

Here is your April 14 edition of the *Book Marketing Matters* special-sales ezine by Brian Jud. This is my 300th consecutive issue spanning over 11 years. It has presented regular columns with tips from Dan Poynter, John Kremer, Guy Achtzehn, Rick Frishman, Eric Kampmann, Paulette Ensign, Judith Briles, Gail Z. Martin, Tonya Evans, Roger C. Parker and many other marketing experts. 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 8, Number 300 April 14, 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.
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Or www.premiumbookcompany.com

Top inquiries from the salespeople
for the week ending 4/11/14

<u>Title</u>	<u>Quantity</u>
<i>2014 Voters Book</i>	800
<i>Real Life Solutions</i>	1350
<i>Pork Chops & Applesauce</i>	1200
<i>Civil War Plates</i>	300
<i>Thinkers Daily Challenge</i>	1170
<i>Little Book of Missing Money</i>	2200

APSS News You Can Use

(The Association of Publishers for Special Sales -- formerly SPAN)

Save the Dates for the Second Annual APSS Sales Conference. We will have the 2014 APSS annual event on October 25-25 in the Embassy Suites Hotel at the Philadelphia airport. There will be different topics, speakers and events. Save the dates and more information will be coming soon.

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

How to Get Quality Book Printing at the Best Price

Phil Knight of Color House Graphics will answer all your questions about book printing. How many books to print? When to use digital printing vs. offset printing for the best unit cost? Should you print overseas? What goes into an RFQ and much more.

Thursday, April 17 6:00 pm – 7:30 pm Eastern Time

Sign up at: <http://tinyurl.com/mhx9tb4>

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.)

The Real Advantage. There is nothing quite as deadly to publishing as the “artificial deadline.” Remember this is the book business. We are not entrapped in the horrific daily deadlines of newspapers or the weekly or monthly deadlines of magazines. Books do have publication dates but frequently these dates are not seasonally driven, nor should they be. The beauty of the book-publishing process is that it is more than acceptable to publish a book when it is ready. Yes, the big retailers want predictability, but still that does not tie you down to a certain month or time of year. Furthermore, the independent publisher has a significant advantage over their bigger brethren because, unlike the folks at the giant publishing firms, you are not tied down to an assembly line approach to getting the book out and marketed. The smaller publisher has the longer runway and if by chance the book is slow to take off, well you have plenty of time and space to still launch without crashing and burning. And yes, there are better and worse times to publish and yes, there are lead times, but if you need a longer gestation period, well, take it. And if you need a year to properly market your book, then take the year. Great journeys can begin with small steps.

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>)

Libraries come in several types; all are not alike. There are almost 16,000 public libraries and 8,937 public library systems, some with branches. There are 50,000 libraries in elementary schools, 20,000 in high schools and 15,000 special libraries (including 1,700 law libraries). Other libraries include more than 3,000 in colleges, 1,897 governmental, 363 military and over 1,000 formal libraries exist in larger churches. Before mailing to libraries, consider whether they shelve you type of 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)

In the past when you stepped outside your comfort zone, did you grow personally and/or professionally? Was it worth it? Take that leap of faith and see all you can achieve. What leap of faith are you wanting to take?

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)

Stop thinking in terms of books and start thinking in terms of delivering information in the form in which buyers want it delivered. Some publishers believe the key to increased income and profits is to publish more titles. However, the quest for a revolving front list can actually limit your profitability as it depletes your limited resources of time, energy, creativity, attitude and money.

Instead, find out if the people in your target audience want the information you have, whether fiction or nonfiction, delivered as a book, a booklet, in a 3-ring binder or as a DVD. A book may be the best way to communicate your content, but at least be open to considering new product ideas. An open book and an open mind have a lot in common. They can both stimulate your thinking in unknown areas.

The Cover Story – Tamara Dever

(Tamara Dever, Owner/Creative Director, TLC Graphics. For a free book design or publishing consultation, please write to tamara@tlcgraphics.com.)

This book is written by a popular American blogger and photographer in France, allowing readers to learn a new French word within each open-hearted post about her family and life in the south of France. The color scheme is typical of southern France as is the subject matter. Taken by the author, this photo also reflects her artsy style. The title has been cleverly integrated into the photo and the typefaces used are readable yet whimsical, hinting at her sense of humor. There are a few fun dingbats on the cover that are also found throughout the color interior, allowing for visual branding throughout. None of the type gets in the way of the story-laden, take-you-there photograph, yet all of the information needed is easy to read.



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.)

