

Here is your February 3 edition of the *Book Marketing Matters* special-sales ezine by Brian Jud. It contains regular columns with tips from Dan Poynter, John Kremer, Guy Achtzehn, Rick Frishman, Eric Kampmann, Paulette Ensign, Judith Briles, Gail Z. Martin, Tonya Evans and Roger C. Parker. The guest columnist in this issue is Gail Z. Martin.

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All of us at Book Marketing Works wish you success in your book-marketing efforts, Brian Jud

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**RSS**

## 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 3, Number 295 February 3, 2014

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

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All non-returnable.**

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**Top inquiries from the salespeople  
for the week ending 1/31/14**

| <b>Title</b>                | <b>Quantity</b> |
|-----------------------------|-----------------|
| Stage Climbing              | 1600            |
| Healer is You               | 1000            |
| Sell Your Business          | 2850            |
| Eating Well to Fight Cancer | 3000            |
| Grandloving                 | 500             |
| 5 Steps to Next Job         | 850             |

### **NEW! A List of Resources for Selling to Non-Bookstore Buyers (The Association of Publishers for Special Sales -- formerly SPAN)**

There is a new section on the APSS website ([www.bookapss.org](http://www.bookapss.org)) for Special Sales Resources, where you have access to two private folders. One is about selling to non-bookstore retailers (discount stores, warehouse clubs, airport stores, gift shops, zoos, museums, etc). Here is the information to which you know have full access - with your membership number.

- How to Create Non-Bookstore Distribution
- How to Sell Books through Museums, Walmart, Zoos and Parks, Airport Stores and Big Box Stores
- And more

The other folder has information to help you sell your books in large, non-returnable quantities to non-retail buyers (corporations, associations, schools, military). Here is the information to which you know have full access.

- Distribution to Libraries and schools (With lists of wholesalers)
- Instruction Guide for Selling to Business Buyers (26 pages of information to guide you through the

- special-sales process)
- Non-Retail webinars (Links to seven 90-minute webinars -- 10.5 hours of information -- about selling to different non-retail segments and buyers)
- Sample Prospect List -- Business Titles (132 sample pages of prospective buyers for a business title. We'll include similar examples for other genre in the near future)
- And more

You will need your current membership number to access these. You can find your membership number on your APSS profile, or by emailing [kaye@bookapss.org](mailto:kaye@bookapss.org)

## Can APSS help you sell more books? APSSolutely!

### Join APSS, save \$29 on the membership fee

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

## Upcoming Webinars

### How to Increase Your Sales Through Creative Promotion

**February 6, 2014 6:00 - 7:00 pm Eastern Time**  
**By Brian Jud and Rick Frishman,**

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

Rick Frishman will also be on the call with a special offer for attending his Author 101 University

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

### Social Media: Proven Tactics to Build Your Audience and Sell More Books, with Stephanie Chandler

**February 20, 2014 6:00 - 7:00 pm Eastern Time**

The social media networks provide powerful marketing opportunities for authors. Not only can you attract new readers, you can stay engaged with your existing readers, drive traffic to your website, and cultivate a loyal fan base.

You will learn how to:

- Build an effective blog (the heart of your social media strategy)
- Develop compelling content to inspire your audience
- Maximize results on Twitter, Facebook, LinkedIn, Google+ and Pinterest
- Leverage video, podcasts, and other content marketing tactics
- Manage it all without a big time commitment (really!)

Social media is ideal for authors and if you aren't yet leveraging the top networks, you are missing out on some big opportunities. Join us for this content-rich presentation and learn effective real-world strategies that

can help you achieve your goals.

Sign up at <http://tinyurl.com/lfmv6ps>

APSS conducted 26 webinars in 2013 on a variety of book marketing topics, by many expert speakers. There is a list of them plus a link to the recording of each at <http://tinyurl.com/lkuc53p> -- most are 90 minutes. We have another 26 planned for 2014 on other topics to help you sell your books more profitably.

