

Here is your March 31 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 Jill Lublin

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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 7, Number 299 March 31, 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.

BrianJud@premiumbookcompany.com

Or www.premiumbookcompany.com

Top inquiries from the salespeople
for the week ending 3/28/14

Title	Quantity
<i>No Excuse!</i>	1200
<i>Revolutionizing Healthcare</i>	4600
<i>About the House</i>	1850
<i>The Dark Side of Sports</i>	200
<i>Fishscale Girl</i>	900
<i>Felix The Storyteller CD</i>	150

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

During the last month APSS added more value to your APSS membership in three ways:

Membership Specials. The advertisers and supporters of APSS will regularly offer discounts and special pricing on select products and services. The first is a 50% discount on Brian Jud's book, *How to Make Real Money Selling Books (without worrying about returns)*. This has all the information you need to tap into this \$16 billion opportunity and sell your books to non-bookstore buyers, in large quantities with no returns.

2014 Sales Conference. We will have the second APSS annual event on October 25-25 in the Marriott Hotel at the Philadelphia airport. There will be different topics, speakers and events. We will have a "Beginners" session with an introduction to selling books in special markets, as well as two tracks of sessions to give you a greater choice of topics. Save the dates and more information will be coming soon.

Spotlight. Each month the APSS website will spotlight a segment or technique to help you sell more books more profitably to non-bookstore buyers. The first Spotlight is on business books with tips, techniques and 28 pages of examples of prospective buyers. This section is available only to paid APSS members.

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

Anatomy of a Book Cover

Speaker: Michele DeFlippo, 1106 Design

All marketing roads eventually lead to your book cover, and you have just seconds to capture and hold the buyer's attention. In this webinar, Michele DeFilippo (1106 Design) will discuss: (1) *What* a book cover really is; (2) How your cover should look; (3) What information to include on your cover, and where; and (4) How to qualify and work with a book cover designer.

Thursday, April 10 6:00 pm – 7:30 pm Eastern Time

Sign up at: <http://tinyurl.com/nnapy28>

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)

Discovering the Best Market for your Title. When we think of marketing and selling our title, we often make the mistake of thinking in the singular rather than the plural tense. When people come to Midpoint Trade Books seeking distribution for their title, we often hear "I must have this book in Barnes & Noble and other book stores." But is this true? Think of the old Broadway shows: did they open on Broadway? Almost never. Instead, they would open in places like New Haven and slowly work their way to the "Great White Way." While on the road, they would continually refine the rough spots, responding to the reaction of audiences with each show. Why? Because this process enabled the producers to reduce the risk of failure. The bigger publishers have usually tested their books because the author has often achieved name-brand status. But smaller publishers do not have the resources to compete directly in this arena. Therefore, they should entertain alternative marketing strategies including developing alternative channels of sales and distribution for their titles. Many books start in "New Haven" and many never get to "Broadway" but some do and the pay off can be tremendous. The point is to start modestly, find your market, build it and the rest will follow.

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>)

I sold the Spanish-language rights to *The Skydiver's Handbook* to a publisher in Madrid. Though only 13% of the skydivers in the U.S. are women, I made the book gender equitable. I show female instructors and competitors. When I received the translation, I noticed the text was completely masculine — the Spaniards took out all the women!

After some reflection (actually snickering), I decided not to object. I realized this Spanish aviation publisher knows its (macho) customer base better than I. Being closer to their buyer, they know what will sell. Contact the publishers' associations in major language groups: Germany, France, Italy, Spain and Japan. See International Literary Marketplace or visit their exhibits at book fairs. Ask them to recommend member-publishers that specialize in your type of books.

Match your book to the international publisher; they are the ones to contact. They know what you are talking about and they know where to sell your book. Wring more value out of your Work by having your book read around the world.

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)

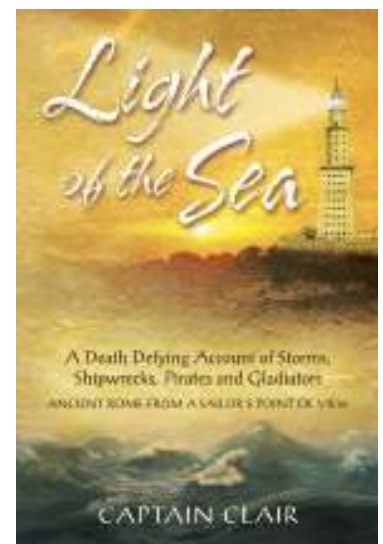
Do you have a gift book? Hallmark purchases books from independent publishers, on a returnable basis with discount ranging from 50% - 70% off the list price. Books priced at approximately \$10 - \$15 sell best, and they become "pricey" as they approach \$20.