New Ways to Register a Copyright & New Rules. Registration with Electronic Copyright Office (eCO): the Copyright Office online system. Advantages include:

- Lower filing fee for a basic claim (for online filings only)
- Fastest processing time
- Online status tracking
- Secure payment by credit or debit card, electronic check, or Copyright Office deposit account
- The ability to upload certain categories of deposits directly into eCO as electronic files

Registration with Fill-In Form CO: The next best option for registering basic claims is the new fill-in Form CO, which replaces Forms TX, VA, PA, SE, and SR. Using 2-D barcode scanning technology, the Office can process Form CO submissions (when properly completed by the submitter) more efficiently than paper forms. Simply complete Form CO on your personal computer, print it out, and mail it along with a check or money order and your deposit. The fee for a basic registration on Form CO is \$50.

Registration with Paper Forms: Paper versions of Forms are still available. The fee for a basic registration using one of these forms is \$65 payable by check or money order.

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>)

Google Alerts ... the major tool that most use for Internet alerts about what's been said within blogs, websites, articles about you, your book or other topics you are interested in. Make sure you put your name and key phrases within quote marks to get an exact match. www.Google.com/Alerts

During April only ... only 30 seats left at the Author U Extravaganza is in Denver May 1-3. Three days of the best of the best for authors when it comes to the latest strategies and how-tos: publishing, social media, book marketing, monetizing, repurposing, blogging, platform building, eBooks—over 35 national exhibitors will be there. Get \$100 off your registration with this promo code: AUEx100. Airfares are low, hotel discount rate of \$119 which includes free wifi is good through April 9th. All meals included. Find complete details at: <http://AuthorU.org>

Pam's Book Marketing Tips - Pam Lontos

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

Construct a letter that markets your book, remembering that buyers don't care about you or your book ... they care about what your book can do for them.

- Start the letter with a benefit or a problem your book can solve.
- The second paragraph should offer the solution to that problem or outline what the reader will gain from your book.
- Add a testimonial or review.
- Highlight your credentials. Only do this after you've established value and made them want the book with the first two paragraphs.
- Add another testimonial or review
- End with "For more information, contact...."

You're On The Air

(Rita Thompson, Producer for CNBC, CBS News and Chronicle)

The pitch should be clear and concise. Tell me what the book is about and what it will do for my viewers, how will it help them in some way.

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>)

Send out review copies to make subsidiary rights sales. The quicker you send them, the less chance the editor or buyer will have to lose interest in your book. In most cases, these review copies must be in the hands of major rights buyers at least six months before publication date so they have plenty of time to make a decision and schedule their use of the rights they buy.

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)

Expose yourself to the new and different. Break your routines and open yourself up. Let new stimuli, ideas, and approaches into your life. Read magazines you normally don't buy, turn to different radio stations, and visit new Web sites. Examine them closely. What items do they promote? List what grabbed your attention, identify the strong points of the best presentations and which of their features you could copy or adapt. How could you make them better, funnier, or more interesting?

The Very Idea

(Editorial by Brian Jud)

People buy for their reasons, not yours. If you want them to do something, tell them why it is in their best interests to take your recommendation. This dry cleaner might get more people to sign up for its email blast by telling them they would receive discount coupons via email. Similarly, tell people how they will benefit by purchasing your books.



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)

The responsive marketer performs research and then builds a marketing plan. You can discover market needs by researching in three major areas. First, discover what product opportunities exist. Second, learn the geographics, demographics and psychographics of your prospective customers. Finally, determine your potential market's size, growth and competitive status.

Marketing Strategy

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

Strategic positioning means performing different activities from rivals' or performing similar activities in different ways.

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.)

Let Your Readers Help Write Your Book. You read a lot about the importance of writing what your readers want—writing for your audience. And what better way to find out what they want than to ask them. Rather than relying totally on statistics, book sales of similar books, etc., go straight to your potential readers with your book idea to learn what they actually want/need in a book on your topic. How?

Most authors of nonfiction books present workshops after their book comes out. We typically speak to groups on our topic and present seminars at appropriate conferences, for example. Why not launch out on a speaking circuit BEFORE you write the book and use the feedback you get from your potential readers to write the right book for your audience?

I conducted article-writing workshops before I ever wrote a book for writers or authors. I eventually compiled student feedback, my lesson plans and the handouts into a most useful book for this audience. I wrote my book on how to write a book proposal after teaching an online class on this topic for a few years.

Most authors can relate to this scenario—you publish your book and start conducting seminars and booking speaking gigs. Inevitably, you'll meet people with some great ideas for chapters in your book or who come to you with new information you wish you'd included. This is bound to happen anyway—it seems that, no matter how long and diligently you work on a book, there's always something new you could add.

That's where a newsletter or blog comes in handy. I get a lot of my blog post ideas from my readers. Of course, you can always write Book Two on your subject or develop pamphlets on related topics. And you'll most likely do that, anyway.

