

Here is your June 22 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, Tonya Evans and Roger C. Parker. The guest columnist in this issue is Jeff Davidson.

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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 14, Issue 13, Number 331 June 22, 2015

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**Top inquiries from the salespeople
for the week ending 6/19/15**

<u>Title</u>	<u>Quantity</u>
<i>Hide-and-Seek: No Ticks Please</i>	600
<i>Stop Bullying</i>	1400
<i>Pork Chops & Applesauce</i>	750
<i>A Winning Attitude</i>	1200
<i>Survivor to Thriver</i>	625

News From APSS

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

We find your potential buyers in bookstores, libraries, businesses, media, associations, movie producers and more.

Then we create and send an email with your customized message to these targeted, interested prospects.

We have entered into an agreement with a company (AMP) to give you the individualized marketing attention that most publishers provide to the top 2% of their authors. AMP will analyze your content (fiction and non-fiction), find prospective buyers, create a custom book kit and send it to potential buyers on your behalf.

- Work on a month-by-month basis with no long-term contract
- Special pricing for multi-title publishers and distributors
- Excellent results for fiction and non-fiction books
- Conduct a national rollout of your book -- without leaving home
- Contact bookstores, libraries and alternate venues in your target markets
- Use this system to set up speaking engagements, local author events, and sponsorships
- Arrange radio, television, newspaper and magazine interviews
- AMP designs your custom book kit based on what book buyers want to see
- Use a follow-up feature to have us follow up with book buyers for you
- Your book can be pitched to movie producers and Hollywood studio execs

The link to sign up for the AMP/APSS automated program to find and contact potential buyers for your books in bookstores, libraries, businesses, media, associations, movie producers and more is http://authorsmarketingpro.com/software/apss_index.php

If you would like to review the 45-minute video describing the program please go to www.bookapss.org/AMPprogram.wmv

For more information contact BrianJud@bookapss.org

Upcoming APSS Webinar

June 25: Mid-Year Marketing Checkup

By Brian Jud, 6:00 pm Eastern Time

Are you on target to reach your annual goals for sales, revenue or profit? Don't wait until the end of the year to find out. Now is the time to learn if you are on the right path, and heading in the right direction. If you evaluate your relative progress now, you still have time to make any necessary corrections to get back on track. During this webinar Brian Jud will show you how to do that. This is your opportunity to evaluate your goals, re-energize yourself and map your actions for the remainder of the year.

Sign up at <http://tinyurl.com/laja7gr>

Notes From the Front Lines

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

Book Marketing. Marketing is a very misunderstood word when it comes to selling books through bookstores. With most consumer brands, marketing is based on sophisticated and expensive testing. Almost nothing is left to chance, which is not so much a guarantee of success as it is a reduction of the cost of failure. Book launches involve little or no testing and therefore might be compared to a baseball batter taking a swing at a curve ball. If he hits the ball one third of the time, he is considered a star. So it is with many trade books on a publishers list. A few home runs pay for many swings that miss. Publishers try to mitigate this situation by finding well-known authors who have previous successes, or barring that, they use the media as extensively as possible to create buzz and sales. So one reason book publishing is a risky business is because most of the marketing is done after the launch when the investment in books has already been made. This would suggest that for most books a conservative first printing would be the wisest course of action.

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>)

Bookstore sales are the frosting, not the cake.

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>)

Most mass-market paperback rights are sold for a term of five years to seven years. Other rights might be sold for the life of the copyright. Others, such as serial rights, are only for one-time use.

Ideas for Selling to Non-Bookstore Buyers – Guy Achtezn

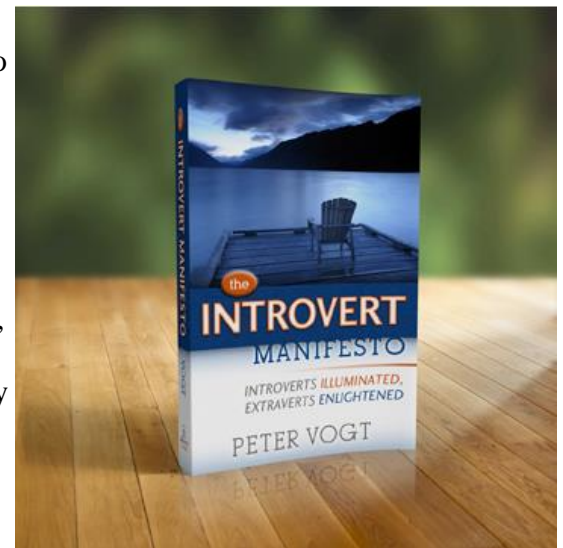
(President of The Promotional Bookstore, offering commission-based sales of books to non-bookstore buyers, guy@msgpromo.com)

The total market size of incentive travel and merchandise incentives is \$46.1 billion, according to the Incentive Federation. Companies using incentive travel spent \$13.4 billion and those using merchandise incentives spent \$32.7 billion. Among companies that used incentive merchandise, the most common application was for non-sales employee recognition followed by business gifts.

The Cover Story – Tamara Dever

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

The *Introvert Manifesto* is written both to help introverts see their strengths and to help extraverts understand them better. To avoid branding this too strongly for one gender or race over another, we knew we needed to avoid showing a person on the cover. Because of the topic, we couldn't really use two or more people, either. So how do you convey the idea of an introvert without using a photo of an actual person? Though a daunting task at first, we discovered a plethora of ways, the most effective for this book being a lone chair. Implied contemplation, looking ahead, and a sense of peace all help attract this book's primary buyers. The color palette is fresh and appropriate, mixing an introspectively deep and beautiful blue with vibrant, inspiring touches of orange. The clean lines allow each piece of the cover to do its job at a glance.



