

Here is your October 13 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, Tonya Evans and Roger C. Parker. The guest columnist in this issue is Marika Flatt.

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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 21, Number 313 October 13, 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
Or www.premiumbookcompany.com

Top inquiries from the salespeople
for the week ending 10/10/14

<u>Title</u>	<u>Quantity</u>
<i>Inspired To Feel Good</i>	1400
<i>A Place to Call Home</i>	850
<i>Cruising Panama's Canal</i>	1000
<i>Hero Finds His Path</i>	600

**Do you want to sell 125,000 Books Annually Through Amazon?
Discover how at the APSS Book Selling University – Sponsored by Bowker
(The Association of Publishers for Special Sales -- formerly SPAN)**

Our keynote speaker is John Groton, former Vice President, Special Markets at Random House. Discover his secrets for selling more books in large quantities with no returns.

**Register today for the APSS Book Selling University
October 24–25, 2014 • Philadelphia, PA**

- Keynote presentation by John Groton, former Random House Vice President of Special Markets
- Special presentation by Dan Poynter

We have added these topics

- How You Can Sell 125,000 Books Per Year Through Amazon (and traditional bookstores)
- “Stop The Presses!” Redesigning Your Cover to Increase Sales in Special Markets
- How to Use Publicity to Grow Your Sales
- Tips for Publishing Successfully
- How To Market Your Book to the Academic Market and Libraries
- How to Sell Fiction to Bookstores and Non-bookstore Buyers

For more info and to see the complete agenda visit <http://tinyurl.com/qzg9by9>

Upcoming Marketing Events

How to Negotiate Large-Quantity Sales

Thursday, Oct 16, 6:00 pm ET

This is the last in the series of three webinars. Brian Jud will talk about how you -- probably not a professional sales person -- can negotiate profitable orders. Rarely will buyers accept your initial proposal, so you must negotiate the final terms. If you want to make larger-quantity sales to corporate buyers, you must be ready to deal. There are a variety of ways to do that effectively and in a non-threatening manner. It is not difficult, but you have to know where to give and take -- and when not to buckle. And once you get the order for your books, there is still more to do in your post-sale follow up. This webinar will provide you with all the basics you need to know about creating a long-term relationship with recurring revenue to you.

Sign up at <http://tinyurl.com/lvw9ynl>

PublishingAtSea.com - January 18-25, 2015

If you are into mixing the sea with your publishing know-how, check out PublishingAtSea.com. The second annual deep dive workshops with the Chicks at Sea mixed with sun and fun will be this January 18-25, 2015. All details are on the site—I'll be doing an intensive on crowdfunding for authors along with one-on-one coaching for all participants.

Notes From the Front Lines

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

Self-Publishing works best when your overall operating costs are low. The only way to achieve a low-cost publishing paradigm is to outsource almost all essential publishing activities from editorial and printing to sales and distribution. But beware: outsourcing is a great strategy only if you are able to put together a great team. This takes time. It may mean going back to the starting block several times before the team that is just right for your publishing program, but it is essential to keep at it until you are satisfied that the team is working in concert with you.

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>)

Unless the group is the National Association of Cookie Products, a book makes a better fund-raiser than a bake sale.

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 Achtezhn

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

You cannot effectively market your books to "everybody," so a good place to start is to define the marketing arena(s) in which you will compete. When in the ring, boxers sense where they are in relation to the ropes and their adversary. This innate understanding helps them use the corners and boundaries strategically. As you develop this sixth sense about your marketplace you, too, will instinctively make better decisions.

Developing this intuition occurs with experience, but there is a way to accelerate the instinctive process. That is to get the information you need, and then manage and manipulate it into profitable marketing strategy. It sounds simple - and it is. But is it not necessarily easy. The steps to selling successfully in non-bookstore markets will be summarized in each of the next six issues of *Book Marketing Matters*.

Step One. Define your target buyers. You can always find lists of people to contact, but people on those lists are not necessarily prospects. Until you know if they need your content they are merely suspects. Know the people who are potential buyers of your books -- readers, corporate buyers, retailers, etc.

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>)

A Blog Carnival is a blog post where someone takes the time to find really good blog posts from other bloggers on a given topic, and then puts all those posts together in a periodic blog post called a carnival

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>)

Do you know what ignites your *passion* for your topic? Have you created a *vision* for both you as the author and for your book? Have you really probed into your *commitment factor* in time, energy and yes, money? And, do you know who your *crowd* is? All these come into play when it comes to building a solid Platform for you and your book.

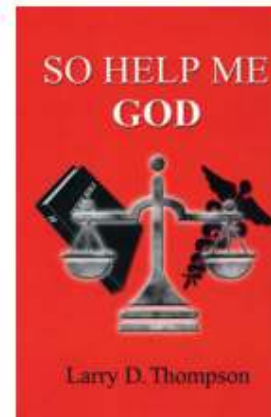
The Internet has been a game changer for authors. With a few strokes, you may find a viral world that is chomping at the bit for your info. If you already have a following, you should be teasing them with "glimpses" of what's to come. Savvy authors not only let their crowd know that a book is in the works—they start the buzz.

