

Here is your March 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 Jeannette Seibly.

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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 6, Number 298 March 17, 2014

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

We sell your books. We pay shipping.
All non-returnable.

BrianJud@premiumbookcompany.com
Or www.premiumbookcompany.com

Top inquiries from the salespeople
for the week ending 3/14/14

Title	Quantity
<i>The Pocket Reference</i>	100
<i>If You're So Smart,</i>	1800
<i>First 8 Days of Being a Mom</i>	2000
<i>Couples Redefining Retirement</i>	750
<i>Touch the Spirit</i>	1650
<i>Writing for Wellness</i>	3000

The NEW Special-Sales Spotlight – From APSS (The Association of Publishers for Special Sales -- formerly SPAN)

APSS added a new home-page "Spotlight" that will regularly feature a different special-sales (non-bookstore) topic. The current column has information to help APSS members sell business books to non-bookstore buyers.

In this Spotlight you will find **instructions for creating a marketing plan** of a business title as well as a **sample prospect list** with 28 pages of potential special-sales buyers who can purchase your books in large, non-returnable quantities. There is a description of **how corporations use books as premiums** and how you can **find sales representatives** to sell your business books for you to corporate buyers.

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

Upcoming Webinars

Networking Made Easy

In this idea -packed session Carol Mon, author of “A Guide to Networking for Introverts, from Icebreaking to Deal Making,” shares her best tips for finding appropriate networking sites, starting conversations, making connections and following-up to stay in touch. Good networking skills are essential to all business owners, professionals, managers and yes, authors too. We can't rely on publishers to do the marketing for us, we must get out and promote our own books. If you've been reluctant to network then this session is for you. If you have been networking but would like to improve your experience Carol can help you too.

Thursday, March 20 6:00 pm – 7:30 pm

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

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)

Why does the book jacket matter? The obvious answer is that it is the best and cheapest advertising vehicle you will have for your book. But the obvious answer is not the right answer. Here I am thinking about the competitive factor. Does a good book jacket help get the book into bookstores initially? The answer is a definitive yes. The reason is clear to those who sell every day because we get to see the stacks and stacks of book jackets sitting on the buyer's desk ready to be accepted or rejected. The problem is that your book is in the same stack as the Random House title or the Putnam or Harper Collins title, all professionally produced. If your cover design does not measure up to the best, then the likelihood of that title ending up in the rejection heap increases dramatically. So you need to have a good designer and you often have to get them to produce more than one design concept; and you need to talk to your distributor's sales people early in the process so that mistakes are minimized.

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)

Make your proposal to catalog buyers stand out from the others. Demonstrate how your book will actually look in their catalogs by pasting a copy of its cover on one of the pages in the catalog -- the page on which you think your book is best suited. Send this page with your proposal.

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>)

When you write a manuscript, you are creating a Work. The Work may be published in several different formats (editions): hardcover, softcover, audiotape, eBook, magazine condensation, newspaper serialization, movie, translations, etc. These are called "subsidiary rights".

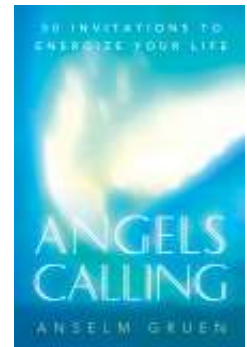
By having your book translated into other languages, more people will benefit from your message, you will gain a new profit center and the sale counts as an "endorsement". In book publishing, success breeds success.

The more you sell, the more you sell. Part of your sales package is a list of the subsidiary rights you have sold. Publishers would sell more foreign rights if they just took the time to let international publishers know of their books.

The Cover Story – George Foster

(George Foster has designed the covers for more than a thousand books and is contributing author to "1001 Ways to Market Your Books". Contact him at www.fostercovers.com) george@fostercovers.com)

A small-size book calls for a large image. This is a photo of the northern lights manipulated in photoshop to create a stunning image for such a context. Simple, bright, and blurry, as if it were a crude photo of an actual angel. The type is classic but feels modern. Yellow is used only for the author's name because white would have been too flat.



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)

Create R.E.A.L. Vision for yourself and your business:

Risky - Is it worth pushing the envelope? Does it create a differentiator? It has to push your limits.

Emotional - Is it emotionally engaging? Does it have purpose and passion behind it?