Start the Hallmark submission process by contacting the Retail Marketing & Merchandise Manager at booknotes@hallmark.com. Describe your marketing flexibility and the title or line of books you propose. Demonstrate that you know the stores. Note your promotion plans, but in the context of Hallmark's needs

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)

Historical fiction, this cover had to denote a variety of subjects from the lighthouse at Alexandria to storms and shipwrecks during Roman times. A layering effect was utilized to meld the images over a textured background. The author wanted to focus on the light aspect vs. the darker themes visually. Calligraphic and brush stroke font was used for the title.



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)

If you are a business owner consider this, you need be aware that you have a big "p" and a little "p." The little "p" is your product or service and the big "p" is your company. You probably spend every minute of every day thinking about how you can make my product or service better. However, when the time comes and you want to sell your company, will the buyer care just about how good your product or service is or will they be looking at your overall company? Consider pouring into your company and its culture as much as you do into your product or service.

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 is intellectual property? Intellectual property is defined loosely as property created with the mind, as distinguished from real property (land) and personal property (laptop).

- *Copyright:* A copyright protects an author's original artistic or literary work, whether published (meaning distributed to the public) or unpublished (not distributed at all or only to a few people). Under copyright law, the term "author" has a special meaning: the creator of an original literary or artistic work.
- *Trademark:* A trademark protects a word, phrase, symbol, or device – the mark – used in business to identify and distinguish one product from another.
- *Service Mark:* A service mark protects a word, phrase, symbol, or device – again, the mark – used in business to identify and distinguish one service from another. The purpose of trademark law is to avoid consumer confusion.
- *Patent:* A patent protects an invention by granting the inventor the exclusive right to exclude others from producing or using the inventor's discovery or invention for a specific period of time.

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>)

Want to Check Title Possibilities? For only \$1.99, you can test up to three titles for you to determine which pulls the best via Must-Click with results within an hour—here's what the website says:

"Enter 3 ideas for titles into Must Click and submit.
We run those titles past real people.
They click on the one they want to read most.
We deliver the results to you — usually within an hour."

Can be used for anything that needs a title... from books to speeches. www.Must-Click.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)

Use testimonials or positive reviews in your marketing material. People are afraid of making the wrong decision. Seeing how others have benefited or had a good experience makes them more comfortable about deciding to buy. Be sure to ask people and groups who love your book to give you testimonials. Then use these in your marketing materials.

You're On The Air

(Suzi Reynolds, professional media trainer)

The more involved your answer, the less involved is your audience. They think, "I can't do all that" and they'll tune you out. Make it sound easy for them.

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>)

When negotiating for first serial rights, you should consider what price to ask. You don't want to price your book out of the market, but at the same time you want to get a fair price. Here are a few guidelines to use in determining your price:

- 1) The higher the circulation of the periodical, the more it can generally afford to pay.
- 2) How much of your book do they want to excerpt?
- 3) Does the publication want exclusive rights to the entire book or to just part?
- 4) For how long do they want exclusivity?
- 5) Syndication rights should sell for more than first serial rights to one publication.

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)

Keeping track of research materials and organizing them makes projects more efficient and orderly. Since voluminous information can be involved in the writing of a book, many writers need to quickly access all of it, which becomes far easier when that information is housed in specific locations and is well organized. Some writers develop intricate systems for filing and organizing their data. How information is maintained and organized can also be critical because many writers create outlines for their books and chapters directly from their research material, and others write straight from the information in their files.

The Very Idea

(Editorial by Brian Jud)

Have you ever felt that you have taken on a little more than you can handle? If so, divide your opportunities into bite-sized portions. Find your "target-market sweet spots" by segmenting your overall market into smaller groups of buyers that you can reach effectively and efficiently.

For example, if you have a children's book, divide your overall market into groups such as PTOs, home schooling, military schools, daycare centers, mom's groups, zoos, retailers and children's hospitals. Then persuade buyers in each to purchase for the reasons that are important to them.

Don't try to sell your book to everybody at once – it's the pits. Instead, know that you can win big by thinking small. Now, that's a mouthful.



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)

Marketing planning recognizes that under certain conditions, sales of Title A may be more responsive to a heavy schedule of media performances while direct marketing might be more effective stimulating sales of Title B.

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 - Jill Lublin

(Jill Lublin is the author of two national best selling books, *Guerrilla Publicity* and *Networking Magic*. She is a renowned strategist and international speaker. Learn more at www.JillLublin.com)

One of my "Top 10 Get Noticed! Tips:" Be yourself. Build on your assets and your uniqueness because they are really what people want. Clients and customers want you, your special viewpoint or approach; your unique insights or touch, not a weak imitation of someone else. Don't just be a copycat; find your own voice. Get noticed in your own way; in the manner most natural and comfortable to you. Examine the approaches that others have taken and then follow what feels natural for you. Trust yourself and your instincts.

