

Here is your January 20 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 Gal 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 2, Number 294 January 20, 2014

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**Top inquiries from the salespeople
for the week ending 1/17/14**

Title	Quantity
<i>Learning Basketball's Lingo</i>	6000
<i>Maximize Your Minimums</i>	1200
<i>Changing Lanes</i>	3650
<i>How to Give a Speech</i>	2000
<i>Fishscale Girl</i>	2800
<i>Giving Not Just For the Very Rich</i>	1350
<i>The Frog and the Prince</i>	500

**NEW! Virtual support-services program -- from APSS
(The Association of Publishers for Special Sales -- formerly SPAN)**

Get help when you need it -- with money when you have it -- without a commitment to hire a new employee. Use a Virtual Assistant

APSS and the Alliance for Virtual Businesses (A4VB) are developing a professional virtual support services program to help you meet your author and publishing goals. We created a short survey that will help us better understand your virtual-assistance-support needs. Please take a moment to complete the short survey here: <https://www.surveymonkey.com/s/APSS-A4VB>

The Alliance's introductory list of virtual services offerings include:

- * Administrative Support
- * Author and Speaker Assistance
- * Email Marketing and Contact Management

- * Copywriter, Editing/Proofreading
- * Virtual Event Management/Support
- * Social Media (7 popular platforms)
- * Transcription/Translation
- * Video and Podcast Creation and Editing
- * Website Creation, Design (including Digital/Graphics) and Maintenance

Can APSS help you sell more books virtually? APSSolutely!

Join APSS, save \$29 on the membership fee

Annual membership is normally \$89. But since you are on my newsletter list your cost is only \$60 (\$29 savings). Go to <http://www.spanpro.org/join-application> and follow the prompts. Register as a member of Premium Book Company. For a list of additional benefits of AAPSS membership visit <http://www.spannet.org/page/member-benefits>

Upcoming APSS Free Webinars

Creating Your Plan to Sell More Books in 2014

By Brian Jud
January 30, 2014 6:00 – 7:30 pm Eastern Time

Make 2014 *your* year for success! During this webinar you will discover unique and practical ways to increase your sales through marketing planning. Brian Jud will show you how to create innovative strategies for selling more books, and plan the actions you can take to make them happen. Find out practical things you can do immediately to arrange distribution into retail and non-bookstore markets. See easy ways to promote your books economically in a competitive environment. By the end of the webinar you will have a step-by-step, customized plan to sell more books throughout 2014.

Sign up at <http://tinyurl.com/maj3e88>

How to Increase Your Sales Through Creative Promotion

February 6, 2014 6:00 – 7:30 pm Eastern Time
Rick Frishman will also be on the call with a special offer for attending his Author 101 University

If you use the same promotional techniques, in the same way that everybody else does, you will not stand out and your sales will suffer. But if you can find new ways to reach people with a meaningful and creative message you will get positive attention, media buzz and more revenue. Discover how to break through the media clutter and reach more people with a persuasive message. This is not a webinar about new ways to write a press release, but new ways to build and hold a leadership position in your target markets through innovative, professional and effective promotion.

Sign up at <http://tinyurl.com/koof7su>

Notes From the Front Lines

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

Getting to “yes” can be a daunting task, but there are techniques that can make it easier for a trade book distributor to say "Let's Roll" to your book project. But first, let me give you a few hints as to why distributors say "no" so often. This can be boiled down to the 3 P's: pricing, packaging, positioning. So many prospective book projects come to us with bad jacket and interior designs, ill-conceived pricing and no marketing plans. We are not magicians and we cannot take something that has been poorly executed and turn it into a bestseller. We will usually say “no” without further comment.

But what about projects that get in the door? What distinguishes them from the rest of the pack? Well, I can think of several important elements that can be persuasive. First, personal contact. Getting to the decision maker can help a lot. You need to persist here because usually there are several gatekeepers standing in your way. Second, references. If you have someone backing your project who knows us, that helps. Sometimes it is a consultant, sometimes a publicist. But if you can drop a name, then that helps get you in the door. Third, You need to have something to show and show off. Packaging here is everything. If the book jacket looks like it could have come from Simon & Schuster or Random House, you will get more attention. If it looks like an inexpensive first time effort, you will get very poor results.

Fourth, how do you plan to get the public (your market) to buy your book? What is your plan and whom have you hired to help execute it? Fifth, have you set a realistic publication date? Have you left enough time for your distributor to do a proper selling job on your behalf. Right now, enough time is around 6 months. And sixth, a good sense of humor. You will need it.

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>)

Social networking using social media. Discuss your favorite issue (your book's subject matter) with your friends on social media such as Forums/listservs, blogs, Facebook and Linked-in. Social networks allow you to find people worldwide who are vitally interested in the subject matter of your book. Through these networks, buyers come to you.

Most nonfiction authors are experts in their field. (Joe Vitale reminds us that the word “authority” contains the word “author.”) But the book industry is new and mysterious to them. While they should learn as much as possible about the book industry they should concentrate their promotional efforts and their marketing in the industry they know best. “Sell to your colleagues.”

