

Here is your December 8 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 Marsha Friedman.

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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 25, Number 317 December 8, 2014

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**Top inquiries from the salespeople
for the week ending 12/5/14**

| <u>Title</u> | <u>Quantity</u> |
|------------------------------------|-----------------|
| <i>Successful Business Plan</i> | 1100 |
| <i>Pork Chops & Applesauce</i> | 650 |
| <i>A Winning Attitude</i> | 900 |
| <i>The Book of Aformations</i> | 1400 |
| <i>Memories of Pearl Harbor</i> | 90 |

News From APSS

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

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Upcoming Marketing Events

The Plan that Launched a Thousand Books

Dec 9, 6:00 – 7:30 pm ET

By Tara R. Alemany

Most self-published authors sell fewer than 150 copies of their books. Don't let your book become a statistic! Marketing your book doesn't have to be difficult. You just need a plan. Explore a variety of marketing strategies that you can implement yourself no matter the size of your marketing budget. This talk is loosely based on Tara's book of the same name, and will outline ideas and considerations for developing your own book-marketing plan, based on proven, real-world techniques.

Register at <http://tinyurl.com/k5ajr3m>

Get a Fast Start in 2015

Dec 16 6:00 pm – 7:30 pm

By Brian Jud

Did you know you can start marketing your book long before it launches? In this webinar Brian Jud will show you creative, yet practical tactics to increase your book's chances of success before you publish and after it goes on sale. Early in the publishing phase, you can begin arranging sponsorships and media events, generating pre-publication sales, preparing your title for reviews and awards, building your prospect list, and more. Once your book is available for sale, the stage of perpetual promotion begins. Brian will show you innovative, low-cost, and proven marketing actions you can immediately take to sell more books.

Register at <http://tinyurl.com/n9cbrau>

Notes From the Front Lines

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

There is nothing quite as deadly to publishing as the "artificial deadline." Remember this is the book business. We are not entrapped in the horrific daily deadlines of newspapers or the weekly or monthly deadlines of magazines. Books do have publication dates but frequently these dates are not seasonally driven, nor should they be. The beauty of the book-publishing process is that it is more than acceptable to publish a book when it is ready. Yes, the big retailers want predictability, but still that does not tie you down to a certain month or time of year. Furthermore, the independent publisher has a significant advantage over their bigger brethren because, unlike the folks at the giant publishing firms, you are not tied down to an assembly line approach to getting the book out and marketed. The smaller publisher has the longer runway and if by chance the book is slow to take off, well you have plenty of time and space to still launch without crashing and burning. And yes, there are better and worse times to publish and yes, there are lead times, but if you need a longer gestation period, well, take it. And if you need a year to properly market your book, then take the year. Great journeys can begin with small steps.

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>)

You can wring maximum value out of your work by re-purposing your core content into other products. Those versions may be for Web-based downloadable books, eBook readers, compact discs, articles, special reports, compatible (non-info) products, seminars, consulting and digital audio. The electronic edition of your book may have even more features than the print version: color illustrations, sound, video and hyperlinks. Your eEdition will take up less space, be even less expensive to produce and will provide a richer experience to your reader.

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)

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 were summarized in previous editions, and in each of the next two issues of *Book Marketing Matters*.

Step Five. Perform basic test marketing. Digital printing makes test marketing easy. Print a few copies of your book to assess different cover designs, compare various

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>)

Textbooks make up the major portion of book sales to schools and colleges. The best way to get your books adopted for classroom use is to get samples of your books into the hands of the instructors or school boards who make the adoption decisions. And the best way to reach these decision makers is through direct mail.

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)

The Modern Energy Matchmaker

New energy for the future is the driving force behind this concept. Words such as alternative, clean, green and renewable needed to be represented as well as the choice for the author to appear on the cover as an expert in this industry. The vibrant colors, angle of the high tech building, and clean lines in the sans serif font add to the feel of a modern and forward thinking content represented in the manuscript. The starburst was added to the title for extra sparkle and to emphasize the clean energy concept.



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)

Dale Boozer's thoughts on collaboration and critical thinking are noted below:

To understand human behavior, it is important to understand sequence: (1) thoughts develop first, then (2) feelings (feelings create the adrenalin needed for behavior), and then (3) behavior. Thoughts, feelings, action; it is a simple sequence. The thoughts prepare (or pack) the human automobile; the feelings provide the gas; the behavior is the resulting movement of the car.

In our power-centric universe, those who feel inferior are discouraged, and they want the world to "think like them." (The origin of all dysfunctional and misbehavior is rooted in discouragement. The deeper the discouragement, the more tragic the level of misbehavior or dysfunctional behavior.)

