

Here is your September 15 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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**RSS**

## 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 19, Number 311 September 15, 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.**

[BrianJud@premiumbookcompany.com](mailto:BrianJud@premiumbookcompany.com)  
Or [www.premiumbookcompany.com](http://www.premiumbookcompany.com)

**Top inquiries from the salespeople for the week ending 9/12/14**

<u>Title</u>	<u>Quantity</u>
<i>Philly's Fit-Step® Walking Diet</i>	200
<i>Learning Football's Lingo</i>	650
<i>Secrets to Stepfamily Success</i>	400
<i>A Thinker's Daily Challenge</i>	1000
UNTOLD	650

**Save Thousands of Dollars with Early-Bird Discount at the 2014 APSS Book Selling University – Sponsored by Bowker (The Association of Publishers for Special Sales -- formerly SPAN)**

**Save \$50 as you learn how to sell more books in large quantities with no returns – register today!**

**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

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- 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 Marketing Events

### 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/m8dvbqr>

### Third Annual Shelf Unbound Writing Competition

Shelf Unbound magazine is hosting the Third Annual Shelf Unbound Writing Competition for Best Independently Published Book, sponsored by Bowker and Blurb. Details on the competition are here:

<http://www.shelfmediagroup.com/pages/competition.html>. We'll award \$8,500 worth of prizes, plus we'll feature the winner, finalists, and more than 100 notable books from the competition in the December/January 2015 issue of Shelf Unbound magazine. We're offering APSS members a discounted entry fee (\$35). If paying by check, APSS members can write PROMO CODE APSS on their check; if using PayPal, use "Promo Code" link at the bottom of this page (<http://www.shelfmediagroup.com/pages/contact-us.html>) and enter PROMO CODE APSS. Deadline for entry is October 1, 2014.

## 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))

**What to Look for in a Distributor.** At Midpoint we are undergoing a thorough review of practices and procedures. All companies need to examine the assumptions behind their business because it is so easy to drift into a status quo mentality that is a killer if you want to compete and grow in a challenging economical environment. We have come up with some key words to describe how we would like our client publishers to characterize us as partners in the publishing process. The six words are: experienced, motivated, responsive, candid, flexible and positive. Here is the interesting part: Once we have determined how we would like others to think of us, then we begin to set a standard based on the six words and we begin to strive to live by them. Everyone falls short of the ideal, but when you have a standard that customers expect as the norm, then outstanding results often result, creating an overall environment for excellence and achievement.

### **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 cover:** The package outside should express the text inside.

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](mailto: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](mailto:guy@msgpromo.com))

Think of catalogs as an extension of your mail-order capability. Each acts as a sales brochure for your titles, helping you build awareness in your target markets. Catalogs deliver your book's cover and major sales handles to thousands – if not tens of thousands -- of potential buyers. This gives you additional *hits* on people in your target markets, enhancing your credibility as well as your long-term sales.

Catalogs pride themselves on a "high fill rate" which means they fill and ship orders quickly. Maintaining this reputation requires a sense of partnership with their suppliers (publishers). You have to meet deadlines with a quality product. On the other hand, they purchase books for inventory, not to orders, so you can ship in fewer, larger quantities. They rarely require an exclusive and most pay in 30 days. Sales are generally non-returnable and the catalog company usually pays for shipping.

There is one similarity to selling books in bookstores: the competition for your title to stand out is intense. Minimize this by seeking specialty catalogs that sell complementary products. Then, your book becomes an accessory item.

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](mailto: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>)

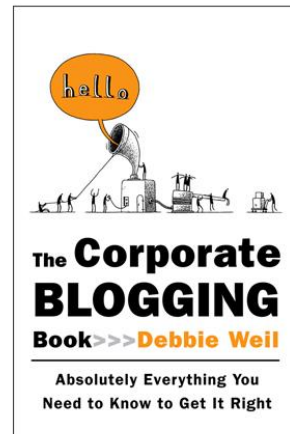
It is possible to sell rights to another publisher to produce limited editions of your book. For example, both Phantasia Press and Underwood-Miller publish autographed, numbered and slipcased editions of books by well-known science fiction authors (such as a \$50.00 autographed edition of Roger Zelazny's "Trumps of Doom" or a \$40.00 autographed edition of C. J. Cherryh's "Cuckoo's Egg"). These higher priced editions rarely compete with standard hardcover or paperback editions since they are issued in limited runs of 250 to 1,000 copies and are sold primarily to collectors.

