

Here is your October 27 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 Carol Topp.

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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 22, Number 314 October 27, 2014

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

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Top inquiries from the salespeople  
for the week ending 10/24/14

<u>Title</u>	<u>Quantity</u>
<i>Attention Deficit Disorder</i>	1200
<i>Loukoumi's Celebrity Cookbook</i>	1000
<i>Don't Carve the Turkey with a Chainsaw</i>	600
<i>The Easy Way To Stop Smoking</i>	400
<i>Worm on a Chopstick</i>	700

## News From APSS

(The Association of Publishers for Special Sales -- formerly SPAN)

Our Second Annual APSS Book Selling University was held last weekend in Philadelphia and by all measures it was a great success. The speakers were highly rated and according to attendee feedback, their information was evaluated as appropriate and needed. The presenters gave attendees specific information for selling their books as well as general information of value to all. We have already started planning for next year, so please let me know your ideas for location, speakers and topics.

## Upcoming Marketing Events

### What's the Big Idea?

Free webinar by Brian Jud

6:00 pm ET, Nov 6

Over 300,000 new titles were published in 2013. How can you stand out in this crowd? By producing creative products and marketing campaigns. In this webinar Brian Jud will reveal marketing's secret ingredient: innovation. Discover a 7-step process to come up with imaginative, yet practical things you can do to make your books pop off the shelves or into the hands of corporate buyers. You will find out about the mental blocks to creativity and how you can break through them. As a grand finale Brian will show you ingenious things you can do today to market your fiction and non-fiction titles.

In this Webinar you will discover:

- How to become an idea person even if you never thought you were creative
- Fun ways to increase your sales
- Tips for becoming more innovative simply by asking questions
- One question to ask yourself that could change the entire direction of your business
- Where to find open markets that you can "own" quickly
- Proven steps you can take to be more creative
- How to stand out from the crowd of competitive titles that are all marketed in the same, boring way

Here's an idea: attend this webinar and can find new ways to reach more people with a meaningful and creative message. This will get you positive attention, media buzz and increased 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 marketing.

Sign up at <http://tinyurl.com/kv7vqta>

## **Business Tips for Writers and Publishers**

Free webinar by Carol Topp

6:00 pm ET, Nov 13

You've heard that writing is a business, but do you act that way? Author and accountant, Carol Topp, shares business start-up advice, record keeping tips and choices of business structure for authors and self-publishers. She uses pictures and plain English to explain complex subjects like business and taxes.

Sign up at <http://tinyurl.com/n2qxv53>

## **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](mailto:ekampmann@aol.com).)

**Book Marketing.** Marketing is a very misunderstood word when it comes to selling books through bookstores. With most consumer brands, marketing is based on sophisticated and expensive testing. Almost nothing is left to chance, which is not so much a guarantee of success as it is a reduction of the cost of failure. Book launches involve little or no testing and therefore might be compared to a baseball batter taking a swing at a curve ball. If he hits the ball one third of the time, he is considered a star. So it is with many trade books on a publishers list. A few home runs pay for many swings that miss. Publishers try to mitigate this situation by finding well-known authors who have previous successes, or barring that, they use the media as extensively as possible to create buzz and sales. So one reason book publishing is a risky business is because most of the marketing is done after the launch when the investment in books has already been made. This would suggest that for most books a conservative first printing would be the wisest course of action.

## 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>)

Have you ever heard anyone say, "Simon & Schuster, I love their books. I buy everything they publish"? Of course not. People want to know what a book is about. Is this something I need to know? Who is the author? Is he or she a credible person? No one ever asks, "who is the publisher"?

## 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))

Book-marketing 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. Guy's seven steps to selling successfully in non-bookstore markets will be summarized in previous editions, and in each of the next five issues of *Book Marketing Matters*.

**Step Two.** Organize your target buyers into groups. No book is meant for everybody. People buy for different and personal reasons, and you will be more successful selling to them if you customize your content and marketing activities to meet their needs. This is easier if you organize people in groups according to their reasons for buying. This process is called *market segmentation*, and it is relatively easy to accomplish.

You may be selling cookbooks. Where might you find people who are interested in cooking? It could be in supermarkets, bookstores, discount stores, libraries, specialty stores (i.e., Williams Sonoma), appliance stores, Vermont Country Store, restaurants, chef supply stores, health-food stores, QVC or even the International Association of Culinary Professionals. If so, then that is where you need to be selling your cookbooks.

## 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>)

Because of certain laws and union contracts, some corporations are now required to provide retirement planning for employees, as well as help for those they lay off or fire. Books are great resources for either program. Monsanto bought 800 copies of Crisp Production's Retirement Planning Guide to give to its employees to help them with their retirement plans.