Ideas for Selling to Non-Bookstore Buyers – Guy Achtzehn

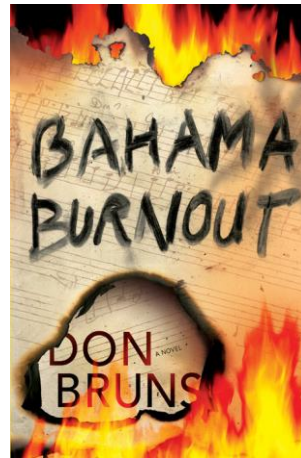
(President of The Promotional Bookstore, offering commission-based sales of books to non-bookstore buyers, guy@msgpromo.com)

A 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. How can you adapt the content of your book to help a company do the same for their customers?

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)

This award-winning thriller involves arson at a recording studio in the Bahamas so let's set the book on fire. I wrote the title by hand with charcoal. Sometimes messy is good. The paper is a combination of different stock photos with music notation added. Black and red are standard crime colors. The overall effect is frenetic, alarming, and definitely on fire. The burnt hole partially hides the author's name while also featuring it. The cross-directions of the music notation adds to the chaos. Barnes and Noble placed this book face-out on their "New Mystery" shelf.



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)

Gary Baker's son wants to be an architect. So for Christmas Gary gave him 6 rolls of drawings from an architectural firm. You would of thought they gave him gold bars. Gary said his son's eyes lit up and he started reading how everything was going to be designed, taking note of all of the angles and floor plans.

If you need plans to design a building, don't we need plans to design our life? If you want to design an exceptional life, become an exceptional leader and grow an exceptional company, start with an incredible plan. Draw up the blueprints and execute!

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.)

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. 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>)

Get and Claim Your Own Hashtag Now! Twubs is a social media website focusing on the use of hashtags to discover, engage and share in conversation and events. Twubs also allows organizations to setup contests that incentivize sharing. Claim yours and create another persona of special interest followers. Go to www.Twubs.com

Pam's Book Marketing Tips - Pam Lontos

(Pam Lontos is Author of "I See Your Name Everywhere" and recipient of the IRWIN Award for "Publicist of the Year" and President of Pam Lontos Consulting, Tel: 407-522-8630; Pam@PamLontos.com; www.PamLontos.com, www.twitter.com/pamlontos, www.facebook.com/pam.lontos)

When Approaching The Media, Think Of Only One Thing: The media is thinking, “What’s in it for me?” They survive on advertising dollars. They have to constantly provide material that people want to read, watch or listen to. The bigger their audience, the more they can charge advertisers. Help their audience (readers or listeners) solve their problems or fill their needs. Know these key facts about your market: Age, sex, lifestyle, profession, problems, and needs. Once you’ve identified these points, address them when getting publicity for your book.

You're On The Air

(Brad Hurtado, former producer of Donahue, Maury Povich and The Charlie Rose Show)

One author never understood why he didn't get more than three minutes on an interview and never sold any books. I said, 'You're boring. Boring, boring, boring. And if you don't pay any attention to that, you aren't going to sell any more books. You asked me for my opinion, you're boring.'

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>)

If you make lots of sales in special markets, you might want to publish a newsletter directed at these markets. Besides featuring your new titles that have the best possibilities of being a premium or catalog item, you could also publish examples of what other companies are doing with your books. Bantam Doubleday Dell publishes a separate newsletter just to the premium markets. They mail this newsletter to 20,000 premium buyers at least twice a year.

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)

A survey can validate ideas or information on which your book is based. If you ask only a limited number of questions, the cost and work involved in conducting a survey can be relatively low. Test your questions beforehand to make sure that they're clear and provide the type of information you seek. Consider asking open-ended questions that people can fill in.

If you plan to hire a firm to conduct your survey, interview a few and get references. Review examples of surveys they've run for others. Compare costs, methods, and time frames. Find out how all results will be documented and what documentation you will receive. Request that you be given results in a summarized fashion that you can use in your book.

The Very Idea

(Editorial by Brian Jud)

Some things blend into the background and seem invisible. Your book on a retail shelf may take on that characteristic. Unless you promote it to create a positive, unique point of difference in may just disappear from your prospects' view among all the other books on the shelf.

Most books are displayed spine out on the retail shelf. Make sure your book's spine is clear and easily readable by the passing prospective buyer.



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)

Objectives should be operational. They must be capable of being converted into assignments that instill action

in those responsible for their attainment. Dynamic objectives become the basis, as well as the motivation, for work and achievement. In addition, objectives must make concentration and allocation of resources and efforts possible.

Marketing Strategy

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

If you convince a wholesaler to purchase directly from you, bypassing the distributor, your gross revenue can increase. But this does not necessarily translate into greater net profit because your promotional costs will increase as you perform more of the functions previously done by the distributor.

Guest Columnist - Gail Z. Martin

(Gail Z. Martin, from *The Thrifty Author's Guide to Selling and Promoting Your Book Online* (coming Fall, 2011); gail@dreamspinnercommunications.com or www.GailMartinMarketing.com)

Think of your book as the ice breaker 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.