## Can APSS webinars help you sell more books? APSSolutely

### 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) )

**What is the difference between a wholesaler and a distributor?** Confusion reigns when we get down to defining the different activities of book wholesalers and book distributors. I tried to clarify the situation several years ago by redefining the term "distributor" to "publishing services company" but to no avail. It is important to accurately distinguish the two types of activity because they are very different in both emphasis and kind. The book wholesaler should be seen as a service provider to bookstores. They do not create demand; rather they efficiently respond to demand whatever the cause and whatever the title. They envision their task as serving the interests of bookstores and similar outlets with their main object of getting product A to store B in the shortest possible time and at the lowest possible cost. Look at them as a kind of UPS or FedEx of the book business. On the other hand, book distributors represent the interests and activities of book publishers. Instead of hiring your own sales and marketing personnel and running your own shipping, storage and returns processing warehouse, you would outsource all of these activities to a book distributor who focuses on these activities on your behalf. Unless, you are doing over \$5,000,000 in book sales, you should seriously consider the book distributor option. It may actually cost less and at the same time provide marketplace clout because the distributor represents many publishers to the marketplace.

### 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>)

**Review copies and articles.** Don't send review copies or articles to large newspapers. For a nonfiction book, The New York Times is not your audience. Very few of their readers are interested in your subject. Instead, send review copies to specialized magazines and newsletters.

For example, there are 68 parachute magazines and newsletters worldwide. When I send them review copies of a new book, they all review it. Readers want to know about new informational products. Editors know this and want to share information on new products with them.

### 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))

We are here to help you sell books. We will provide you with 200 "Seeded bookmarks" (A piece of the bookmark can be planted in a flower pot, and bloom to a beautiful floral arrangement), for you to send to companies who you think could use your book in their business.... To help grow sales, increase foot traffic, educate employees, whatever. Send the bookmarks to owners telling them that for a five-minute phone call, you will tell them why your book will help them make money. Whether they use the bookmark or sell it in their business, you are a winner and you are growing sales automatically. For details visit <http://www.premiumbookcompany.com/PlantablePage.pdf>

## The Cover Story – Kathi Dunn

(DUNN+ASSOCIATES designs stellar book covers and marketing materials for bestselling authors, traditional and indie publishers, and fast-track experts so they can build credibility, open new doors of opportunity, and create positive change in the world. Since 1985. <http://www.dunn-design.com>, [kathi@dunn-design.com](mailto:kathi@dunn-design.com), Postal Mail: P O Box 870, Hayward WI 54843-0870 USA)

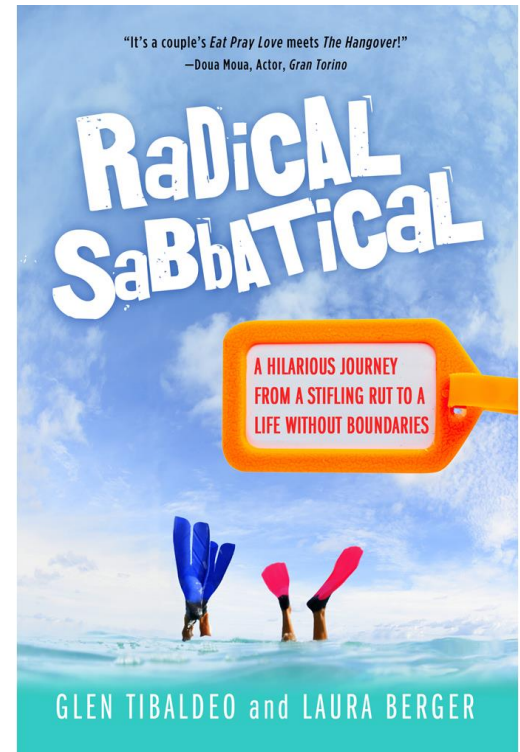
### Your Book Cover Design Says a Thousand Words

The choice of imagery, whether illustration or photography, is paramount when creating a compelling design for your book cover.

In this real-life comedic memoir, its authors expose the blessings and ironic struggles of ditching their cut-throat corporate jobs for life in a tranquil jungle paradise. Working as a team with the authors, cover designer Kathi Dunn explored options for the perfect visual impact. After researching hundreds of images, she recommended this cover's rights-managed stock photo which says it all. Not only does it put the prospective buyer in the emotional state of relaxation and adventure in tropical serenity, but its expansive sky also provides the perfect backdrop for an eye-grabbing title. And why not use a fun luggage tag to house the subtitle vs just slapping text on the page?

Surveys indicate that we are over 70% visual so it is the front cover's job to grab attention visually *first* — whether on a bookstore shelf, on the Internet, or in a printed catalog — *then* the title and other text can do its magic. Without a striking design, your book will likely go unnoticed.

