally, even before you go to press with your self-published edition: You can get a better advance, better contract language, and better treatment. But even if you've already done your book, you can take specific steps to improve your marketability if you'd like to be published by a bigger house.

Three of Shel Horowitz's four commercially published books--with Wiley, Simon & Schuster, and Chelsea Green--started as self-published. As a book shepherd and book marketing expert, Shel helps your book find its best markets. <http://www.frugalmarketing.com/publishers.shtml>

Sign up at <http://tinyurl.com/onlz3hw>

(Part Two) Making Persuasive Presentations For Large-Quantity Sales By Brian Jud

6:00 – 7:30 pm ET September 25

This is the second of three webinars about selling your books in large quantities to corporate buyers. At some point you have to meet face-to-face with the buyers and tell them why they need to buy your books. You will be more successful selling books in large quantities if you organize and give your sales presentations effectively. In this webinar Brian will show you how to write a proposal and prepare a professional, successful sales presentation. Then he will cover simple ways to make your presentation and convince more prospects to buy. This process is effective for both fiction and non-fiction titles.

Sign up at <http://tinyurl.com/m8dvgqr>

Notes From the Front Lines

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

Getting Lead Times Right. One of the biggest mistakes a publisher can make is to accelerate the publication date to meet some artificial deadline. The most important date you should keep in mind is the lead time demanded by the largest book retailers. They do this to establish a coherent budgeting procedure, which means if you insist on a one-month lead time, you will not get your book onto the shelves of America's biggest accounts. Most distributors will counsel you on the best timing for your book. Listen to them because they are trying to maximize your initial sales with book retailers.

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>)

The secret to successful publishing is not to publish more and more books but to effectively market those books already published.

Editor's note: Dan will be speaking at the APSS 2014 Sales Conference on Oct 24 – 25 in Philadelphia. For more information, please visit <http://tinyurl.com/kxucber> or BrianJud@bookapss.org.

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)

Associate with a cause. If you want to maximize the power of your book as a motivational tool, connect it with a cause. You inspire employees, channel partners and customers to do good for others as they do good for your client's company. A *PR Week*/Barkley Cause Survey revealed that nearly three quarters of consumers purchase particular brands because they support a cause in which they believe. And more than 90% of consumers said it is important for companies to support causes and charities. Corporate respondents said they saw positive publicity, an increase in sales/retail traffic and an enhanced relationship with their target demographic as a result of cause-marketing efforts.

Every year, Reading Is Fundamental (RIF) provides free books and literacy resources to millions of children and families with free books. Contact one of RIF's corporate sponsors to work your title through the system (<http://www.rif.org>). For example, Colgate-Palmolive Company donated more than 120 new book collections each containing 127 high-quality hardcover children's books to RIF programs nationwide and at U.S. military bases overseas. Other sponsors include Capital One Financial Corporation, Macy's, Target Corporation, MetLife Foundation and The ARAMARK Charitable Fund. UGI Utilities, Inc. gave RIF a local twist by helping RIF target specific geographic areas such as those located in UGI communities in Pennsylvania.

Editor's note: Guy will be speaking at the APSS 2014 Sales Conference on Oct 24 – 25 in Philadelphia. For more information, please visit <http://tinyurl.com/kxucber> or BrianJud@bookapss.org.

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>)

Send out review copies to make subsidiary rights sales. The quicker you send them, the less chance the editor or buyer will have to lose interest in your book. In most cases, these review copies must be in the hands of major rights buyers at least six months before publication date so they have plenty of time to make a decision and schedule their use of the rights they buy.

The Cover Story – George Foster

(George Foster has designed the covers for more than a thousand books and is contributing author to "1001 Ways to Market Your Books". Contact him at www.fostercovers.com) george@fostercovers.com,)

This cover must display the names of 100 of today's best thriller writers, all of whom wrote an essay for the book. This is accomplished by using all of their names as a screen, as if looking through a window, to reveal the lurking figure outside. The effect is unifying, creates a strong visual, yet lets each name be legible. This is an example of the power of giving visual meaning to the words on a book cover. When words and image become one.



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)

Today I will make a difference. I will begin by controlling my thoughts. A person is the product of his thoughts. I want to be happy and hopeful. Therefore, I will have thoughts that are happy and hopeful. I refuse to be victimized by my circumstances. I will not let petty inconveniences such as stoplights, long lines and traffic jams be my masters. I will avoid negativism and gossip. Optimism will be my companion and victory will be my hallmark. Today I will make a difference.