Booklet Ideas – Paulette Ensign

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

What are the hottest topics for tips booklets? That frequently asked question is usually best answered with "it depends."

PASSION AND EXPERTISE

It depends on several things, starting with identifying your passion and your expertise. Sometimes your passion and expertise are the same yet not always. You may be passionate about good health, and are at the earliest stages of educating yourself on the topic. And that can be true with anything. You are a passionate consumer or observer of something, while currently at the beginning of acquiring knowledge. Your passion might drive you to learn more, making it a hot topic for you in the process, and something you decide to share by writing a tips booklet.

INDUSTRY SHINY OBJECTS

Depending on the professional circles in which you travel, certain topics are leading the way at any given time. Your choice is to jump on what may be a short-lived trend knowing it could disappear within months or a few years. Or that hot topic might be part of a long-tailed evolution of something that has been around for a while, is likely to stay around, and is now simply in a new phase. Social media could be an example of that, as might be various parts of technology.

STATED DEMAND

You could be hearing the same questions repeatedly from your clients, prospects, and audiences about something you never thought was a particularly hot topic. Maybe it is very basic and you overlooked it long ago. Yet you now realize there is an obvious demand for it, prompting you to create one or more tips booklets based on those questions. Your market is eager and ready for you to get it done for them.

AGE OLD TRIED AND TESTED

Among the topics that are forever hot are kids, money, food, pets, fitness, and s e x. However, if those have nothing to do with your business or your passion or your expertise. it doesn't matter very much how hot they

may be, does it? Tips booklets are usually created as both an income stream and a marketing tool for your business. If you have no other products or services that relate to your booklet's topic, it can be more challenging to create sustainable sales. If you are looking for a one-off publication to sell electronically under a pen name, then sure, those topics may be worth your having a go at them.

ACTION - Consider what you want your tips booklet to accomplish for you. Do you want it to both market your business and/or be a new revenue stream? If so, then think about how the topic stands up to your passion, expertise, evolution in your field, and demand there is right now for it. It need not pass all of those tests as much as line up with at least one of them. Reviewing your ideas through those filters will get you started and have you completing your hot topic booklet in no time at all.

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)

No response doesn't necessarily mean "no quote!" It's important to remember that a lack of response to a request for a quote from a client or subject area expert in your field isn't the same as a "No" response. A lack of response can mean many things, such as:

Your e-mail arrived while the recipient was traveling, on vacation, ill, or immersed in the middle of a project. The recipient may need additional time to study what you sent so they can respond appropriately. The recipient may need a little more information about what you were looking forward to receiving. Your e-mail may have been caught in the recipient's spam filter, especially if you don't frequently contact the individual.

Often, a simple follow-up e-mail is enough to rescue a client or pre-publication quote or testimonial. If you fail to receive a response after a few days, a short, simple follow-up e-mail message is appropriate. Your goal is to find out whether or not the recipient received your original e-mail and attachment. You can also ask them if they need any more information or have any questions.

Obviously, no one likes to be pestered or made to feel guilty for not immediately responding to a request for a favor. But, in this age of information overload--an occasional, discrete, follow-up can spell the difference between a great quote or a lost opportunity.

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)

Klout

(<http://klout.com>)

This hot metric measures your online influence. When you recommend, share and create content, you impact others. Klout Score uses social network data to measure that influence on a scale of 1 to 100 based on your ability to drive action.



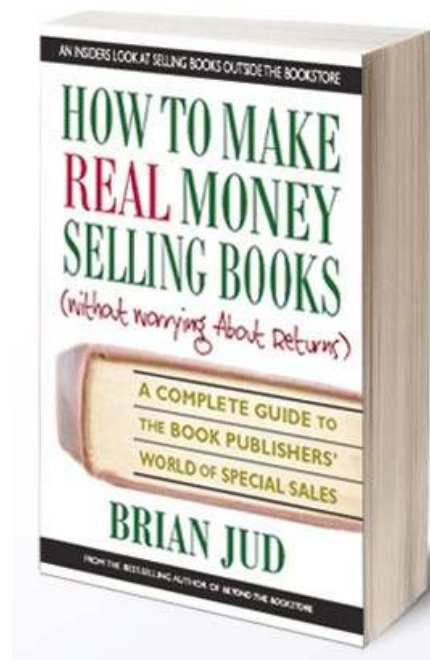
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Check out the Writers and Publishers Bookstore and give your favorite books a “Thumbs Up Rating.” Discover and rate the best books on writing, publishing and marketing
(<http://www.bookmarketingworks.com/index.php?pg=bookstore/bookstore.htm>)

Contact Information for Brian Jud

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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>

