

Here is your November 10 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 23, Number 315 November 10, 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 11/7/14**

<u>Title</u>	<u>Quantity</u>
Fodor's - Charleston	175
Very Charleston	175
The Charleston Chef's Table	175
A Short History of Charleston	175
Insider's Guide - Charleston	175

## News From APSS

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

June Hyjek attended Book Selling University last weekend. She suggested APSS send everyone a step-by-step system for making the most of your time there. You may have attended events like this in the past, and after returning to work you probably lost the momentum. You thought you would get to your new ideas as soon as you put out a few fires. Eventually you got right back into your old routine. Others may feel overwhelmed and not know where to begin. Here are a five steps you can take to maximize your University (or any similar) experience:

1. Write a list of the benefits buyers will get from your content
2. Define your primary target buyers. Who else could benefit from your content?
3. Organize people in groups with similar needs and buying habits (retail and non-retail). If retail, make sure your metadata is current
4. Go through your notes and prioritize your ideas in the order in which you will implement them
5. Take the first item on your list and do it.

## Upcoming Marketing Events

### 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/n2qyv53>

### 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))

Good editors are worth their weight in gold. Have you ever noticed how a tiny speck of dirt can muddy a whole glass of clear water? So it is with small mistakes in an otherwise worthwhile manuscript. Often our human nature allows us to see the big picture, but small errors escape our closest inspection. Why expend enormous energy in creating a book when small mistakes can bring the whole enterprise into question? You need an experienced partner in the development of your book; another pair of eyes to aid you in making your book as perfect as it possibly can be. Without an experienced and involved editor, it is almost guaranteed that your book will be much less than you hoped for and it might even be hurt in sales, as your credibility will be called into question. You can find many capable freelance editors listed in "Literary Market Place" published by Bowker.

### 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>)

Show me a publisher who says you can never tell how a book will sell and I will show you a publisher who evaluates manuscripts without considering the market.

### 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>)

Develop a contact list for each major subsidiary right you might sell. You should have a separate list for serial right sales, another for dramatic rights, another for reprinting, another for book clubs, and so on. In addition, each list should be broken down by category -- for instance, in science, or whatever other categories you specialize in publishing -- so you can quickly match your new titles to each potential buyer.

## 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 four issues of *Book Marketing Matters*.

### Step Three. Describe your competition in each segment.

Marketing your book is not done in a vacuum. There are competitive titles and you should know how yours is different from -- and better than - your competitors. For example, selling a job-search book, potential buyers will typically ask how it compares to the perennial market-leading title, *What Color is your Parachute*, by Richard Nelson Bolles. A ready and plausible answer will go far in helping you complete a sale. You can easily find this information with a brief search on Amazon.com or by conducting informal market research at a local bookstore.

## 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.)

Three of the more important legal considerations that nonfiction writers should be familiar with are libel, and the rights of privacy and publicity. The first is:

Libel: Libel is the written form of defamation. Defamation has been defined as any written or oral statement that injures a third party's reputation. The oral form of defamation is known as slander.

## You're On The Air

(Lori Dolney Levine, Senior Talent Executive, Fox After Breakfast)

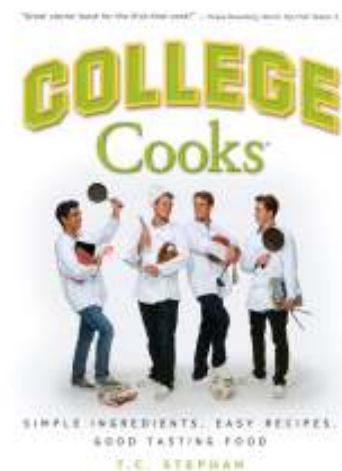
*People are always looking for help. It's one thing they can never get enough of. People are saying, "Help me, help me, help me."*

## The Cover Story – Peri Poloni Gabriel

(Peri Poloni-Gabriel of Knockout Design has been in the business of designing books for over 15 years. She can be contacted at [www.knockoutbooks.com](http://www.knockoutbooks.com))

### *College Cooks*

Simple, contemporary and approachable was the theme for this beginner cookbook for college students. This book was created by the author and her college age son. He and his friends are depicted throughout the book's interior and thus we used a shot of them for the cover on a white background. Fonts were chosen to support the concept of college cooking and a contemporary style. The lime green is also used within the book to promote the idea of fresh and easy cooking.



## 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))

Darryn Scheske says, "Changing the world is not easy, but it is simple. It starts with one person, and that person is you." Potentially, every life has a multiplying effect that sends a ripple through every person they touch that starts a chain reaction that creates a culture that can change the world...one life at time. That's an exponential, 10x culture!

We believe Darryn's 10x culture model explains the secret behind the greatest families, and the greatest organizations. In this model, success itself is not the goal; the creation of a 10x culture, as broad as it can be envisioned, is more important. Success comes as a by-product of building a "10x culture" that produces 10 times the results, impact, and influence.

How does one build a 10x culture? Darryn believes this culture is driven by three simple, ancient ideas that are the most powerful psychological motivators in all history.