Action - Do you have a plan? An executable strategy for pulling off this plan? Do you have what it takes to see this through?

Legacy - Does it help someone else? In the end, a REAL vision is not about you. It has generational appeal; it matters, whether you are still with us or have passed on. It's worthy of a legacy.

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.)

What Laws Should I Be Aware of if I write about real people and events? Three of the more important legal considerations that nonfiction writers should be familiar with are libel, and the rights of privacy and publicity.

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.

Right of Privacy: The American Heritage Dictionary defines the right of privacy as “the quality or condition of being secluded from the presence or view of others.” More simply put, it is the right to be left alone. The three generally recognized invasions of privacy are intrusion, unreasonable publicity, and false light. So, you might ask, when is it OK to discuss intimate facts? Writers are usually permitted to discuss facts that are generally known to the public (even a small circle of people) or facts that are considered newsworthy. But here's a general list of materials that are considered off limits without permission: private letters and e-mail (both of which are also covered by copyright, with ownership held by the writer), information about sexual proclivities or sexual history, financial or medical information, and probably information about other private matters.

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://rsm.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)

Writing Articles Is A Great Way To Gain Readers. Writing articles on a non-exclusive basis can get your article into multiple specialty magazines. Here is the format for a great article that magazines want to publish:

1. Create a provocative title.
2. Start off with a great opening sentence, also known as the “the lead.”
3. Open with a story.
4. Use the second paragraph to relate the dilemma to the readers.
5. Give 3 to 8 tips, strategies, or steps the reader can take to solve the problem. Use bullet points or numbers.
6. Give a very brief, one paragraph summary with a call to action at the end.
7. Keep the word count around 800 to 1,000 words.
8. Include a resource box, where you put your contact information.
9. In the resource box, mention your book, company, product or service. Also mention any CDs or DVDs you have.

Warnings:

- Don't promote yourself or your book within the article
- Don't write it in the 1st person
- Don't put in too much fluff

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>)

Book rights can also be sold as the basis for one episode in a dramatic or informative series. Reruns pay about 20% of the fee for the original show. With the proliferation of cable channels, there are many opportunities to sell TV rights to books on all subjects, from history to gardening, from cookbooks to music.

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)

A title should be memorable, elicit a strong reaction or response and create immediate interest. A wonderful title doesn't have to clearly communicate what the book is about, although that helps. It does, however, have to attract interest. Without a good title, the brilliance of your concept, writing or format may be lost because no one will be interested or take that extra step to find out what your book is about.

The Very Idea

(Editorial by Brian Jud)

Providing more information does not necessarily mean that the recipient gets your message. Sometimes using fewer words is clearer and more memorable. Remember the copywriter's simple formula AIDA to quickly get:

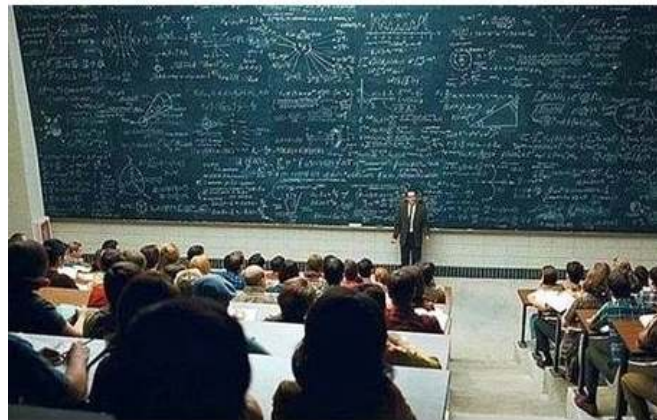
Attention: Get the recipients' attention quickly using words that are important to them.

Interest. Once you have their attention, increase their interest in listening to you (or reading more) by expanding upon the attention getter and building their curiosity.

Desire. Add a few secondary benefits that support your attention-getter and motivate them to take favorable action.

Action. Ask the recipient to do something – buy, reply or arrange an appointment to meet personally.

As the old marketing adage says, "Tell me quick and tell me true, or else my friend, the heck with you."



