

Here is your February 17 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 Stephanie Barko.

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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 4, Number 296 February 17, 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 2/14/14

Title	Quantity
<i>Balancing Act</i>	2200
<i>Amber's Dachshund Antics</i>	250
<i>Inspired to Feel Good</i>	3500
<i>Five Steps to Your Next Job</i>	4000
<i>Pannini Cookbook</i>	750
<i>Raise the Child You've Got</i>	4500

Resources for Selling to Non-Bookstore Buyers – From APSS (The Association of Publishers for Special Sales -- formerly SPAN)

The APSS website (www.bookapss.org) offers varied information to help you sell more books. This includes the *One-Minute Marketer*, *Get Unstuck*, *Novel Ideas*, *Read it and Reap* and a *Top Ten List*. An example of the current Top Ten List is below. Check out the *Book Marketing Tip of the Day* as well as new information every Thursday.

Business markets are very different from consumer markets. In consumer markets large numbers of buyers have similar wants and transactions are usually small in value. The selling process is short and books are usually sold off the shelf and may be returned. A formal distribution system channels books through the retailers. Here are the **Top Ten Differences of Selling Books to Business (B2B) Buyers vs. Bookstores**.

1. A business market has fewer customers and transactions tend to be larger, with no returns
2. Books are usually customized

3. The price is negotiated and payments are typically made in 30 days
4. The selling process is relatively long and complex, requiring that you find, qualify and prioritize potential customers
5. The target of the sales pitch is not the ultimate consumer
6. Books are purchased not for resale, but to solve the companies' problem (each customer purchases your books for a different reason)
7. A segment may consist of one buyer
8. There are no distributors to do the selling for you – the publisher does the prospecting and selling
9. Follow up is required to make sure the order was delivered properly and to tee up the re-order
10. You can be creative when selling and the product form is a variable

Can APSS help you sell more books? APSSolutely!

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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 APSS membership visit <http://www.spannet.org/page/member-benefits>

Upcoming Webinars

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)

Do Distributors Charge Too Much For Their Services? Given the explosive growth of independent publishing within the trade publishing community over the past ten years, the role of “distributors” has become ever more crucial. Still, the fairest answer to the question “Do these services cost too much?” is, “it depends.” I personally believe that the charges for distribution services should be transparent and predictable.

By transparent, I mean that “hidden” charges should be minimized. Publishers should carefully scrutinize the contract, looking for extra charges for a variety of activities that might escalate their real costs. There are other issues such as return reserves, storage of books, returns processing fees, catalog charges and other miscellaneous items that need to be looked at and properly negotiated before you might sign a contract. It is better to get these issues cleared up and laid aside early rather than experience regret later on.

By predictable, I mean that the contract should have a single percentage somewhere between 20-30% of net sales, depending on the annual sales volume of the publisher. If you are paying much above 30%, then you should look into the reasons why. If you are a publisher with substantial annual sales of \$2,000,000 or more, then you will probably find that you have a certain level of negotiating power with your distributor.

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>)

Focus your promoting on your market. Pitch people interested in your message. Don't annoy the rest

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)

Reviews can impact the buyers' decisions in special markets, either positively or negatively. Although they read publishing industry reviews, such as those in Publishers Weekly, they are more likely to give credence to reviews and articles in specialty retail magazines such as Gourmet News or Home Center News. An article about “slow cooking” in Gourmet News might catch a buyer's eye. One buyer says, “then I know it's an important category and I will look for books on that subject.”

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>)

The Chicago International Remainder and Overstock Book Exposition is a good show to sell remainders at since it's all business. The show is held in October or November in Chicago. For more information, contact CIROBE, 1501 East 57th Street, Chicago, IL, 60637; 773-404-8357; Fax: 773-955-2967. Email info@cirobe.con. Web: <http://www.cirobe.com>

You're On The Air

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

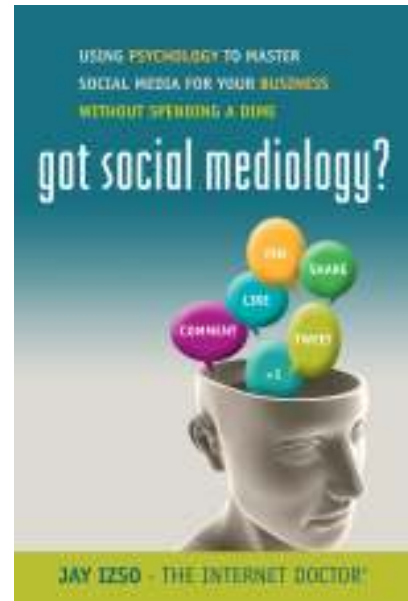
Sit down until told to get up and never take the microphone with you. You're not allowed to take souvenirs.