A sizzling cover opens doors, and rumor has it that this book is opening doors to a potential TV sitcom. To see more of the story, go to: <http://www.dunn-design.com/radial-sabbatical/>



## 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))

Seth Godin's recent blog talked about everyone who is seated at the executive table: the CEO, CFO, lawyer, head of HR etc... but who wears the hat of being the UNCOMMON one? Who wants to take the risk? Who is suggesting that things could be different? Who has the freedom to think outside the box? Where are you getting your UNCOMMON thoughts from?

## 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.)

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.

### 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>)

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### Pam's Book Marketing Tips - Pam Lontos

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

**You Can Get Into Large Publications Now.** Don't think you can't get into large publications: In reality, editors scramble daily to find people to interview who have knowledge on the latest issues and trends. Sandy Baker had never given a speech and her only credential was having lived through a tough time in her life. Because she was properly presented to the media, her first placement was in *U.S. News and World Report!*

### You're On The Air

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

Speak English and not jargon; one of the problems many people have is they're so into the details of the subject at hand they expect everybody to know the shorthand. If you're in the business you know what they are, but most of us don't.

### 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>)

While the major mail-order catalogs drive a hard bargain – requiring as much as a 60 to 70% discount – they can move a lot of books. Not only that, but the exposure they give your books to their customers will often result in spillover sales through bookstores. Where else could you find outlets that are willing to pay you so they can advertise your books to as many as five million people?

### 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))

Most writers self-edit as they write. They decide which words to use and the order in which they will use them. Writers continue to edit as they build sentences, paragraphs, sections, and chapters. “Experienced writers have usually learned the craft. So they have a stronger self-editing element in their writing,” Katherine Ramsland observes. “They have learned to map out their words and sentences as they write, where it’s a struggle for beginners or people who don’t write regularly. Writers who write regularly—every day—have a stronger sense of structure, rhythm and grammar; so much of the editing process is built in by their experience. Experienced writers have the basics deeply ingrained, it’s in them, it’s a body memory, so they don’t have to be so conscious of it, because they do it automatically.”

When Dr. Brenda Shoshanna writes, she includes items that she hadn’t originally planned to include. She moves straight through, from chapter to chapter, without heavily editing or revising and concentrates on getting ideas and information out. She doesn’t go back and edit until she’s completed an entire first draft, because she believes that writing and editing call upon different parts of her brain.

## The Very Idea (Editorial by Brian Jud)

When you sell books to retail buyers, they typically sell your book off-the-shelf, as it is. But when you sell books to non-retail buyers -- such as those in corporations -- they use your book as a marketing tool. Their objective is not to sell your book, but to use your information to increase their sales, improve their image or help their employees. They may use your book as a premium, ad specialty, gift, self-liquidator, prize or a way to motivate or train employees.

In order to reach their objective they may want to customize your book to suit their purpose. Customization may be as simple as adding their logo on the cover. Or, it may entail re-purposing your content in a different form -- perhaps as booklet, DVD or other format. The point is that when selling to corporate buyers first ask what they need. Then you find a way to provide your content in a way that meets their objectives. If you can do that, you are well along the path to making a sale. If the shoe fits, they’ll wear it.



## 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))

When your book is finally published, the real work of beginning and sustaining its momentum begins. However, the entire process is more rewarding and productive if it begins in advance, building steadily upon a strong foundation of strategic planning and effort.

## 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))

Addressing a competitive difference of value, need or access is not sufficient to set you apart from your competitors. Use branding to convey reinforce positive beliefs about your book’s attributes and to communicate an experience, feelings, associations and/or memories.

## Guest Columnist - Gail Z. Martin

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

You can actually make money on every sale generated by the link on your website even if the sales occur through Amazon or another online retailer by signing up for an “affiliate program.” An affiliate program essentially pays you a commission (on top of your usual royalties) when you send buyers to the partner site. You can sign up directly with big retailers to be their affiliate, or you can use a one-stop site like CommissionJunction.com to centralize your affiliate relationships in one place. Just remember that you’ll need to report any affiliate commissions as income when tax season rolls around!

**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>)

It can be easy to get swept up in the social media frenzy as a way to reach more people with your tips booklets and all of what your company offers. For some business owners, it's ideal. For others it's a waste of time and other resources. Then there is that mid-point where you may be, balancing social media and other approaches. Are you stumbling around hoping something works or do you have a plan to test?

