

Here is your April 28 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 Marsha Friedman.

This newsletter is sent by subscription only. Please pass this information along to people you feel may benefit by it. If there were any problems with this delivery, please let me know. If you prefer to have this sent to you as a pdf, please reply with "pdf" in the subject line or body copy. If you no longer wish to receive this -- or if you received it in error -- please reply with "Remove" in the subject line.

All of us at Book Marketing Works wish you success in your book-marketing efforts, Brian Jud

[Click here](#) to view this newsletter as a pdf document

[RSS](#)

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 9, Number 301 April 28, 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 4/25/14

<u>Title</u>	<u>Quantity</u>
<i>Pocket Reference</i>	100
<i>Spanish Diabetic Recipe Book</i>	1000
<i>Jet with Kids</i>	2000
<i>Vietnam and Cambodia Guides</i>	500
<i>Mini Devotional Books</i>	300
<i>Touch Points</i>	200
<i>Rhode Island cookbook</i>	300

Upcoming Annual APSS Sales Conference (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 to help you sell more books in large, non-returnable quantities. Save the dates and more information will be coming soon.

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 Attend and Exhibit at Trade Shows Successfully

By Brian Jud -- May 8 6:30 pm to 8:00 pm Eastern Time

You can reach hundreds --- or thousands -- of prospective buyers in a few days at a targeted trade show. The biggest US book-industry event is Book Expo America (BEA) and that will be held in May, 2014 in New York City. Even if you do not plan on attending there are ways in which you can use BEA and other trade shows to further your career and sales. Brian will show you how maximize your opportunities there -- or at any local, state, regional or national show. You don't have to pay a lot of money to exhibit -- and in most cases you can profit more by not exhibiting. Attend this webinar to learn how to take advantage of many ways to reap the benefits of having all your top prospects in one room at the same time.

Sign up at: <http://tinyurl.com/owxf9r>

Notes From the Front Lines

(Excerpted -- with permission -- from the Book Publishers' Handbook, by Eric Kampmann, President, Midpoint Trade Books ekampmann@aol.com.)

Should You Attend Book Expo America next month? Many independent publishers feel they do not belong at Book Expo. They opine that the Show belongs to the big boys, that it is way too expensive and that there is little tangible to be gained from it. Well, all of this is true in a way, but my own experience with the Show tends to override the negatives in some very important ways. Let me explain. The "BEA" used to be a Show run by booksellers for booksellers. Publishers were invited guests that would take booth space to introduce their fall titles to the community of booksellers in attendance. All of this worked beautifully for years and the Show grew in size and importance and it was almost mandatory to attend. But in the late 1980's or early 1990's huge changes became evident both on the bookselling and the publishing side of the market equation. On the bookselling side, the superstores began cutting into the independent bookstore's market share and on the publishing side, more independent publishers began entering the fray. For BEA it took many years to adjust to the new realities and during that period the importance of BEA was diminished. But to me all that has passed and the BEA Show has become, once again, one of the most important events in the publishing calendar. What about you? Should you go? By all means, because this is a networking business and BEA has become a wonderful networking Show. It is a great time and place to discover new markets and new sales opportunities and make new friends. I suggest you seriously consider attending at the Javits Center in New York City from May 29 to May 31, 2014; info is at www.bookexpoamerica.com

See above for a webinar to help you at BEA

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>)

Both distributors and wholesalers have warehouses for storing and shipping books. The difference is that distributors have sales reps that visit the chain-store buyers and independent stores; reps show off the new books and bring back the orders. Wholesalers just wait for orders to arrive. Distributors move a lot more product and need a greater discount for their efforts.

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)

If you do not think your book's content is suitable as a premium, find a way to make it happen. This market is too lucrative to ignore. One author thought restaurants would be a good place to sell books, but restaurants did not want to sell someone else's book of recipes. So the author created a guide to natural-food restaurants in the United States and Canada. Then he contacted the restaurants listed to sell the guide in their restaurants, which they did.

The Cover Story – Michele DeFilippo

(Your cover is a critical part of your marketing effort. Contact Michele at 1106 Design today for book cover design with hand holding. (602) 866-3226 or <http://www.1106design.com>)

Your Yoga Experience by Sandi Greenberg

For this book, a collection of yoga lessons, the author/teacher provided a cover photo from her studio. Using colors from the photo for the text is one way to create harmony in a design, in this case blue and brown. Of necessity, the photo is the focal point, so we used the empty space above the model's head for the title. For the word Yoga, we chose a graceful typeface with alternate characters that look like they are stretching.



Marketing Strategy

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

People in each market segment have a unique reason for purchasing your books. Know what that is and communicate that benefit to them. Keep this in mind when you are creating your book or convincing people to buy it and you will sell more books, have fewer returns and become more profitable.

Guest Columnist - Marsha Friedman

(Marsha Friedman is President EMSI and may be reached at mfriedman@event-management.com or <http://www.event-management.com>)

The Right Press Release Formula. Nothing is more important than the press release itself – it's your key to the media's door. The quality of our press releases has everything to do with your success in booking guests. You want to make sure your headline is enticing - it's got to grab the media's attention. The text of your release should elaborate on the subject matter and what the "on-air" conversation will be about. It's always good to include a couple of juicy or provocative quotes. Also include a short, but impressive bio, and 5 to 10 questions you'd like the host to ask you.