Booklet Ideas – Paulette Ensign

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

Do you know who buys your tips booklets and why? You may be surprised by who they really are rather than who you think they are, and what their purpose is. Gathering that information can help you reach more of your best matches with whatever products you create.

Let's start with those single copy sales, whether you sell in print or downloadable format from your website, someone else's website, back of the room at a speaking engagement, or any other way you may be selling one copy of your booklet at a time. Some likely reasons people buy a single copy of your booklet are:

- Expand their personal knowledge
- See what a colleague is doing
- Use to model creating their own
- Buy as a gift for someone else
- Review to consider buying in bulk

There are variations on the above reasons. These are fairly typical ones. Depending on your content, your buyers are from certain industries or professions, within a likely age range, one gender more than the other, in a particular economic range, and have other characteristics in common. The more you know about them, the better you can serve them.

Then comes the question of who buys large quantities of your tips booklets at a time? That can be hundreds, thousands, or even millions of copies at a time. It is people and companies who:

- Give your booklet as a gift with or without the recipient purchasing something else
- Sell your booklet

Those large quantity buyers often become repeat buyers, too, unlike many single-copy buyers. Large quantity buyers frequently use your booklet to help them sell more of their own product, service, or cause if they are not directly selling your booklet. You have seen offers of a gift with purchase. Tips booklets suit many promotional campaigns that way, bundling the booklet with another product as a gift.

While single copy sales may be important to you for numerous reasons, it is the large quantity sales that expand your reach and your bottom line, getting your message further and increasing your sales in a substantial way. The single copy sales may be a pathway to the large sales, especially when someone is quietly exploring what it is you have to determine if the content and the product quality are suitable for their marketing campaign, product launch, or other corporate purpose. Those single copy sales can be a door-opener to other great opportunities for you and your business, in ways you could never have anticipated much less reached on your own.

ACTION - Re-assess where your sales are coming from. What percentage are single-copy sales and what percentage are large quantity sales? In fact, are you even letting people know you offer large quantity pricing and customization beyond one line you included in the introduction to your booklet? Look at your sales and your marketing message to determine the best places and best ways to further share that information. Yes, some people do know it's possible, and a whole lot more never thought to use 2500 copies of your booklet to send as a thank you or holiday greeting to their clients and colleagues. Letting them know means serving their business and yours in meaningful ways.

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)

Why do you want to write a book and get it published? One of the most important steps you can take before the end of the day, today, is to identify the specific reasons you want to write a book and get it published.

What are the specific benefits that your book is going to provide for you? What is the change that your book is going to help you achieve? By identifying the specific benefits, or change, that you want to achieve, you'll be more likely to succeed in your writing and publishing project.

There's a world of difference between someone who wants to write a book for creative satisfaction and a business owner who wants to write a book to brand themselves as an expert in their field. Let's say your goal in writing a book to build an e-mail list of prospects for future sales of information products, i.e., e-books, e-courses, CDs and DVDs. By identifying this goal before you write your book, it will be easier to write the right book, choose the right publishing alternative, and build "hooks" into your book that will drive traffic to specific pages of your website.

There are no right or wrong reasons to write a book. The only "wrong" is to write a book without a clear understanding of why you're writing it and how you're going to benefit.

Helpful Website of the Week – Adele M. Annesi

(Adele is a freelance editor and writer. Contact a.annesi@sbcglobal.net, or visit <http://www.adeleannesi.com/Word-for-Words--LLC.html>)

Google Alerts

<http://www.google.com/alerts>

Google Alerts provides free email updates of the latest relevant Google search results (Web, news, etc.), based on your queries. This feature is great for tracking online mentions of your work. Just enter the search query, e.g., your name, and preview the results.



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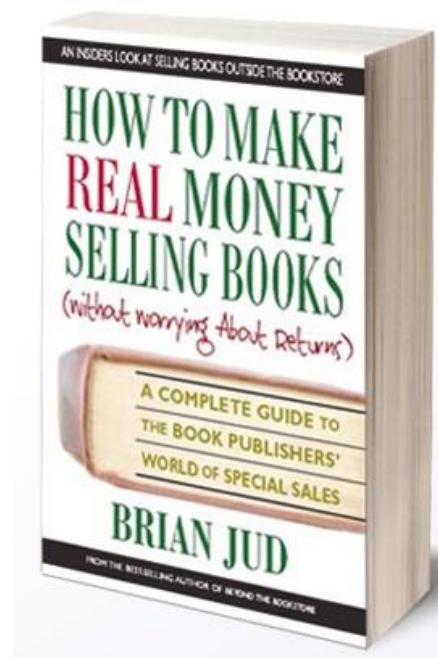
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Check out the Writers and Publishers Bookstore and give your favorite books a “Thumbs Up Rating.” Discover and rate the best books on writing, publishing and marketing
(<http://www.bookmarketingworks.com/index.php?pg=bookstore/bookstore.htm>)

Contact Information for Brian Jud

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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>