Love people well. Everything great begins with love. Love surprises and inspires. Love breaks down barriers. Love overcomes cynicism and apathy. Loving people well is not easy. Love requires sacrifice. Love has to give. But if you love people well, you'll earn the right to lead them.

Lead people up. Loving people well earns the capital to lead people to become the best version of themselves. The leader is given permission to stretch people outside their comfort zone and test the boundaries of what is really possible in their lives.

Launch people out. Launching people out is the ultimate test of authenticity because everything great begins with love. 10x leaders who love people well and lead people up to the best version of themselves are not hoarders. They are givers. They launch out their best people for their sake and for the sake of the 10x culture. 10x leaders realize that a 10x culture actually attracts the best talent and turns their organization into a launch pad for greatness.

Darryn says, "If you don't launch people out, you don't have failure, but won't have 10x! You'll only have a shadow of what is possible." The cycle must come full circle and reproduce leaders who love people well. It is a culture of generosity that multiplies when it makes hard choices to give. And whatever you give away always comes back multiplied in ways that you can't imagine. What 10x choices are you making? It starts with YOU.

## 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>)

**Timing is important.** Think about pre-selling six months prior to actually having book in hand. Give yourself a little flexibility—saying that a book will be shipped on February 1<sup>st</sup> might sound far off the previous October—it's really only three to four months away depending on which part of October you are talking about. Let's face it—things happen that could delay a book. Be they rewrites, interior or exterior design, editing, printing ... or just maybe you've lagged a tad. A little breathing room helps.

## Pam's Book Marketing Tips - Pam Lontos

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

### Things To Remember About Social Media Marketing

- Have a complete profile
- Research to be sure you are on the right sites
- Get a good photo of yourself and book cover
- Use a name people will recognize and put in to follow you
- Follow trends
- Always provide a hyperlink to your website

### 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))

The book-buying market is densely crowded and difficult to crack. When you try to enter, you'll be thrust dead center into an information-intensive world in which everyone is competing for the attention of those who have endless other options. When you try to tell them about your book, many won't listen. They may be busy or just numb from being constantly besieged by endless messages from advertisers; charities; political, educational, and community organizations; as well as their families, neighbors, and friends. They may even act as if they're listening and never hear a word.

The problem is that everyone has been overwhelmed by "media noise," that blare of unending messages that try to convince us to buy or support something. And, essentially, that is what you must also do to promote your book. To publicize your book, you have to dive into tightly crowded waters and try to get through to people who have virtually stopped listening. And those who are still open to listening tend to have very short attention spans. They protect themselves with super-sensitive filters that automatically switch off if the first five or six words don't grab them.

### 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) )

For tax purposes, the IRS does not allow hobby expenses to exceed hobby income. In other words, losses from a hobby are not permitted on a tax return. A business can have a loss and it can be deducted on a tax return, but not a hobby loss. If John, a hobby writer, attended a writers workshop, and his expenses of \$900 exceeded his hobby income of \$400, he could deduct his expenses (as miscellaneous deductions) up to the amount of his income, but no more. The extra expenses of \$500 are considered personal expenses that John incurred for his love of writing.

### 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))

Marketing strategy is deciding which titles you want to publish when, and how you will package, price, distribute and promote them. The results of your decisions will affect your publishing schedule, your personnel requirements, your financial performance and the length of time you stay in business.

## The Very Idea (Editorial by Brian Jud)

Bookstore sales have been declining for years. Now is the time to seek new sources of revenue in non-bookstore (special-sales) markets.

The term *special sales* is commonly used to describe revenue opportunities outside of bookstores. It can be a profitable source of new sales if you divide the opportunity into two manageable segments and sell to buyers in each according to their traditional ways of purchasing. One is the retail segment where you reach buyers using a network of middlemen. The other segment is comprised of direct sales to non-retailers that use books as marketing tools to sell more of their products or help their employees, members or students.

**1) Selling to retailers.** You are already familiar with this sector. You find distributors or wholesalers to get your books into retail outlets where they are sold off the shelf to consumers. Payments are made in months and unsold books are returned.

**2) Non-retail sales.** Corporations, associations, foundations, schools, government agencies and the armed services buy books directly from publishers for use as premiums, incentives, sales promotions, for educational purposes, and sometimes for resale. The factor differentiating this segment from the retail sector is that you sell directly to buyers in these organizations. Sales are typically made in large quantities, returns are rare and payment is received more quickly.

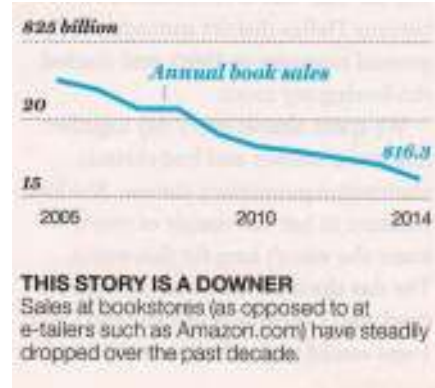


Chart taken from *Fortune* magazine, Oct 6, 2014

Content is king in this sector. Companies and associations want to use the *information in your books* to help them sell more of the products or services they offer. They use your content as a tool to increase their sales, introduce new products, educate students or motivate members or employees.