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)

When Google's single search box homepage was offered to the world, many thought, 'How in the world could it compete against Yahoo's search page?' It did not have weather, sports, finance, fashion, etc...Well we all know where GOOG stands against YHOO! Simplicity: "Innovation's paradox"!

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.)

A transfer or license of copyright (or any right in the bundle of rights) executed by the author (but unlike a pre-1978 transfer not a transfer made by anyone other than the author) on or after January 1, 1978, is subject to termination under the following conditions:

- o A single author who executed a grant may terminate it. If the author is deceased, then whoever is entitled to exercise more than one-half of that author's rights may terminate it.
- o If two or more authors executed a grant of a joint work, a majority of the authors who executed it may terminate it. If any of the joint authors is dead, his or her termination interest may be exercised by whoever is entitled to exercise more than one-half of that author's interest.

This single, extremely valuable section of the Copyright Act, allowing for the reclaiming of rights by terminating transfers, empowers authors. Note that the statutory termination provision does not apply to works made for hire or to transfers made by will. The termination right also does not apply to rights arising under foreign laws or derivative works. In the case of derivative works (for example, a movie based on a book), termination of the rights to the underlying work (the book) does not prevent the continued display and distribution of the derivative movie. Once the rights are terminated, however, no new derivative works can be created.

Not surprisingly, the rules to exercise the statutory termination right are specific and must be strictly adhered to or the right will be forever lost. In addition, the Copyright Office does not provide printed forms for the use of persons serving notices of termination.

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>)

Bread Clips to the rescue! What author doesn't have a variety of cords under the table, over the desk, everywhere? If you are like me, I have multiple gadgets that need recharging; in fact I have duplicates in my office, underneath the conference table, in my private residence—clusters of wires that go to something! Here's a cool idea for all those cords that multiply and you wonder which goes to what and/or what does it do! Take the plastic tags you get on every plastic bag that wraps a loaf of bread. Write what the cord or power source is to—iphone, ipad, computer, you name it. Helps to keep it organized.

Pam's Book Marketing Tips - Pam Lontos

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

Fiction books can be pitched to magazines, newspapers, radio, and TV. If your book is a romance novel, you can speak on relationships or give your take on Hollywood marital rumors. If you write a crime novel that even touches on the drug culture, you can speak about drugs in the workplace. If you've written a novel that deals with crime, you can talk about a prominent legal case in the news.

You're On The Air

(Jim Bohannon, Host of the nationally broadcast Jim Bohannon Show)

I like people to respond to each other. Mine is an interview program and I try to see to it that a balanced presentation is offered.

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>)

One of the benefits of selling your foreign rights is that you don't have to deal with the vagaries of selling your books in a foreign country. Foreign publishers are much better prepared to deal with the laws, customs and changing tastes of their own countries.

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)

Goals are the foundation of a solid marketing plan. They provide a target at which to aim, the standard against which you can gauge your company's progress. They divide your vision statement into manageable steps and provide a path to its realization. Objectives must be clear so there is no misinterpreting their intent; specific so there is no doubt about whether or not you reached them; measurable in their objectivity, eliminating indeterminate goals such as "be the best in the business;" attainable in a limited time period; written to make them indelible and not subject to later interpretation.

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)

Enlisting the support of well-known and/or well-respected individuals can help book sales. Such individuals can help in many ways, by writing your book's foreword, preface, or introduction. Or they can provide an endorsement for your book that can be placed on the book's cover, back cover, first few pages, and/or promotional materials.

Endorsements usually help when they're from individuals that most people recognize or who have a large following. However, the head of your local Chamber of Commerce, a city Supervisor, or another local bigwig may love your book and have lots of clout close to home, but if your writing doesn't target your local area, their endorsements may not carry much weight with agents and editors.

The Very Idea (Editorial by Brian Jud)

Use visuals to establish, demonstrate and reinforce your positioning concept in a memorable way. And if you create a “photo op” at that same time, you can stimulate word-of-mouth advertising – the most effective and efficient kind of advertising.



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

How many tips booklets have you sold? Maybe that question matters to you and maybe it doesn't at all. It depends on how you are choosing to use that booklet and how you define success.

While "how many booklets sold" is often one of the first questions people ask anyone involved with writing a tips booklet, the answer may surprise you, for a variety of reasons.

Some people write their booklet solely as a lead-generator for their other products or services. It has always been their intention to give away the booklet, always and forever. They would rather give thousands and thousands of booklets away, in hard copy and/or as downloads. They want people to know about their larger coaching or consulting service or their massive system they created and sell or their product that requires a substantial and ongoing investment. The booklet author may want to build a mailing list and do so by giving the booklet as a bonus as a way to capture names and email addresses. The author sees a printed or a downloadable tips booklet as an excellent way to do all of that. Quite a few booklet authors have chosen that approach as their reason for ever creating their booklet in the first place, in fact. And it works.