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 the Poor Man's Copyright and how can it protect my work? The concept known as the poor man's copyright says basically that you should mail yourself a copy of your work and not open it in order to establish the date that your work existed in case you ever need to defend your work or challenge a work you believe infringes on your rights. This, unfortunately, is a myth that continues to be perpetuated even by established writers and it should no longer exist in the writing world! The Poor Man's Copyright does not offer any additional protection beyond that which already exists once your idea is fixed and thus your work is created. Additionally it does not constitute a registration of your copyright. Registration is easy (no need for a lawyer) and inexpensive (as low as \$35 if you register electronically -- as of this presentation) – a small price to pay to preserve valuable rights. Consider it an insurance policy.

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: A video, and better yet, videos, are a MUST HAVE. Short, to the point—they can be goofy or quirky if it fits your project. Keep under 90 seconds ... talk from your heart what your book is about; what value/benefit it brings to the reader; what you are doing with the moneys. And have a call to action. Short and Snappy.

Pam's Book Marketing Tips - Pam Lontos

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

To sell more books, determine what is unique about your topic. Is your book different than everyone else's? Does your book solve a problem like weight gain? Does it teach managers to manage better? Does it entertain, inform or enrich? These are the points you want to stress when marketing your book. You have to stand out from all of the other books that are on your topic.

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)

Local or regional media. For local promotions, this group can be ideal, and it may be more willing to give you coverage. In some campaigns, concentrating on local coverage can provide better value. Don't discount the value of building a strong media base in your hometown. A supportive local base can be extremely loyal and helpful in expanding your contacts. Usually, locals will take special pride in your success and go to great length to boost your career.

Guest Columnist - Patricia Fry

(Patricia Fry is the author of 35 books, most of them related to publishing and book promotion. She is the Executive Director of SPAWN (Small Publishers, Artists and Writers Network) www.spawn.org. Request your FREE sample edit and estimate from Patricia: PLFry620@yahoo.com. Learn more about Patricia, her nearly 40-years experience as a career writer/author and her published books at www.patriciafry.com and www.matilijapress.com

Are You the CEO of Your Book Project?

You are the author. You are in charge of writing and producing your book—finding a publisher, hiring a publisher or becoming the publisher. You are the major decision-maker and, by the way, the marketing agent.

What most authors don't understand is that authorship means taking on all of the responsibilities related to your book project just as the CEO of any recognized company would. The author is responsible for:

- Writing a viable book for which there is an eager audience.
- Producing an error-free, well-written book.
- Researching publishing options and choosing the right one.
- Taking control of production—which means you'd better educate yourself about the industry.
- Promoting his or her book.

Shun these responsibilities and your book will likely fail. Nearly 80 percent of books fail. Why? Because the author:

- did not study the publishing industry.
- wrote a book without regard for his audience.
- failed to hire a good book editor.
- signed with the first pay-to-publish company he found.
- deferred to others when it came to making decisions.
- didn't know that it was up to him/her to promote the book.

If you are writing a book for publication, start now taking it as seriously as you would any business venture.

You're On The Air

(Nick Peters, Vice President, MediaLink)

It is incumbent upon the talent to be prepared to either answer the tough or unexpected question or know how to deflect it.

Marketing Strategy

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

Your job is to find or create – through content or promotion -- a meaningful and distinctive reason why your customers should choose your title over all the others. Not every difference is a differentiator. To be effective in motivating people to buy, the distinguishing characteristic(s) must be important to them, superior to similar titles, communicable, affordable and profitable (to you).

The Very Idea

(Editorial by Brian Jud)

Do you want a different way to distribute your books? To check out books at most libraries, all you need is a library card — but this isn't any ordinary library. You'll need a canoe, kayak, paddle board, or inner tube to visit the Floating Library, which sits in the middle of Cedar Lake in Minneapolis, Minnesota.

The hand-built wooden raft holds about 80 artists' books and is staffed by friendly librarians to guide you. Visitors can read while bobbing alongside the Floating Library, or they can actually check out the books, zines, and chapbooks, then return them at one of the designated boxes around the city.

The quirky project was conceived by artist Sarah Peters, with the raft designed by architect Molly Reichert. "I wanted to give people a chance to engage in my favorite boating activity — drifting and reading — and to make that happen through the availability of beautiful, thoughtful, clever, and uncommon books by artists," Peters says. "While books + water might not seem to make sense, the juxtaposition of these two things is what makes the project exciting to me."



