

Here is your March 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 Patricia Fry.

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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 5, Number 297 March 3, 2014

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**Top inquiries from the salespeople
for the week ending 2/28/14**

Title	Quantity
Everything Pannini Cookbook	750
Coming Back Stronger	200
Historic Photos of LA	80
St. Thomas US Virgin Islands	160
Michigan Coffee Table Book	100

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Upcoming Webinars

How to Launch Your Book Successfully

By Brian Jud

Thursday, March 6 6:00 pm – 7:30 pm

Did you know you can start marketing your book before you publish it? This webinar will show you creative and practical tactics to increase your book's chances of success as you publish and after it goes on sale. In the publishing phase, you can begin arranging media events, prepare your title for reviews, build your audience with social networking, and more. Once your book is available for sale, the stage of perpetual promotion begins. Brian Jud will show you innovative, low-cost, and proven marketing actions you can take to sell more books.

Sign up at: <http://tinyurl.com/m8xtehz>

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)

Is it important to meet a certain deadline for publishing your book? The answer is, yes, sometimes it is important to get a book into the marketplace to coincide with a particular event. For example, a Christmas book must be in bookstores sometime in October at the latest. Or a gift book for graduation should be out there by April. There are many examples where timing is critical for a proper launch of your title. But in reality, most titles do not tie into a specific date or season and therefore another consideration must come into play: It

is far more important that you get the book right than getting it out. Trust me, the world is not breathlessly waiting for the next title to be launched. (unless, of course, you are the author of the next *Harry Potter*). So I would council a "deliberate" approach to bringing your title to market. Get everything lined up that you can line up, and then keep pushing. Remember, you are only half way home when you get to publication date.

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>)

Newsgroups. Take part in newsgroups related to your book's subject. Answer questions and become known as an expert on your subject. For a list of newsgroups, see Groups at <http://www.YahooGroups.com> and <http://groups.google.com/>

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)

There are three areas of B2B sales that need to be understood before positioning your book for sales to a company or corporation. Is your book being positioned as ...

1) A **premium**? A premium is an item you are given for doing something or buying something; a free gift in conjunction for your action.

2) An **incentive**? An incentive is something that you earn. It requires that you do something extra in order to deserve or be given that item. It is usually something of considerable value to the potential recipient – such as a coffeetable book.

3) An **ad specialty**? This is an item that carries with it a logo, message or brand name, that when seen provides an advertising impression to those who see it. Examples are pens, coffee mugs or customized books.

The Cover Story – Tamara Dever

(Owner/Creative Director, TLC Graphics. For more information about producing
beautiful and saleable books, please visit www.TLCGraphics.com)

A bold, fresh statement was needed for "Spaghetti on the Wall," a new book on branding and marketing. Since the book had a whimsical title but serious business-related content, the client needed to have something that complemented the whimsy without looking comical, plus there was the additional hurdle of getting miles away from anything related to food. It couldn't look like a cookbook or nutrition guide in any way. The "wall" looks more like the "wall" of a website, and the icon cloud gives it a modern, fun edge with visions of branding and technology spewing from the title. The sticker adds color and character, plays with the concept of "sticking," and brings a bonus in providing a visual element for the interior art as well. The book is sold primarily online, so it has to look fantastic at one-inch tall against the white backdrop of a product page and complement the author's other book.



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)

Why would someone at the age of 50 cash in his retirement savings, move to Atlanta and walk away from the security of a job in university education? The answer is simple, "To see what is possible in life." Are you pushing yourself? We by no means want you to take this newsletter into your employer and say, "Hey I am taking the Dr. Tom Hill road today, see you later." But we do want you to imagine what is possible in life.

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 Can I Get Permission to Use Copyrighted Materials in my Book? To acquire permission from a copyright owner to use his or her copyrighted work in, for instance, your manuscript, you should submit a permissions request, preferably in writing. Hunting down permission to use a quote a couple of months before you go to print is always a bad idea. The ultimate decision about if and when to seek permission often boils down to a matter of business as well as legality.

The Book Shepherd – Judith Briles

(Judith Briles is the Chief Visionary Officer of www.AuthorU.org. 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>)

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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 the word "you" when you are selling your book. People like to think you are talking just to them so use the words "you" and "your" often. The word "you" is the second most important word (after their name). This gets their attention.

Wrong: "My book is on team building and its effect on corporate productivity. It has step-by-step strategies for improving the functionality of a team."