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>, info@dunn-design.com, Postal Mail: P O Box 870, Hayward WI 54843-0870 USA)

Author Jay Izso, known as the Internet Doctor, is committed to helping people learn the psychology of social media to positively impact their businesses — and doing it without spending a lot of money. I leaned toward a more academic design approach but Jay kept pushing me to a more "fun" cover. To see more of the strategic thinking and concept development, get the whole story at: <http://www.dunn-design.com/got-social-mediology/>

To expand the branding, I suggested that Jay get customized balloons made, in the same colors and verbiage as the talking bubbles on the cover, for his trade show booth and for BOR. He's all over that idea. I love out-of-the-box thinkers!



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)

Have you ever thought what is truly possible in life? What steps have you taken to see what may be possible? Take this time right now to think, where will you be in exactly 6-years? What will you be doing? Who will be around you? Where will you be living? Some call it dreaming; I call it visioning. But it all comes down to one word: execution.

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.)

How much can I quote without permission? There is no set number of words you can use under the fair use doctrine. This doctrine permits use of copyrighted materials for certain purposes listed in the Copyright Act, such as criticism, comment, news reporting, teaching, scholarship, or research. While technically infringing on the copyright owner's rights, these uses are considered permissible; and such fair use can be used as a defense against a claim of copyright infringement. Note that it is not sufficient simply to acknowledge the source of the copyrighted material.

The Copyright Act provides four factors to determine, on a case-by-case basis, whether fair use or infringement exists.

1. Character or purpose of use
2. Nature of the copyrighted work
3. Amount and substantiality of the copied work
4. Effect on the potential market

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>)

Posters and Backgrounds for Your Quotes. Would you like to create posters for Facebook, Twitter or your slides in presentations? Would you like to get your ahas, keepers and any of those pearls of wisdom sparkle on Pinterest? Check out Recite This, an online tool that will add your words to a prepared background—plenty of styles and templates to choose from. Very cool—www.ReciteThis.com

Pam's Book Marketing Tips - Pam Lontos

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

Don't Ignore Small Publications. Although they aren't sold on newsstands, you never know who's reading them. Pam Ammondson did an interview with a small travel magazine not expecting anything to come of it. A writer at *Time* magazine happened to read the article and called to interview her. When *Time* came out, NBC Nightly News saw it and she ended up having a film crew come to her house for the Tom Brokaw newscast. And boy, did she sell a lot of books!

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)

Traditional publishing entails a number of steps that aspiring writers must understand and be prepared to complete. They must realize that publishing is a business, so the books they pitch must have commercial potential, or traditional publishers will probably pass on them. To increase the odds that their books will be successful, publishers now want writers who have national platforms and followings.

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)

If you chose a strategy that would expand your product mix, plan the actions you will take to do so. For instance, which current titles are candidates for books-on-tape? Do you need to acquire new titles? If you want to sell books online, how must your web site be changed? Or on what other web sites could you sell your titles? Which current titles could be extended with DVDs or CD programs?

Marketing Strategy

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

When buyers face a variety of alternatives, they want to deal with a brand (author) they trust. Create and project an image to each of your target markets so they understand that you know what they need and have created a product line that will meet their needs. Then use branding to convey facts, beliefs about product attributes; create brand identity and leverage that with new titles and in new markets.

Guest Columnist - Stephanie Barko

(Stephanie Barko is a Literary Publicist and may be found at <http://stephaniebarko.com/> or steffercat@austin.rr.com)

Tips for Nonfiction Authors & Publishers. First quarter is the perfect time to refresh your keywords. Are you on page one of Google for your best keyword? When was the last time you tested your keywords on Google Adwords? LinkedIn now allows 50 skills per profile. How many skills are in your profile right now? Encourage your connections to add tags for you, and get found by refreshing your keywords this month.

The Very Idea (Editorial by Brian Jud)

Editing your book is not simply a matter of correcting typos. A good editor will also check to make sure that you are communicating exactly what you intended. Here are some examples of text that could have used some editing.

Sign in a Laundromat: please remove all your clothes when the light goes out

Sign in a London department store: bargain basement upstairs

Sign in an office: Would the person who took the step ladder yesterday please bring it back or further steps will be taken.

Sign in an office: After tea break staff should empty the teapot and stand upside down on the draining board.

Seen during a conference: For anyone who has children and doesn't know it, there is a daycare on the 1st floor.

Headline: Police Begin Campaign to Run Down Jaywalkers

Headline: Miners Refuse to Work after Death



Headline: Juvenile Court to Try Shooting Defendant

Headline: War Dims Hope for Peace

Headline: If Strike Isn't Settled Quickly, It May Last Awhile

Headline: Red Tape Holds Up New Bridges

Headline: Man Struck By Lightning: Faces Battery Charge

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)

Become a Guest Blogger! Expand your social media visibility by submitting occasional posts to blogs created by other experts serving your market.

Your guest postings will introduce you to the attention of new prospects interested in your topic, many of whom may have never been to your site. At the same time, your host benefits by the new ideas and perspectives you bring to their blog, plus they'll like the day off from blogging. It's a win-win situation for both guest and host.