But if you haven't completed your nonfiction book, take time now to test market it. Conduct workshops on your own or through appropriate conferences and other events. Check with members of your audience to see if the book you propose is what they want/need. Notice how they receive what you want to offer—do they get it? Can they use it? Is this what they want? And listen carefully to their suggestions. They may well lead you down the path to greater publishing success.

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

You may find yourself wondering if anyone has ever written a tips booklet about your topic or used that tips booklet in ways you are considering. The answer is probably yes in at least one of those instances, and highly likely in the other, followed by some form of curiosity from other people about why that even matters.

In the first case, you have your set of experiences, your knowledge, your perspective, your circle of contacts, your approach to marketing, and your intention about how you want to use the booklet - all of which is unique to you. Even if you included some tips that were similar to what someone else wrote, as long as it wasn't repeating their proprietary information, it doesn't matter. Really, it doesn't. No one can reach every person who is interested in your topic. It's as simple as that.

If you're concerned about what is proprietary and what is not, here is a brief example. You are a professional organizer who came up with an acronym on what to do with paper. It is 4 letters that make up a word, with each letter representing something to do when dealing with paper. You use it consistently in your speaking, writing, and consulting, and maybe you even officially registered it as a service mark or trademark. Any time any other professional organizer uses it, they legally must attribute it to you. It is yours, either officially or unofficially because of your consistent use of it.

That is very different than a casual reference to the old saw of "only touch a piece of paper once when you're sorting a pile of paper." That suggestion is unprotected, belongs to no one, and is public domain. By the way, that tip is also completely unrealistic in the real world!

Write your tips based on what you know, what your clients and audiences ask, and what interests you. Creating your content that way lays the groundwork for you to enthusiastically distribute and/or sell your booklet. It supports what your work is about. It represents you and your business in a real and genuine way. If you decide to create an acronym or have a system that you developed, then you have the choice of officially protecting it and/or letting others know they must at least attach your name to it if they reference it in any way.

ACTION - Let go of any concern you have about who else has addressed your topic as a tips booklet. Once you get into the flow of capturing the tips you have to share with the world, you'll develop something that your people will want from you. Your bigger task will then be to decide how you want to distribute and/or sell your booklet so you can help as many people with your knowledge as you possibly can - and so you can help your business thrive, whether your booklet is a marketing tool, a direct income stream, or both. You will go places that are the best match for your audience and your sales and marketing interests, discovering more possibilities the more you look for them.

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)

Making the most of Tinyurl.com. One of the most useful free utilities on the web is www.tinyurl.com. Tinyurl.com shortens long URLs, like those created by blog posts and shopping carts, and reduces them their length. Using Tinyurl.com, you can easily add the longest URL to your e-mail and blog posts. And, if you follow the advice shared below, you can also easily say the shortened URLs during conversations and interviews. For example, note the before-and-after example, below, showing a blog link compared to a computer-shortened version:

- Before. <http://blog.publishedandprofitable.com/choosing-the-right-title-for-your-book/>
- After. <http://tinyurl.com/yehxxkj>

An even better alternative: Tinyurl.com also allows you to create custom URLs that make sense, making them easier to say and more relevant to your readers or listeners. In the example above, however, you could enter: <http://tinyurl.com/booktitles>.

Note: if the alternative you enter is not available, you can quickly and easily try out different alternatives until you come to one that's both easy to say and easy to remember.

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)

New Pages

<http://www.newpages.com>

Wow, has this site expanded! It offers news, information and listings on independent bookstores, independent publishers, literary magazines, alternative periodicals, independent record labels, alternative newsweeklies and more. It's a great online portal with reviews and guides to independent presses and creative writing programs



Buy Lines -- Free Information to Help You Sell More Books

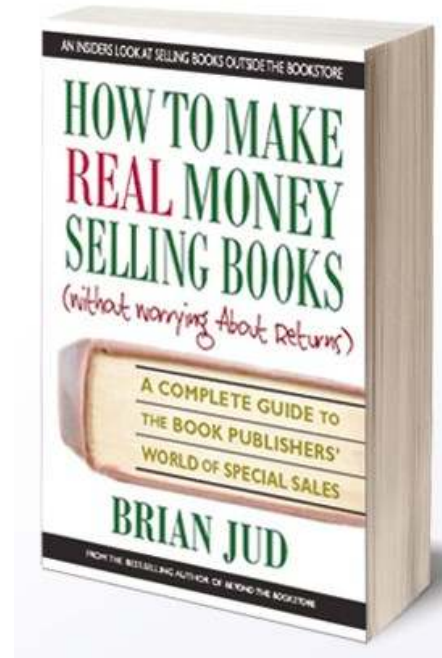
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Become more profitable

Sell in untapped, lucrative markets

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-- shows your staff how to make
large-quantity sales**

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Get a unique item -- a **bookmark** that actually grows flowers when planted. Print your message on it!



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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>