Correct: "When you read my book on team building, you will see how it will boost your company's productivity. As you follow the step-by-step strategies, you'll see how much better your teams function."

You're On The Air

(Brad Hurtado, former producer of the television shows, Donahue, Maury Povich and The Charlie Rose Show)

If you are part of a panel discussion, you have three tools to use. Tool number one, jump into the conversation. Tool number two, always get back to the main point, your point, of the conversation. And tool number three is don't lose any chances to add your wealth of knowledge.

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>)

Offer free excerpts of parts of your book to any magazine or newsletter that expresses an interest (or to those that reach your target audience). Stipulate that they may reprint the excerpt free as long as they provide a statement at the end of the article describing how the book may be ordered. That statement should include the title and author of the book, the name and address of your company, and the price of the book, plus any other appropriate ordering instructions.

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)

The purpose of books is to communicate, and the purpose of nonfiction books is to convey knowledge, insights, and understandings to others. It's an exchange that involves two parties: writers and readers. Without interested readers, writing a book can be less satisfying and may even be an empty exercise with few rewards.

The Very Idea

(Editorial by Brian Jud)

You cannot always follow in the tracks of others, no matter how easy it may seem at first. Do not price your book the same – the one you are copying may have different costs and therefore a different profit picture. Do not sell your book where they are selling it – look to other segments in non-bookstore markets. Do not go on the same TV and radio shows, but find those that reach your target buyers. And write new content, something that is fresh, different and relevant to your readers. Do not lose track of your goals and make tracks toward them. Stay on the right path – your path.



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)

What you think of your book is not nearly as important as what your prospects think of your book – if they think of it at all.

Marketing Strategy

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

The quest to reach your objectives can be accomplished through strategic thinking, the process of creating new approaches to implementing your marketing plan and matching them to your skills, resources and changing market opportunities.

Guest Columnist - Patricia Fry

Patricia Fry is the author of 35 books, including her latest two: *Publish Your Book* and *Promote Your Book* (Allworth Press) Available at Amazon.com and www.matilijapress.com. She is also the Executive Director of SPAWN (Small Publishers, Artists and Writers Network) www.spawn.org

Promote Your Book by Strutting Your Stuff. Do you write articles to promote your nonfiction book? If you don't you're really missing out on an opportunity to strut your stuff. Your informative, educational articles help to position you as an expert in your field. Each article can also serve as a vehicle to promote you, your book and your services. What if your book is a memoir or a novel? You can still write articles and stories designed to promote it. Here are some suggestions:

1: **Offer book excerpts** to appropriate magazines, newsletters and websites. Be sure to represent your material as an excerpt when you submit it. You may need to do a minor rewrite so that the piece has a beginning, middle and end.

2: **Write new stories related to your topic/genre.** For example, if your memoir or novel takes place in

Nashville, come up with an article about a recent occurrence in that city or one featuring a little-known aspect of Nashville history. Maybe your memoir or novel features struggles with MS. Write new stories or articles with this theme.

3: **Multiply your ideas.** You will be amazed at how one idea, theme or topic can grow into hundreds once you get the hang of this concept. Let's say that your story involves an eccentric woman with lots of cats, publicize your book through articles and stories on many aspects of cats: caring for a cat, unusual cat stories, how a cat colony works, profiles of cat people. Now take each of those topics and watch your list of article/story ideas grow: Under caring for a cat, there's how to prepare when bringing a new cat home, cat-proofing a home, introducing the new cat to the resident pets, traveling with your cat, grooming the cat, the aging cat and so forth. You should be able to come up with at least a dozen article/story ideas related to your theme or subthemes in just one attempt.

4: **Look for ideas everywhere.** Here's where your observational skills will come in handy. Did you notice a cat wandering through the aisles at your local independent bookstore? Interview the bookseller about his shop cat. Maybe you saw someone walking a cat on a leash. Hey, there's an idea to research and write about. I met a woman at a cat show once who had her cat dressed up in a little coat, hat, glasses and the cat was even carrying a cat-size purse. Wouldn't cat lovers be interested in an article or even a fictionalized story about playing dress-up with your cat?

Remember, the reason that you are writing these articles is to position yourself as an expert in your field, gain credibility in your topic and generate a following (readers) for your book. Make it your goal to write highly informative and/or entertaining articles or stories. And then include information about your book and yourself in the bio at the bottom of the article.