The Cover Story – George Foster

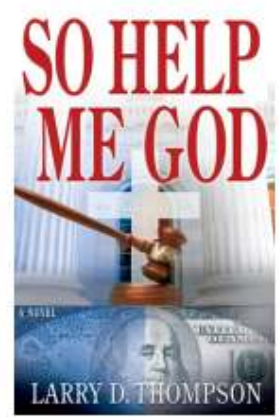
(George Foster has designed the covers for more than a thousand books and is contributing author to "1001 Ways to Market Your Books". Contact him at www.fostercovers.com) george@fostercovers.com)

Before: If you're looking for a courtroom drama that combines politics, religion and greed, you found it here. The first cover's red is an attention grabber, but is this a novel or an instruction manual?

After: This book handles conflicting issues, and we threw it all in the cover, but in a short moment you understand the religion-courtroom-greed. The face of a fetus is in the gavel, and that's an embryo next to Ben Franklin. Shortly after the new cover was published, a producer bought the rights to make the movie.



(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)

The concept of the Mastermind Group was formally introduced by Napoleon Hill in the early 1900s. In his timeless classic, *Think and Grow Rich*, he wrote about the Mastermind principle as: "The coordination of knowledge and effort of two or more people, who work toward a definite purpose, in the spirit of harmony."

The simplest definition of masterminding is "brainstorming with one or more individuals in order to achieve and exceed desired outcomes."

Mastermind Groups (also known as peer-to-peer advising) offer each participant an opportunity to share his or her knowledge base, skills and resources with one another with the intent of assisting each member in obtaining personal or professional goals and visions.

Think of your Mastermind Group as an objective advisory board that will provide you with honest feedback, new possibilities, and higher expectations and accountability, which will push you to new heights in achievement.

The explanation above makes masterminding sound fairly enticing; however, GREAT masterminding is intense, yet intimate, and asks you to bring your 'A' game to the party of Life! It forces you to seek clarity and work towards the life you want ... not let you settle for less. It's a high-vibe environment that creates awareness and "ah-ha moments" that will propel you into action. It helps you discover your purpose and embody your legacy. If you think that sounds pretty amazing, it is!

Mastermind groups, at their best, create a synergistic community of colleagues who become friends that have each other's backs and best interests at heart. It is brainstorming with total honesty, integrity, respect and compassion.

You're On The Air

(Eric Marcus, Author of *Breaking the Surface* and former producer for *Good Morning America* and *CBS This Morning*)

If you have people calling in to your show, you have to engage them and ask them questions.

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.)

The concept of fair use should not be confused with the concept of public domain. When a work is in the public domain it has no copyright protection. Therefore, the public—rather than a particular individual or entity—owns the work. A work might be in the public domain for one of four reasons:

1. The term of copyright protection has expired
2. The owner failed to fulfill a requirement and lost copyright protection
3. The work was created by the U.S. Government
4. The owner dedicated the work to the public domain

As a rule of thumb, registered works created before 1923 are now in the public domain.

Pam's Book Marketing Tips - Pam Lontos

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

Social media marketing (SMM) creates instant buzz online, putting you in front of an audience that is already searching for your genre. You can get your message to thousands immediately.

Why Social Media Marketing?

- SMM is the fastest path to Internet celebrity
- SMM is the new word-of-mouth: Have your friends recommend you or your book
- SMM is one part of the funnel that directs people to your book
- Social media has moved ahead of personal e-mail as the most popular online activities (Nielsen)
- Time spent on social media sites is growing 3 times faster than the overall Internet rate
- 2/3 of the world's online population now visits social networking and blogging sites

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)

When the media hears about books and authors, it checks them out the Internet. So, it's essential for authors to establish a strong Web presence. Make sure that your site supports your mission, which can be to publicize your book. Find a great domain name that is easy to remember, and register that name with all the major search engines. Create a site that looks great and is easy and intuitive to use and understand.

Guest Columnist - Marika Flatt

(PR by the Book, LLC marika@prbythebook.com/ www.prbythebook.com)

Capitalize on your travel schedule. We target all appropriate media in a specific market if our client is visiting for a book signing, speaking engagement, business meeting or even just vacationing. Ideally, you'd have a 4-6 week lead time to do this in order to give enough time to get pitches written, build media lists, pitch that market and follow up. It helps if you have an event to tie your visit to, as that makes it more "local" to the media and gives them a time-sensitive reason to feature you. Oftentimes, it depends on what else is going on in that city at that time as to how much coverage this will net you.

Marketing Strategy

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

People buy for their reasons. If you are marketing a book about how people can get more money, understand that people can gain money in two different ways. Conservative readers may want to increase their wealth by *saving* more money, responding to a message about how "a penny saved is a penny earned." This would not appeal the more venturesome readers who think that "nothing ventured, nothing gained." The important point is that the information in the book remains the same.