## The Cover Story – Tamara Dever

(Tamara Dever, Owner/Creative Director, TLC Graphics. For more information about book design, please visit [www.TLCGraphics.com](http://www.TLCGraphics.com) )

*Chicago Confidential* is a novel written by a former senator based on the reality of dirty politics and crime in the Windy City. The book's cover had to be hard-hitting, dramatic, and show the importance of the locale. While it's based on real life events, it's still a novel, so had to fit within the fiction genre. The skyline is instantly recognizable and the color palette of deep blue, rich black, and small punches of vibrant red foreshadow the drama within. A strong and unique title treatment is bold yet is integrated into the photo beautifully. The drops of blood add the extra pop of color and intrigue, leading potential buyers to pick this up and lose themselves in the story.



## 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))

We are starting the process of mapping out our thoughts on networking, connecting and how to build "relational capital." We have determined our entire success (which is defined by the success of our members) is built on 3 primary elements:

- 1) Knowing where someone is, where they want to go and providing them with the personal development tools to help them navigate the journey.
- 2) Connecting them with "active connections" that can help guide them along more efficiently and effectively. Essentially supplying them with a "guide" that has been there before.
- 3) Providing access to "passive content", blogs, books, videos, etc... that can help aid in one's decision process.

It's really not much more complicated than that. Yet, it is a robust process that has led so many to such extreme levels of success. Do you have a vision for where you want to be in 6 years? That's the first step. The second is growing personally and professionally to get there and knowing you will need others to help you along. If you know where you want to be in 6 years (4 Growth Curves) share it with 10 people this week. You will be amazed at what will happen from those conversations.

## 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.)

**How Can I Get Permission to Use Copyrighted Materials in my Book?** To acquire permission from a copyright owner to use his or her copyrighted work in, for instance, your manuscript, you should submit a permissions request, preferably in writing.

Hunting down permission to use a quote a couple of months before you go to print is always a bad idea. The ultimate decision about if and when to seek permission often boils down to a matter of business as well as legality.

## 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>)

Book sales and deals can be done at any time: before a book comes out, or after it's in print. Make special offers. Take orders before it's printed. Pre-selling allows you to test the market response, your potential cover and the price. Orders can be taken through your website (yes, you have one or will before your book comes out—it's a must have on your Publishing Timeline) or create a flyer that you can distribute wherever you are. When people pre-pay, those funds should be used to offset your production costs.

## 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))

**Microblogging For Social Media Marketing.** Make your microblog:

- 140 characters (including letters, punctuation and spaces)
- Useful
- Easy to read
- Informative
- Positive
- Consistent with your brand

## 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))

Many writers mistakenly think that the existence of comparable books is a strike against them, but the opposite may be true. The fact that similar books have been published can be advantageous for aspiring authors because it shows that a demand exists for that genre of book if the authors can give their books new or different twists.

## Guest Columnist - Carol Topp, CPA

(Carol Topp is an accountant and author of *Information in a Nutshell: Business Tips and Taxes for Writers*. She may be reached at [Carol@CarolToppCPA.com](mailto:Carol@CarolToppCPA.com))

A Limited Liability Company (or LLC) is a popular and relatively new business structure. LLCs can be confusing because they are sometimes thought of as a corporation, but the C in LLC stands for *company*, not corporation. The confusion may come about because LLCs can choose the way they are taxed, as a sole proprietorship, partnership or corporation. Although an LLC is not necessarily a corporation, it does offer several benefits to corporations, partnerships and sole proprietorships.

## You're On The Air

(Benita Zahn, Noon News anchor and talk-show host on WNYT-TV, Albany, NY)

Most of the time what interviewers are looking for are three big points. Understand that before going in. When they ask, "So, what are the big issues here?" you can say A, B and C. Now you've begun to manage your interviewers. You've steered them into an area without making them feel foolish, without dictating terms per se. They want to bring out the best in you, and they want to look their best, too.

## 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))

The strategy of implementation differs from the details of implementation. Strategy can be futile if you do not consistently implement your plan with passion and intuition.

## The Very Idea

(Editorial by Brian Jud)

**Be prepared to talk about your book anytime, anywhere.**

If you are proficient at speaking before groups, you may also be able to sell your books at list price following your presentations. This is called back-of-the-room selling, and it can be profitable. And superior speaking skills make your in-store events and library tours more effective.

Get meeting planners to buy your books beforehand. Persuade them to buy enough for everybody in the audience, and then refer to it during your presentation to reinforce important points. Encourage advance purchases by incorporating the cost of the books in your speaking fee.

Whenever Judith Briles is contracted to speak for a group, she brings her books with her. "People buy them at full retail. And returns aren't an option. Initially, I only accepted checks or cash. But when I got a merchant account, sales doubled," she said. Her personal record for onsite sales was at a conference in Salt Lake City where approximately 700 heard her speak. In six hours, she sold \$15,000 in books.