Booklet Ideas – Paulette Ensign
(Paulette is President of Tips Products International, Paulette@tipsbooklets.com)
Follow me on Twitter: <http://twitter.com/pauletteensign>)

Publishing a tips booklet readily distinguishes you from blending into the woodwork. That's true no matter how much has been written on your topic, how large or established your industry is, what your age or circumstance, how basic or complex your information, or any other measurement you apply. As you ponder the value of doing a tips booklet, a recurring question remains.

A question you ask yourself is what's the point? What will it accomplish? After all, it's a tips booklet. You hear people around you talk about and write books, That's what people do, especially in certain professions. You've heard that a book is an excellent business card, particularly for consultants and other high-end service providers.

Yes, it's true. A book can serve that purpose. At some point you may write one if you haven't already. Some people will read that book, some will flip through it, and others will never crack the spine. A costly business card, both in time and money, isn't it? No matter how excellent your content, you've blended in with those who have used that approach to promote their expertise.

The other end of the spectrum is a marketing brochure. It describes the features of what you offer and their anticipated benefits for enhancing your prospective clients' life. It, too, is something that may or may not be read or even kept by the person who received it. That is the case no matter how visually attractive it is, how cleverly it's been designed, what size it is, or how carefully the words have been chosen. You once again blended in with how others promote themselves.

Tips booklets become a happy medium between a book and a marketing brochure. The booklet choice offers the best of both, with less time spent on your part and the recipients', and less money spent to create it. The content is immediately valuable to the reader, without being a burden to sit down and read through it. It becomes an easy reference so it is kept, keeping you and what you offer in mind.

You share your knowledge and market yourself simultaneously, with an implied message that you are accessible because your information has been presented in a very accessible way. You stand out instead of blend in.

ACTION - Consider the basic information you deliver, whether you are speaking, consulting, writing, or casually chatting. Yes, the basics, the starting point, the questions people ask you. Whether you have presented it many times over a long career or you are fairly new in your current endeavors, the basics become the grist for your tips booklet. That's the point of entry for everything else you provide. No need to worry about whether people already know those basics. Some do, many don't. Those who do will see it as confirmation that you know your stuff. Those who don't know it will view it as a friendly entryway. In all cases, you will have distinguished yourself rather than blend in. You have an information piece and marketing piece all wrapped up in one, something useful that may actually outlive you and your business, certainly keeping you from blending in!

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)

Create a way to track and display your writing progress. One of the best ways you can maintain your enthusiasm for writing your book is to create a way to track and display your writing progress.

Each time you complete a chapter, or a section of a chapter, and you cross it off your list, you'll enjoy a great feeling of satisfaction. Your feeling of satisfaction will motivate you to repeat the progress the next day.

Options for tracking and displaying your progress include creating a weekly task list for the topics you want to complete, printing out the list, and hanging it on the wall behind your computer where you can frequently glance at it. If you're using a mind mapping software program like Mindjet, you can add a Task Icon indicating completion to the topic or you can change the background color of the topic to indicate completion.

Another popular way of tracking and displaying your writing progress on your book involves printing your daily output on 3-hole paper, and storing them in a 3-ring binder. The thicker the binder gets, the more satisfaction you'll get as you review your work. What's your favorite way to track and display your writing progress?

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>)

Marie Lamba

<http://marielamba.wordpress.com>

Lamba is both author and agent, and has a great blog that covers essentials for writers.



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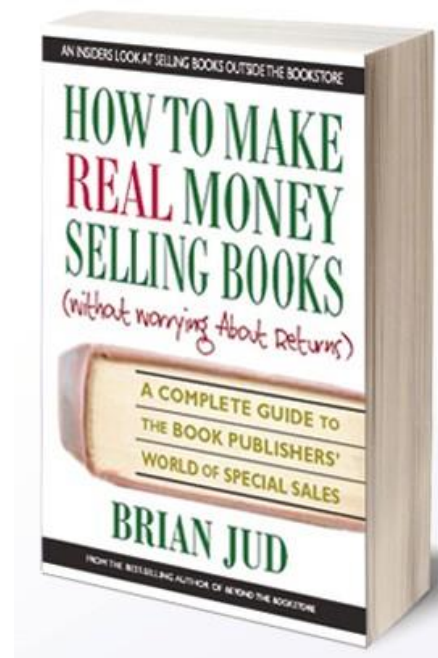
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Contact Information for Brian Jud

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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>