Special-sales marketing is not a separate way of doing business. It is not even a new way of doing business. It is an integral part of overall marketing strategy. Simply divide non-bookstore marketing into its two component parts and you may find hundreds, if not thousands of prospective customers for 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](http://www.bookmarketing.com))

The usefulness of a business plan is not measured in pounds. It doesn't have to be an inch-thick document designed to impress people by its size. It defines your company's purpose and describes your marketing, financial, personnel and facilities plans and how they will interact. It should be unique, complete, brief and functional. The emphasis of planning must be on creating a practical, realistic and effective game plan.

## 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>

Designing your tips booklet has many more possibilities than ever before. Advances in technology have made things more affordable while also introducing more options. There are still things to consider to be sure your choices fall within the realm of your buyers' budgets, even if you can afford it.

Yes, you want the most attractive booklet you can possibly create. And while you may be willing to spend a hefty sum on having exactly what you want, you might end up having a huge pile of those booklets sitting in

your office if you're planning to sell them and cannot get the price down low enough for situations where that matters.

Your client may not be price sensitive at all, or you may not even be planning to sell the booklet, and instead are only intending to give it away. Or you may not be planning to print it, and only want to use it as a download for your own business or to license it where someone else downloads it or prints it. If any of those are your current reality, then design to your heart's content without any real thought to the ramifications of risking that the booklet is over-designed or out-priced. However, several of the more common places that can be financial potholes for you are likely to be:

- Paper choices
- Custom dye cuts or pockets with the covers
- Full-color covers
- Multiple colors used inside the booklet
- Photography
- Custom size booklets

These things can each enhance the quality and appearance of the publication and make it look classier or unique or more interesting in some way. No question about that. They will also each increase the price, guaranteed. In some cases the price increase is substantial. More often than not, the enhancements are emotional choices. If the situation accommodates it, that's fine. If the budget drives the decisions, there needs to be different selections than your first choices. You can still get a great looking tips booklet from things you might not have considered. Your design and print vendors can help increase your knowledge about a range of possibilities once you tell them what you want, how it will be used, and how price sensitive the project really is.

**ACTION** - Choose which things matter. There are some options that can upgrade the appearance with minimal impact on the cost. Rather than doing multiple ink colors, you may be able to get results you like by having various percentages of a single color, giving the appearance of multiple colors. You might find that a different weight or type of paper still provides a more impressive appearance at less cost than the original paper you chose. Be sure you present the booklet you are actually selling when you send a sample to a large-quantity buyer. Sending a full-color booklet with numerous embellishments and telling the buyer you can provide one that is simplified and in black and white for less money is counter-productive and discouraging in many circumstances.

### 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))

Consider e-mail interviews when interviewing guest experts in your field. Live, recorded, interviews with guest experts are the best ways to research your topic, gain new content for your website or back-end products. They often open-up long-term relationships with your guests.

But, it's always great to have a fallback position in case your guest isn't comfortable with the live, teleseminar format, or simply doesn't have the time to commit to a specific time. When this happens, suggest an e-mail interview as an alternative. Submit your questions as an e-mail that your guest can simply respond to.

You can also submit your questions in a Microsoft Word document, sent to your guest as an e-mail attachment. This permits them to respond to your answers in greater detail, and respond to your questions over a period of time. Live teleseminar interviews are ideal, but e-mail interviews can offer a great alternative. Plus, you don't need to have them transcribed!

## 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))

### How to Plan, Write and Develop a Book [howtoplanwriteanddevelopabook.blogspot.com](http://howtoplanwriteanddevelopabook.blogspot.com)

This is a blog, and one of the best on novel writing. Written by author Mary Carroll Moore, this blog could not only get you started writing your next novel, but it could help get you through the entire process from start to finish. The common sense tips are indispensable.



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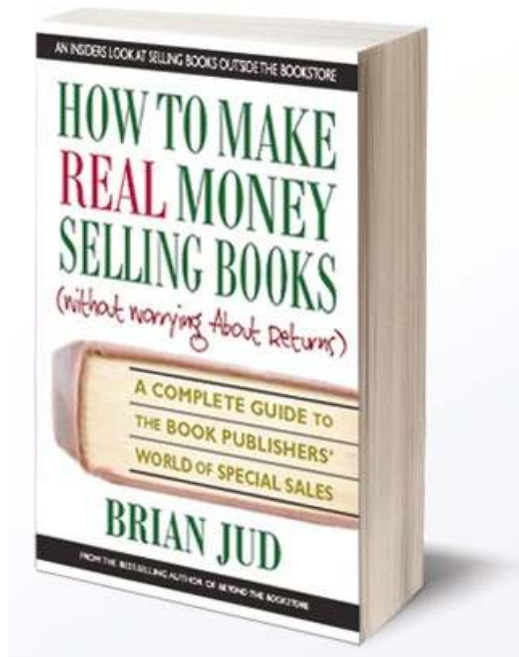
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### **Contact Information for Brian Jud**

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[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>