### **The Cover Story – Michelle DeFilippo**

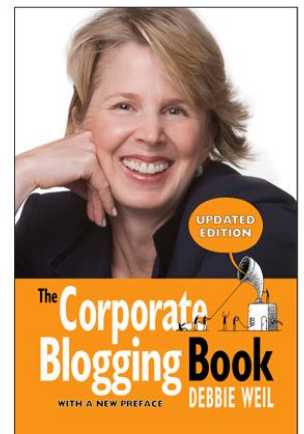
(Your cover is a critical part of your marketing effort. Contact Michele at 1106 Design today for book cover design with hand holding. (602) 866-3226 or <http://www.1106design.com> )

## *The Corporate Blogging Book* by Debbie Weil

For this “before and after” example, our client wanted to more effectively promote her consulting practice without losing the connection to an earlier successful edition of her book. We filled more than half of the new cover with her portrait, since she is now the “product” being sold. To maintain the connection to the earlier book, we kept the black and orange color scheme, chose more contemporary fonts, and utilized just a small portion of the previous illustration.



Before



After

## 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))

A person asked me to sum up what it is that unsuccessful people fail to do or recognize that keeps them average or below average in life. Here was my answer:

- 1) Lack of passion - a burning desire to be the best possible
- 2) Lack of focus - a clear picture of what can be attained - lack of laser vision
- 3) Lack of knowledge of the principles of success - this knowledge is everywhere - books, tapes, etc.
- 4) Lack of discipline - you can see this every day, everywhere.

There's a whole host of reasons why this is true but even understanding it still boggles my mind. I have taped above my desk:

- A) Trust your gut
- B) Make the complex simple
- C) Tap the power of every individual
- D) Tap the power of information
- E) Master quality
- F) Target. Target. Target.

## 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.)

**When in the Writing Process Should I Register My Work?** The “lawyerly answer” is based on the benefits of timely registration defined in the Copyright Act: you should register before your work is infringed and within three months of publication. Additional guidelines:

- Register your manuscript once completed
- Register works (even if only a few chapters) that you are submitting on a regular basis, posting on the Internet, or performing on a regular basis
- Update your registration after a substantive change to your work
- Register the final product
- Within three months of publication

## 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>)

When you have your book cover, create an Amazon.com/Advantage account. Start loading info about your book including any endorsements. This is one gateway to gather pre-orders for your books. Some of my clients have actually received over 1,000 pre-orders via Amazon before their book was available!

## 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))

### Publicity is better than advertising for three reasons.

1. It's cheaper. You get better, more credible exposure than a paid advertisement will ever give you.
2. People who see you in a magazine give you the same importance they give the celebrities in that magazine. With an ad, it's assumed that everything said was written by you and can't be trusted. Being in a magazine article as the expert in your field establishes you at a much higher level.
3. Once you have some media exposure, you can use it to get more PR, to add credibility to your promo material, and to create the image as the expert in your field. This makes you stand out from your competition and gets book sold.

## 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))

Before writing your silver bullet, take a closer look at your book. Then answer the following questions:

- What is most interesting or unusual about your book?
- What makes your book most memorable?
- What are the three most important benefits that readers will receive from your book?
- What differentiates your book from titles on the same or similar subjects?
- What are the first responses you receive when you tell people about your book?
- What causes people to stop, listen, or say wow?
- What questions do people ask when you tell them about your book?

## 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))

Think of your book as the icebreaker for an ongoing conversation between the author and the reader. If the book has made an impact on the reader, it's only natural for him or her to want to continue the conversation, ask follow-up questions, or go deeper. That's why it's important for your site to give readers something they won't find anywhere else—extra value.

## You're On The Air

(Rita Thompson, Field Producer for CNBC, CBS News and Chronicle)

I want somebody who is going to be concise, clear and accessible. Someone who can take perhaps complicated information and put it in very simple, understandable terms.

## 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))



A title is like an individual musical instrument. Your list of titles is like a group of instruments. They can function alone, but the conductor leads the individual musicians to act as one unit instead of a cacophony of individual performances. Orchestrate your front-, back- and mid-list titles to yield a successful performance. This is accomplished through the application of marketing strategy.

## The Very Idea (Editorial by Brian Jud)

Did you know that it is impossible to sneeze with your eyes open? It's also impossible to succeed in book marketing with your eyes closed. Always look for new opportunities. To see what others do not, look at...



... **the content of your book.** People do not buy your physical book per se, they buy what the information in your book does for them. Describe your content in terms of what it does for the reader, and give it to them in the form they desire (pbook, ebook, etc).

... **people rather than on markets.** Define your target *readers* (for retail sales) and target *buyers* (for non-retail, i.e., corporate sales).