You can still make money from back-of-the-room sales even if you abhor public speaking by having other speakers sell your products for you. Contact professional speakers who are knowledgeable on your topic to see if they would be willing to sell your titles for a percentage of the sale. Locate speakers in a nearby chapter of the National Speakers Association <http://www.nsaspeaker.org> or Toastmasters International at <http://www.toastmasters.org/>

## 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))

Your mission statement should be *descriptive* in the way it defines the principles upon which you will conduct business, *aspirational* for giving your employees something to strive for and *inspirational* by motivating your staff to work towards its attainment

## 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>

Using absolutes in your tips booklet can sometimes put a truly impossible burden on your reader. Think about the absolutes you might be inclined to use - words like always, all, forever, never - and consider how realistic it is to suggest such things, much less even possible to accomplish in certain circumstances.

Recommending to your reader to always do something a certain way leaves no room for error, creativity, exploration, or uniqueness. You may be using those words more for emphasis than meaning it literally. Your reader might not know that or be able to make that distinction. Your audience may be new to your area of expertise and not be equipped to determine nuances or any distinctions yet. And, after all, you are seen as an expert, and because of that, the assumption is you know what you're talking about and the reader may believe that what you're saying needs to be followed as thoroughly and accurately as possible.

Speaking of possible, telling the reader to look at all the possibilities for solving something is actually impossible. How does anyone know what all the possibilities are, much less if they have identified them? Yes, that is definitely different than referring to all the people in a well-defined group.

Advising the reader to always do something is another potentially impossible piece of advice, if not a great burden. Imagine how they may feel if they miss a beat and don't do something consistently every single time they do it.

"Should" is one of those personal pet peeves, especially when expressed as "you should." It begs the question of "how do you know what I should do?" and can be seen as authoritarian in the extreme, in some situations.

This conversation in this article is more than a matter of semantics. Even if your reader is not conscious of the distinctions noted here when they are reading your tips booklet or particularly sensitive to the concept of absolutes, there is an underlying tone that moves you from being helpful and supportive to something else. That something is less desirable and probably the opposite of what you have in mind in sharing your knowledge and expertise.

**ACTION** - Review your tips booklet manuscript and everything else you are writing to see if you have included any words that are absolutes - any of those words like always, all, forever, never, or even most. You need to know the entire amount to know if it's accurate to reference most. While you're at it, take a moment to consider how you feel when you encounter an absolute coming at you. It may bother you or not. It could be something that was under the surface that is now easily identified because of what you discovered here. Providing well-guided possibilities is a great gift you have in your power to give. Putting limitations on it is a gift that is less than a full measure. You'll see that the idea of "give them everything you've got" is missing from the suggestion. After all, do you or anyone else know how much you really do have to give? Absolutely not.

#### **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 six were in the last issues of *Book Marketing Matters* and here is the final one.

**7. Recommit.** The missing link between "intending" to convert your half-finished nonfiction book into a publishing profits is to commit to taking action by identifying the tasks that must be accomplished and scheduling specific tasks for specific days of the week. Simply committing specific times to work on your project will replace your current disappointment with a feeling of optimism, and, in coming weeks, the more you accomplish, the better you'll feel.

Don't allow the disappointment and frustration associated with a half-written, unpublished book blind you to future marketing and publishing profits. Take the time to follow this 7-step action plan to reevaluate your book, harvest the best parts, refocus, and reformat what you've written, using what you've written as the basis for new customer acquisition and retention profits.

#### **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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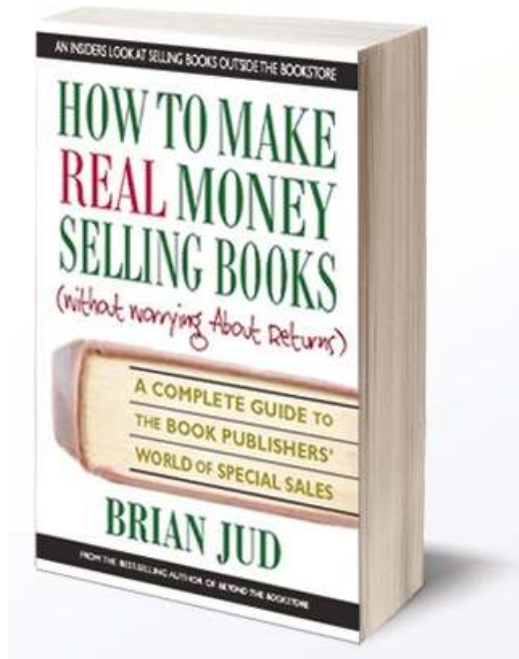
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Discover even more information about non-bookstore marketing by visiting the *Special-Sales Tip of the Week* at [www.bookmarketing.com](http://www.bookmarketing.com)

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>