Start by identifying, studying, and- -then- - contacting other blogs in your area and describing the types of topics you would like to blog about. Ask about their preferences, i.e., suggested length and find out whether or not the posts have to be originally written or can be based on posts that have previously appeared elsewhere.

Booklet Ideas – Paulette Ensign

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

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

Since a tips booklet is already a small (yet powerful!) publication, how does it seem possible to slice and dice it into something even smaller that could be any kind of useful at all? The answers may surprise you once you see how you can create one booklet and leverage it to expand your reach, with a delightfully minimal amount of effort, in fact. Sounding better all the time, is it?

Let's say you've completed your booklet, with 52 how-to tips or 101 tips or whatever somewhat-random number of tips you've landed on from your area of expertise. And you're understandably feeling pretty good about finishing it. (No need to discuss how long this has been on your to-do list. Your secret is safe here. And now you get to scratch that entry off your list and feel even better.) The Word document is about 3,000-ish words, rather than a full-length book and you've got something that is almost ready.

It was probably challenging to decide which pearls of wisdom to share since you've got so much knowledge on your topic. Many booklet authors have that same challenge. And all the while you're also wondering how best to present both the written and the visual components of the booklet so it's written well and appropriately designed on the cover and the contents.

The good news now is that you've got a tips booklet to give away, sell, or both. The fact is you actually have more than one publication in that 16-page booklet. For now, let's say you have five, though you may have more, depending on a few things. Five?? Hard to imagine, is it?

Look at your content. If you've divided your content into sections, ideally there are 10-15 tips per section. You have probably heard of or even started creating your booklet from tips sheets or Top Ten Lists or some variation you've already created. So if you started with those, why would it make sense to now divide up this one tips booklet, going back to four individual PDFs of 10-15 tips each?

ACTION - Here are a few reasons and ways to use smaller individual sections, whether you've divided the booklet into four sections or more. For now, it's four smaller ones. You are likely to come up with more uses once you start thinking about it, uses that best suit you, your business, and your purposes.

- Send a different booklet section PDF to your list each calendar quarter to stay in touch.
- Provide only one section as a sample of the booklet to potential buyers.
- Use different sections as bonus items for purchasing from you or subscribing to your list.
- Deliver a narrow topic PDF from your booklet to niche market bulk buyer as a licensing sample.
- Give shorter PDFs to online/ offline journalists to re-publish; it promotes you and helps them.
- Build other products from short PDFs e.g. audio/video interviews

Map out a plan for yourself and add other uses as they come to mind, which will inevitably occur. You've done a booklet once and created multiple products from it by merely slicing and dicing the original effort. It doesn't get much easier.

Helpful Website of the Week – Adele M. Annesi
(Adele is a freelance editor and writer. Contact a.annesi@sbcglobal.net, or visit <http://www.adeleannesi.com/Word-for-Words-LLC.html>)

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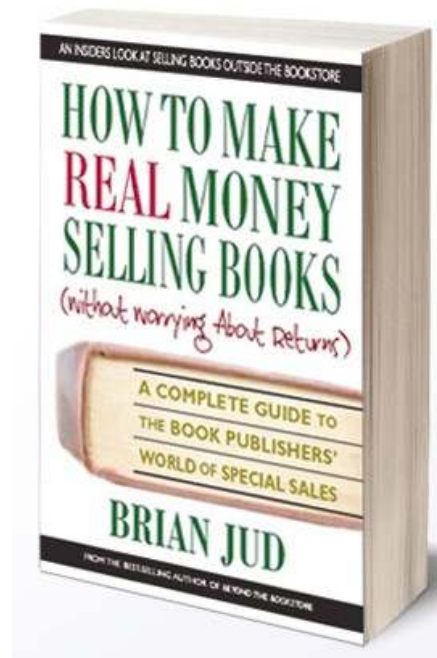
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Check out the Writers and Publishers Bookstore and give your favorite books a “Thumbs Up Rating.” Discover and rate the best books on writing, publishing and marketing
(<http://www.bookmarketingworks.com/index.php?pg=bookstore/bookstore.htm>)

Contact Information for Brian Jud

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Discover even more information about non-bookstore marketing by visiting the *Special-Sales Tip of the Week* at www.bookmarketing.com

Brian Jud now offers commission-based sales to buyers in special markets and several other programs to contact prospective buyers in special markets for you through personal sales calls, customized mailings and telephone calls. There is a program for any budget. www.premiumbookcompany.com

Brian is also an author and book-marketing consultant helping publishers market and promote their books to increase their sales and profits. Find rated lists of suppliers to publishers at www.bookcentralstation.com. Brian is a media trainer, frequent speaker at publishing events and host of the online Publisher's Bookstore listing many discounted titles on publishing, publicity, planning, marketing, publishing law, design and writing. Contact Brian at P. O. Box 715, Avon, CT 06001; (800) 562-4357; brianjud@bookmarketing.com or go to <http://www.bookmarketing.com>