The first stage to improving the intellectual interaction between parents and children is to remove the power barrier and install a relationship based on influence. Power operates on an inverse relationship to influence; power runs out, influence lasts for a lifetime.

The quality of our behavior is determined by the quality of our thinking. In a world of shallow values, instant gratification and quick fixes, critical thinking offers what is commonly unpopular: substance and intellectual discipline. Such thinking requires the cultivation of core intellectual virtues such as intellectual humility, perseverance, integrity and responsibility.

In a world of accelerating change and intensifying complexity, critical thinking is central for economic and social survival. Nothing of value comes easily, but a rich, intellectual, environment is possible when the foundation for the educational process is constructed upon critical thinking.

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 third of three of the more important legal considerations that nonfiction writers should be familiar with are libel, and the rights of privacy and publicity:

Right of Publicity: The right of publicity is a person's state-law governed exclusive right to use, and to prevent the unauthorized use of, his or her name, likeness or other aspect of his or her persona (collectively referred to as persona) for commercial gain. The definition of "persona" goes beyond a person's image and can include words or sounds that are intended to remind the audience of the person, a look-alike, a nickname or phrase commonly associated with the person (like "the Donald" and "You're Fired!" for Donald Trump), and even a person's former name. Therefore, the potential for a right-of-publicity claim exists any time you use someone's persona (or even an imitation of it) in your book, article, or other literary or artistic work. But there are two main exceptions: incidental or artistic use and newsworthiness.

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>)

When you have your book cover, create an [Amazon.com/Advantage](https://www.amazon.com/Advantage) account along with your *Author Central* account on Amazon. Start loading info about your book including endorsements (and you within the Author Central account). This is another gateway to gather pre-orders for your book. Some of my clients have actually gathered over 1,000 pre-orders from Amazon before the book was available.

Pam's Book Marketing Tips - Pam Lontos

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

Use Testimonials In Your Book Marketing. Every time you speak to a group or someone compliments your book, ask them if they would write a little something that you could use for your marketing. Ask people who you know have enjoyed reading your book or working with you to write a testimonial. Many people don't have time to write a testimonial or know what to put in one. You can assist them by asking what it was that they liked and offer to write something for them (using their own thoughts). Then send it to them for approval (or they can edit it). You can use testimonials on your Website, Blog, brochure, and book cover.

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)

. Some authors mistakenly think that it's unnecessary to promote books of fiction. They believe that once their novels, short stories, and poetry are published, literary acclaim, huge book sales, and big advances for subsequent books will automatically follow. Sorry to say, they're wrong — very wrong. The market for fiction is densely crowded, and the competition for readers is fierce. Readers of fiction have many options, including other books of fiction, nonfiction, magazines, newspapers, and the Internet. Without publicity, first-rate fiction can get lost in the crowd, languish, and not sell; it happens every day. Lack of sales can hurt authors' careers because when publishers make their acquisition decisions, they consider how the authors' prior books sold.

Guest Columnist - Marsha Friedman

(Marsha Friedman is President EMSI and may be reached at mfriedman@event-management.com or <http://www.event-management.com>)

Where To Focus Your Pitches. Local radio shows on the 250-watt or 1,000-watt AM stations are a great place to start. There's also internet radio, which is becoming more popular and could be another good way to get started. With more radio shows going to national programming the weekend programs are also the best place to find radio shows that are looking for guests.

For TV go after your local morning news programs or weekend lifestyle segments. And there's also community-access cable, which can be relatively easy to get on and can provide wonderful experience and a way to build up your confidence on camera.

You're On The Air

(Nick Peters, Vice President, MediaLink)

It is incumbent upon the talent to be prepared to either answer the tough or unexpected question or know how to deflect it.

Marketing Strategy

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

Strategic thinking creates consistency of performance. Frequent reinvention is usually a sign of poor strategy and a sure route to mediocrity. Continuous improvement is a necessity; but it must always be guided by strategic direction.

The Very Idea (Editorial by Brian Jud)

It is better to promote to fewer people in a target niche than to a larger (but less interested) mass audience. People are more likely to listen to you – and act on your message – if you have something to say that is important to them.

Instead of producing more, produce better. We need more nuance: better content invariably means less content. We can't produce the best possible content at breakneck speed.

Better content has an upper threshold. You can only get so much better. Just like we reach a ceiling in quantity, there's also a ceiling to quality. When we reach this threshold, we need to find a new direction. And that new direction might be the direction of different, not better.