There is an old adage that if you think everyone is your client, then no one is your client. With that said, there is more refinement to consider as to whether your booklet has mass appeal or attracts a limited and well-defined audience. What's more, is your audience one who is drawn to a community for any reason, to purchase their products or to exchange information? That last question about community has everything to do with whether or where your efforts are best spent when it comes to social media, for instance. While the roar may be getting louder and louder with social media, it could be a complete and total mismatch for your people, or you have identified only certain social media sites as the way for you to go.

Someone in your ideal market may check you and your credentials out on LinkedIn and go nowhere near Facebook or Twitter or Instagram. The reverse is true. What you offer will have much greater credibility to your people when you are showing up on Instagram and Facebook. It depends on your topic, audience, and buyers, and which social media sites are in favor when you are reading this article.

Would you rather have 100,000 mass-market customers each buy a single \$5 tips booklet from you each year or 24 corporate accounts each invest \$5,000 in tips booklets once a calendar quarter every year? One approach could seem easier, more attractive, and more appropriate to you than the other. Or you just might not have ever stopped to consider that both ways are possible or feel like you know how to accomplish those results in either case. So many things to consider aren't there, especially after opening this can of worms!

**ACTION-** Look at what your approach has been so far, whether it's been mass market or targeting a well-defined audience, and whether the results you've been achieving are what you'd like. Can any shortfall be resolved with more effort or other resources either on your own or partnering with other companies, or is your target market simply too small? The small market may respond well to increased fees if the audience is specialized enough, or it may simply be too small a market for you to serve as a specialty. Even with mass marketing the challenge is still to identify your best audience and focus your efforts toward them in systematic ways. Choose what works best for you. Test the results. Make small changes one element at a time. See where that brings you. You could open up a whole new way of doing your business with your tips booklets that reaches the people who truly want what you have.

**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))

Save time by customizing the toolbar of your web browser. One of the easiest ways you can increase your productivity is to improve access to the websites you frequently update by customizing your Internet browser. Most recent browsers allow you to add or customize their toolbars. This allows you point and click access to the sites where you frequently add new content or edit existing content. For example, here are the links I have added to my web browser:

Blog log-in. I can go directly to my WordPress log-in page, which makes it easier to get started adding new posts and approving comments.

Google Calendar. This is a great timesaver, as I access it several times a day from both home and office.

EzineArticles. I have committed to writing 100 articles in 100 days. I typically start articles and save them as drafts early in the day, then return later to complete them. I also frequently return to check my readership statistics.

Website log-in pages. Several times a day I update content at Published & Profitable and at [www.designtosellonline.com](http://www.designtosellonline.com).

In most cases, you begin in the View menu where you locate the commands necessary to add and edit the Links Toolbar. Each browser, however, has its own nomenclature, however, so you may want to access the Help menu, too. When adding new URLs to your Links Toolbar, edit them to the bone. You only need a "shorthand" word or two to describe the URL link, not the full page title.

### Helpful Website of the Week – Adele M. Annesi

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

### Folio Literary Management

<http://www.foliolit.com/resources/a-step-by-step-guide-to-getting-published>

This well-known literary agency provides an invaluable, step-by-step insider's guide to getting published.



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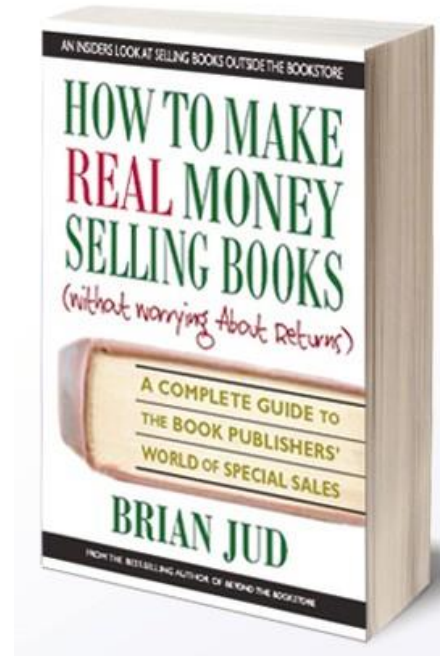
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### Contact Information for Brian Jud

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I won't share or sell your email address.

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>