The books were submitted by local and national artists, with the farthest-flung contribution coming from the UK. And the selection is diverse: Martine Workman's *Prince Food* outlines all of the food mentioned in Prince songs; *Caitlin Warner's Untitled (Mirror Book)* is made entirely out of reflective Mylar; and Ady Olson's contribution is a waterproof instructional manual on how to tie sailing knots.

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 gives you clarity and focus. Clarity is the ability to analyze all the possible opportunities and focus is the capacity to concentrate on one that will benefit you the most. The goal of any plan is a list of practical actions that lead to the attainment of your objectives.

Booklet Ideas – Paulette Ensign

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

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

Distribution is often a question and a challenge with tips booklets and related products. While Amazon might look enticing for downloadable and printed copies of your booklet, book, and other publications, your clients might actually be your best distributors of all.

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Are you imagining that, regardless of how much of a stretch that might be from where you are right this moment? As a coach or consultant, you've written your booklet on a particular topic to help people improve their life. The financial institution also wants to help people improve their life starting with their financial health and wellbeing. Your booklet content becomes a soft-sell way for the financial institution to get in front of people who are or will be their clients, and who can also become your clients once they receive your booklet!

The financial institution serves as your distributor. Plus they paid you to market you to people you'd likely never reach otherwise. That means the financial institution is your client, your marketing agent, and your distributor all at the same time, expanding your reach and your bottom line simultaneously.

Because your product is a how-to-improve-your-life-in-some-way publication, and your contact information (or at least your name) is included in the product, your client is marketing you to people who will want more of what you've got. The tips booklet is the entry point. The additional formats of your content are what's next, whether in quantity to the financial institution, in single copy to the person who received your booklet, or both.

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ACTION - List the financial institutions you currently do business with or where you have some connection. This list is likely to grow as one more person comes to mind or comes into your life. Depending on your topic, your booklet could be a great promotional tool for those companies. You'll know quickly enough whether that is true by speaking with a decision maker for marketing, advertising, or product management within that institution. Remember to have choices to offer the decision maker, even if it is different formats of your same content. The question is "Which format/title is our starting point together?" rather than "Do you want to buy this booklet or not?" Then watch your distribution soar!

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)

A half-written book languishing on your hard drive isn't doing you any good...whether caused by a lack of interest from trade publishers or a lack of self-publishing experience. There are seven things you can do to turn the disappointment of a half-written nonfiction book into publishing profits. The first was in the last issue of *Book Marketing Matters* and one will be described in this and the next four issues of *Book Marketing Matters*.

3) Scope. Then, review what you've written from the perspective of scope, or focus. Often, nonfiction books run into trouble because they are written from a broad, or "textbook," perspective, rather than a practical, focused, laser-like point of view. Were you providing more information than your prospective clients wanted? Were you providing too much background information? What kinds of feedback had you received from early readers of your manuscript?

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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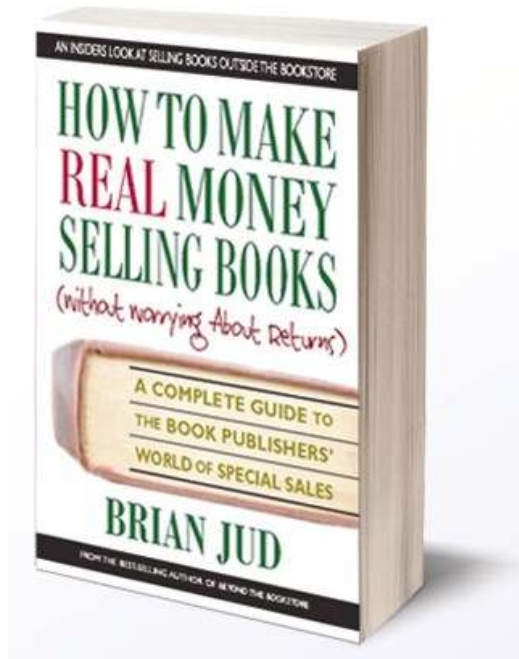
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Contact Information for Brian Jud

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Brian Jud now offers commission-based sales to buyers in special markets and several other programs to contact prospective buyers in special markets for you through personal sales calls, customized mailings and telephone calls. There is a program for any budget. www.premiumbookcompany.com

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>