Better content depends on the audience. It doesn't just mean longer or more detailed articles with perfect grammar and spelling. Better content is content that addresses the audience in the most powerful and direct way.



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)

Your vision statement is the description of your purpose for being in business, the reason you go to work every day. It reflects the core values upon which you stage your everyday operations and it mirrors the standards that you and your employees apply in the way you deal with your customers, prospects and the public.

Booklet Ideas – Paulette Ensign

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

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

You have dozens of tips booklet ideas rattling around your mind. It's so much easier and quicker than writing a book. The ideas are coming almost faster than you can capture them. You are identifying different levels of information from basic to advance. There are endless topics to share with your world. And that's only tips booklets, before considering other delivery formats like audio, video, card decks and more. Your mind is in overdrive. Where to start?

Create first -- "build it and they will come" -- or see if anyone wants what you've got before putting time and effort into creating it? Common wisdom from those who traveled this journey is market first, create next. You may already be doing that, or maybe this never crossed your mind at all.

One way to test interest level for your content is to write and distribute articles or do teleclasses or webinars or give interviews. That tells certain things, though it won't tell you everything. 400 people could register for your no-cost content-rich teleclass without you making a single "back end" sale.

That can happen for various reasons. Your audience may not have resources to invest no matter what you charge; your call to action in offering your product or service was ineffective; the copy for promoting your event might have been misleading. These are some things that prompt such results.

Or among the 400 people who registered were many who discovered you have something that is a perfect solution at a price they feel is a good match for the value you offer and they can't get their payment to you quickly enough.

Either way, you decided your offer would test your market to determine their interest level in what you are thinking of creating. The teleclass was about the subject you have in mind. You are considering developing a self-guided program or multi-day retreat or various information product formats on the same topic.

The teleclass is one way to test. Writing and distributing articles is another. Uploading videos is yet another. In each case, you are likely testing the interest level of single-copy or single-experience buyers. That's great, and is one way to sell your products. It's far from the only way. Articles, teleclasses, and webinars might work for large quantity prospects, though probably not anywhere near as well.

You can test your large-quantity buyers' interest level of various product formats you are considering by creating a one-page product sheet. The sheet can include one product you actually produced, and several other formats that do not yet exist in your business. Those undeveloped formats can usually be created within a short number of weeks or day once you have client interest that warrants it. Those large-quantity sales are not only substantial enough to take the time to create the new product, they allow you to add that new product to what you offer other buyers, with no development outlay on your part.

ACTION - Decide what 4-6 product formats you'd like to offer even though they do not yet exist. By adding brief product descriptions, suggested product uses, and easy ways to reach you, you are creating a way to make much more revenue from products you are considering once you know you have a buyer.

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)

Take the time to explore all coaching alternatives. Many authors find that income from coaching not only supplements, but can far exceed, income from book sales. Coaching also provides authors with new insights into their reader's needs, contributing to the creation of follow-up books and information products.

However, other authors find personal coaching to be draining and frustrating. The difference between a successful and an unsuccessful coaching experience is often based on the type of coaching offered. There's more than one coaching model: Milana Leshinsky, author of www.coachingmillions.com, has identified 5 business models for coaches.

Use resources like new Coaching Program Planner MindManager template in Published & Profitable's member area to explore all alternatives and make the right choice.

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)

Book Reads and Reviews
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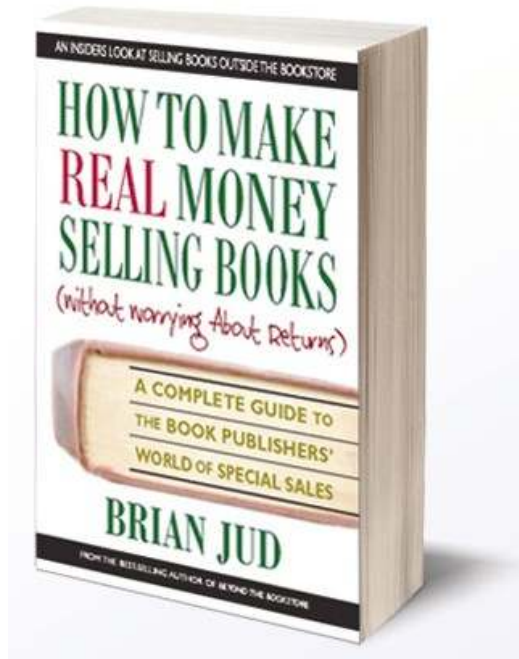
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Contact Information for Brian Jud

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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>