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)

Planning occurs at three levels: the company, the product and the title. Planning starts at the company level and all subsequent plans and actions reflect the direction set there. Strategy at the company level addresses topics such as your long-term vision, mission, purpose, and whether optimum growth will be supported internally or through acquisitions. The titles you publish, the markets in which you choose to play and the strategies you deploy all resonate from your initial decisions.

Marketing Strategy

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

Move from a book-centric to promise-centric business model to attract and keep customers, improve relations with channel members, and better focus your resources. You can build your business more quickly by selling solutions than by selling books.

Guest Columnist - Jeannette Seibly

(Straight talk with million-dollar results! Jeannette Seibly is an internationally recognized business advisor for the past 19 years. She has created three millionaires and million-dollar results for 25 companies. <http://TimeToBrag.com> or jlseibly@gmail.com)

We've earned the right to brag! We are accomplished women (and men) who have achieved amazing results. So what's missing when we lose a deal (or job or promotion) to a less competent competitor? Investor interest? Belief in our expertise?

Too often we downplay our accomplishments to our own detriment. Or, we use "scripted" material from others that only makes us sound like them instead of helping us stand out from the competition! We've been taught bragging is wrong since we were very young. This misperception carries right over into our business lives. We falsely believe it is unwise to brag about ourselves, products or services.

The issue isn't that you need more confidence when speaking. It's not that you need to "feel it." It's that you need to learn how to quantify your results and share those achievements in a biz savvy manner. It's time to brag!

Get over your apprehensions! Learn how to brag! You've earned the right!

Booklet Ideas – Paulette Ensign

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

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

Market first, create second. That means finding out what is important to your people. You may have had a moment of brilliance for a new tips booklet topic, a series of tips booklets, a new format for the content, or a new related service that got your enthusiasm to fever pitch. That's great if anyone else feels the same way you do or anywhere close to it, and is willing to spend money on it. Ask your people what they want. In fact, ask them several times, in different ways and in different formats. You'll probably have different people responding each time, which gives you a wider range of information. Ask the questions differently and ask in different formats - true and false, multiple choices, open-ended questions. When you compile the results, you may be very surprised by what you learn. It could dead-end your original thought, take it in a completely different direction, or confirm that what you had in mind actually has receptive buyers.

ACTION: Capture the basic concept of a new booklet, a new series of booklets, a new content format, or a new related service so you can revisit it after you survey your people. Compare the feedback results with what you originally had in mind. Then and only then move forward based on what your market tells you. It may be better than you ever imagined. Turn your tips into products and your tips products into moneymakers.

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)

Tips for soliciting pre-publication quotes from readers and experts. Avoid information overload when soliciting pre-publication quotes from readers and experts.

Instead of sending your entire book manuscript as sample materials, consider a brief statement of purpose, your book's table of contents, and your two best chapters. In your covering e-mail, however, offer to send the entire manuscript -- or as much as is available -- if the recipient wants to see more. Some individuals will take you up on your offer, but many more will be pleased to receive fewer sample chapters.

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)

Carly Watters

<http://carlywatters.com/blog>

This is a great blog on queries, submissions, clients, conferences and the publishing industry.



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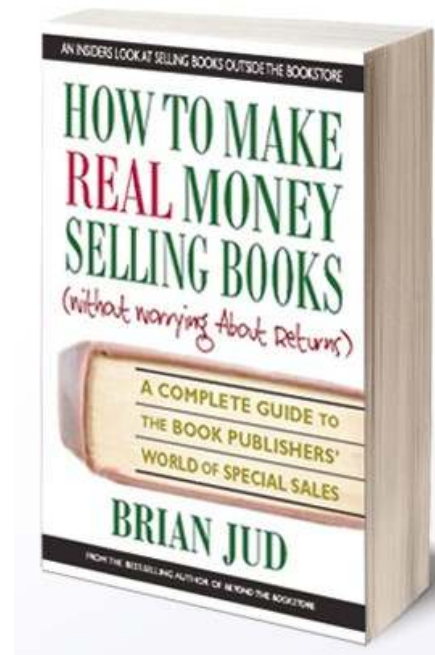
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Check out the **Writers and Publishers Bookstore** and give your favorite books a “Thumbs Up Rating.” Discover and rate the best books on writing, publishing and marketing
(<http://www.bookmarketingworks.com/index.php?pg=bookstore/bookstore.htm>)

Contact Information for Brian Jud

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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

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>