That's not to say there haven't been dramatic and impressive sales results of booklets and their contents both as printed booklets and in licenses of content and downloads. Hundreds of thousands and even millions of booklets have been sold and licensed in all kinds of price ranges, worldwide, on many different topics, sold in many different ways. While one person did a foreign language license deal of just a few hundred dollars for multiple years, another booklet author licensed a few hundred copies for a 5-digit price tag. Someone else has only ever licensed over a million copies of their booklet, never printing a copy themselves. Yet other booklet authors have sold hundreds of thousands of copies they did print and shipped. Keep in mind that each sale also served to market their business at the same time. The booklet authors were merely paid for their marketing tools since their name was attached to all those copies they sold, whether licensed or printed. Pretty good deal, don't you think?

You may be someone who defines success quite simply by having a completed booklet, professionally designed by a graphic designer without ever printing a copy at all. It is a PDF that you may or may not ever send to anyone else. The entry on your to-do list can be scratched off because it's now done. For you that is success, a personal accomplishment that matters to you.

ACTION - Realize there is no right answer when it comes to defining success. The only answer is the one that matters to you. Other people in your personal or professional life are likely to have a different definition than yours. They may not understand or even respect yours. That is them not you. Once you determine what your definition is for success, it will be much easier to achieve it, on your terms.

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)

7 ways to add visual interest to blogs & books. There's more to adding visual interest than generic stock photos, clip-art, and pie charts. The next time you want to add visual interest consider using 1 of the 7 following to reinforce your ideas and strengthen your brand by adding a personal touch.

Some of the following have been around for centuries, others reflect recent thinking. One will be described in each of the next six issues of Book Marketing Matters.

#1: Sketches. Until a few years ago, illustrating was something that only illustrators did...until Dan Roam wrote *The Back of the Napkin: Problem Solving and Selling Ideas with Pictures*. Dan's book showed the power of using rough, amateur-produced sketches to share complex ideas. It was an eye-opening book in the best sense of the term. Dan's crusade to democratize sketches been aided by books like *Gamestorming* and *Visual Thinking*. Dan's latest book, *Blah, Blah, Blah: What to Do When Words Won't Work*, shares sketching tips you can use with simple iPhone and iPad applications.

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)

Beyond the Margins

<http://beyondthemargins.com>

This site is part blog, part sounding board, and offers daily insights on the craft of writing and the business of publishing. There are tips on creating memorable scenes and great dialogue, interviews with authors, editors and agents, and humorous pokes at the business. Created in 2010 by a dozen writers, many of whom met or taught at Grub Street creative writing center in Boston, the site runs guest posts, and considers submissions of 700 to 1,000 words.



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

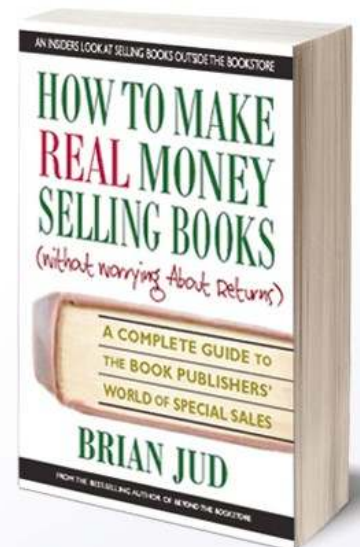
Sell more books, more profitably to non-bookstore buyers

The most current and complete resource for increasing your sales and profits in non-bookstore markets.

The ultimate do-it-yourself guide to selling your books in large quantities with no returns. Not just who to contact, but when and how.

\$24.95

[Order now](#)



**Do you need a jump-start to get your sales moving?
Do you have a quick question or two about how to get started in special sales?**

If so, consider a one-hour consultation with Brian Jud. Get answers that will ignite your sales efforts. Brian can help you create a quality product, distribute it to markets you may not even know exist, price it profitably and promote it more effectively so you can...

Sell more books
Beat your competition
Become more profitable
Sell in untapped, lucrative markets
Minimize -- if not eliminate -- returns

[Click here for more information.](#)

Do You Want to Increase Your Sales, Revenue and Profits?

**A one-day workshop *in your office* -- customized to your titles
-- shows your staff how to make
large-quantity sales
[Learn more!](#)**



SPIRAL NOTEBOOK WITH PEN

Sales Promotional Items

Use coffee mugs, pens, and thousands of other items to increase awareness and sales of your books.

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



Book Central Station™

The place to find book-publishing suppliers, based on referrals from previous users. *Book Central Station* is the only place where you can find people to help you write, publish and market your books – with ratings posted by previous clients. At *Book Central Station* you can scan a list of suppliers, look at reviews of their work and make an informed decision to choose the ones with which you will work. And you can post your own experiences with them, too. Sign up for your FREE trial at <http://www.bookcentralstation.com/trial.asp>

**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

For copies of all the previous issues of *Book Marketing Matters* visit www.bookmarketingworks.com/mktgmattersnews

To subscribe to *Book Marketing Matters* click here: <mailto:brianjud@comcast.net?subject=subscribe>
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>