... **getting people to buy rather than selling to them.** Divide a page into three columns, one headed *Problem*, *Action* and *Result*. In the *Problem* column list all the issues or challenges that your prospects have. Then list the *Actions* you recommend and finally the *Results* that readers will get if they follow your advice. Then communicate the *Results* to prospects in your marketing efforts – and they will buy.

... **the differences of your content, not on its sameness.** People do not want more of what they already have. Tell how your content is different from and better than competitive titles.

... **yourself as an expert.** You are part of every sale, particularly in non-bookstore markets.

... **market segments.** Organize your target readers/buyers in easy-to-reach groups of people with similar reasons for buying. For example, if you have a children's book, segments might include schools, PTAs, daycare centers, home schooling, children's museums, etc.

Effective and successful marketing is simple, but not easy. Keep your eyes open for new ways in which to sell your books. That is nothing to sneeze at.

## 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))

A planning meeting beginning with the words "I received a great manuscript today" will rarely be as effective as one beginning with "I was reading about a new consumer trend for which there are no current titles available. What if we...."

**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>)

Which do you think is more compelling for people to buy your tips booklet - something about preventing a potential problem or specific ways to alleviate and eliminate pain of some sort?

While logic and your personal point of view might dictate it makes more sense to learn how to prevent a catastrophe from happening if at all possible, human nature tends to work against that. The pain, on many levels, of having a hard drive crash on your computer is a giant motivator to do frequent back-ups that are also housed in multiple places, from that moment forward, for as long as you remember or have automatic systems in

place. It's a stronger motivator, in many cases, than being presented with an excellent compilation of where to do back-ups locally and in the cloud, how much of your files to back up at any given time, how much storage space to anticipate, and how often to do those back-ups.

You may be in a region that is known for having fires or floods or extreme weather. Tips on how to prepare for any of those acts of nature have much greater meaning after living through any of those events, much more than anticipating what it would be like before it happens.

The prevention tips are logical and can be un-enticing without going through the painful experience of the hard drive crash or losing a home or any of the endless other awful possibilities.

So where does that leave you as a booklet author? It depends, doesn't it? In general terms, people will often do quite a bit, take action they might not otherwise take, do things faster than they might otherwise do to get out of pain or to minimize it once they are in it. Yes, there are some people who are willing to take preventive measures. Among the population at large, more people are disinclined to do prevention.

As the expression goes, timing is everything. You may want to consider creating information that addresses the before, during, and after points in the catastrophe depending on your topic and knowledge, or simply the before and after. It can be helpful for those people who truly will do prevention before disaster ever strikes at all or before it strikes again. The booklet focused specifically on after the disaster will have a more knowing and compassionate tone to it, realizing the reader has gone through the experience and is now on the other side of it ready to do what they can to become whole again.

**ACTION** - Notice how you currently focus your information and marketing efforts if what you have is in any way attached to pain in a personal or professional context and is particularly comprised of prevention tips. Consider testing an expansion and re-positioning of your information to eliminate or minimize pain and see what results you have in interest and sales. It is completely possible to maintain the caring and concerned style you demonstrated in the prevention approach in the new positioning of pain elimination or minimizing.

### 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))

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 three issues of *Book Marketing Matters*.

**4) Harvest.** As you review printed copies of your manuscript, look for examples, stories, and topics you can reuse. Look for fresh ideas, as contrasted to information that merely sets the stage. Look for advice you can convert into exercises and step-by-step instructions. Identify the best examples of your thinking, ideas and advice that you can build on and, later, expand.

### 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))

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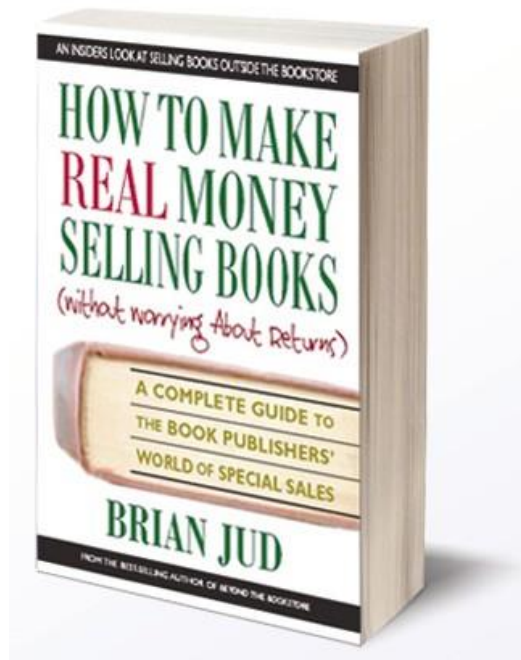
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- Beat your competition
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### Contact Information for Brian Jud

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)

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](http://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](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>