The Very Idea

(Editorial by Brian Jud)

You have two avenues to sell your books: through bookstores and to non-bookstore buyers. As a general rule, it is not necessary to choose between the two. Sell to both channels, but know your options and choose the best combination of distribution channels for each of your titles.



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)

Basing the price of your book on its costs plus a standard markup is a simple system, but it fails to consider your competitors, customers' buying habits, volume benefits, special sales opportunities, economies of scale and profit objectives.

Booklet Ideas – Paulette Ensign

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

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

A popular writing format for articles, books, booklets, and lists is based on do's and don'ts, and myths. While the authors' intention is always to be helpful, the result couldn't be more misguided, becoming the opposite of helpful.

Imagine reading a list that, for the sake of efficiency, only had a header on it before the numbered listing. The header said "Don't" and then went on to have a list of 10 items. The only thing is you missed noticing the header when you read it. You got distracted, you were reading quickly, you had your thumb over part of the page, anything is possible. Regardless, you missed seeing "Don't." Not only did you miss noting the word "Don't" at the beginning of the list, your brain reads that list as if it had direct instructions of what to do rather than what not to do.

At the very least, you have to remind yourself that the list is saying what not to do. That's a lot of extra and unnecessary mental effort to counteract what you see, isn't it? Do you want to put your reader through that? Even if you have one list of what not to do and another list of what to do, it is still confusing at best and requires extra mental effort to keep it all straight. As the reader is going through the list of "Don'ts" they are left wondering what to do. You may be giving them the answer to that in the next list, which is then disjointed from what they are now reading at this moment.

The same is true of myths. The myths fall into the same category as what not to do. You have to process what you're seeing twice. First you read it and then you have to re-file it mentally into the ideas that the information is untrue, while deciding whether it is actually even true or not.

Look at all that excessive effort to sort through something intended to be simple, helpful, and easy. You may never have given a moment's thought to what is being triggered with do's and don'ts or myths until now. After all, many people use that approach - and many people are unaware of how counterproductive it is.

There is a simple fix and one that makes you a more valuable resource to people who want what you offer. Put it all in the positive. With all the information coming at you and the rest of the world every day, you can do it differently. You can streamline the flow. You can simplify the process.

ACTION - Tell your reader what TO do as your consistent way of delivering your tips. When you notice yourself headed toward "don't" or "avoid" or other words representing what not to do, ask yourself what you want the reader TO do, and tell them that. Do it simply and directly minus any sensationalism or exaggeration. Tell them the truth, as you know it, rather than myths. They will appreciate it and come back for more.

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 five were in the last issues of *Book Marketing Matters* and the final one will be described in this and the next issue of *Book Marketing Matters*.

6. Reformat. After changing your focus and harvesting the best parts of your book, reformat what was originally a book into more useful formats, ideally, formats that can be distributed over time. Perhaps your book can become a 6 or 7-part e-course sent by autoresponder, a series articles or blog posts, a series of podcasts, or even a weekly teleseminar series. Even if only a small percentage of what you've already written is reformatted, you'll still be way ahead of the game...compared to an unfinished manuscript on your hard drive! The possibilities are endless, once you break the mindset of a chapter-by-chapter book or ebook.

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)

Writer's Bloq

<http://writersbloq.com>

Tired of rejections? So was the founder of Writer's Bloq. This supportive site is about and for writers and their writing. Writers can create a literary portfolio, and share their work with other talented writers and dedicated readers. Writers can gain a readership that can open publication doors. The community is based on creative cooperation and idea promotion.



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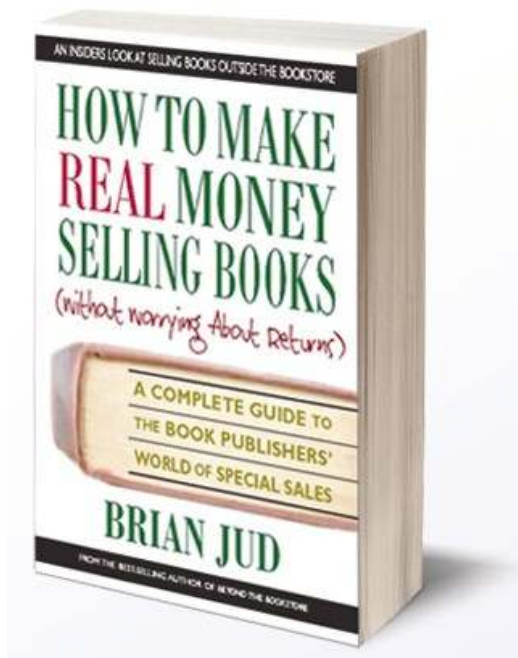
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Check out the Writers and Publishers Bookstore and give your favorite books a “Thumbs Up Rating.”
Discover and rate the
best books on writing, publishing and marketing
(<http://www.bookmarketingworks.com/index.php?pg=bookstore/bookstore.htm>)

Contact Information for Brian Jud

For copies of all the previous issues of *Book Marketing Matters* visit 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

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>