Leadership and 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)

Writing, some people love it, some people hate it. Either way it is critical to anyone who is trying to get his or her ideas out and into this world. It is essential for anyone who is trying to create a following. I think the first step is to find out what you are so passionate about. What do you want to share with the world? The next step is simple; you follow Jeff Goins on his blog! It's that easy, well not really, but Jeff's work will assist you in becoming a better writer. His website is a great place to start, go to www.goinswriter.com to learn



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 Long Copyright Protection Lasts

The duration of copyright protection depends on when a work is created and always runs through the end of the calendar year in which it expires. But in general for works created on or after 1978, protection lasts for the life of the author plus seventy years after her death. For additional information and specific details about pre-1978 works or those created on a work-for-hire basis or by more than one author, see *Copyright Companion for Writers*.

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>)

Are you creating “lists” on Amazon's Author Central page? ... If not, start now. Of course, put your— yes, your — book title on your “wish list” ... why? The Amazon robots don't know the difference and it feeds into the cyberbrain that there is a demand for your book from “others”—very cool jedi trick.

Marketing Strategy

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

Where do prospective buyers look for information about your topic? That's where you should be selling your books. Is it online? Through word of mouth? From reviews? Do your prospective readers buy through the mail? If not, where could they go to buy your book?

You're On The Air

(Lori Dolney Levine, Senior Talent Executive, Fox After Breakfast)

You've got to look at your book and say, "What's the most important thing I have to hit?" And you've got to say it in about two sentences. That's all the time you get.

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)

Since publishing houses are commercial enterprises, acquisition decisions are market driven. At every stage of the process, editors, committee members, and other company personnel will examine whether they think the book can make money. Salespeople and executives may seek the opinions of large retail booksellers. A book will seldom get the green light unless all involved believe that it will turn a profit.

Guest Columnist - Jeff Davidson

(Jeff Davidson is "The Work-Life Balance Expert®" whose passion is helping organizations achieve rapid progress for their employees. The premier thought leader on work-life balance issues, Jeff is the author of 59 books, among them "Breathing Space," "Simpler Living," the "60 Second Innovator," and the "60 Second Self-Starter." Visit www.BreathingSpace.com for more information.)

Don't Make Me Scroll

If you're an author with a sophisticated website, this might enlightening: It happens so often I want to scream. I'm enticed by some web link that offers "10 ways to know this," "the 10 best of that," or some other roster. So I go ahead and click, and am brought to a site.

Instead of giving me a roster that I can read and save for future reference, I have to scroll through a variety of pictures with captions. The pictures themselves take time to load, are not easy to navigate, and often end up being disappointing. By the time I reach the 5th or 6th item in a roster of ten items, I wish I hadn't visited at all.

Reading, the Lost Art

Contrast the experience above with the opportunity to encounter a list of 10 items, quickly peruse the list, and determine in seconds whether or not I want to continue.

I recognize that the world is becoming less literate. Video on the internet is gobbled up much more quickly than text. I'm a "text" person and have no desire to change if only because the advantages of being able to save the text are too numerous to mention.

Web editors: If you want to capture my attention, offer your rosters in a manner that I can quickly read, to determine whether or not the roster merits more of my time. Your scrolling, picto-gram obstacle courses don't cut it with me, and I won't return. Thank you

Website of the Week
<http://manybooks.net>

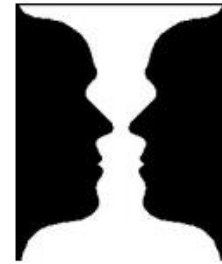
Many books free - sent to your inbox



The Very Idea
(Editorial by Brian Jud)

Some people looked at Goliath and thought he was too big to hit. David looked at him and thought he was too big to miss. You might look at special-sales marketing and think, “Is the non-traditional market big enough to approach, or is it too big?” The answer is yes. A market of \$16 billion is too big to pass up, but it is too big a market in which to compete profitably in its entirety. Look for the hidden segments in which you are more likely to increase your sales.

What you see is often a function of how you look at something. For example, some publishers look at libraries as one homogeneous niche. But not all libraries are the same. There are public libraries, hospital libraries, school libraries, military libraries, prison libraries, children’s libraries, corporate libraries, law libraries, religious libraries and more. They buy for different reasons, so you have to market to each differently. Look for the opportunity in every market. Things are not always as they seem at first glance.



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 is simply the process of evaluating the pros and cons of possible alternative actions and analyzing how each alternative will impact other aspects of your marketing programs.

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)

Recommended format for adding dates to filenames. Here's an easy way to keep track of the latest versions of manuscript drafts and mind maps. Simply insert the current year/month/date ahead of the filename when saving the file, or using the File>Save As command, i.e., 090629Filename.doc. This way, the next time you use the File>Open command, the files will appear in the correct order. For example: 090609Filename.doc 090611Filename.doc 090616Filename.doc 090629Filename.doc

There are two things to bear in mind, however. First, you must use numbers, rather than spelling out the names of months. Second, you must use two digits to indicate months or years. To indicate a June date, you have to enter 06, rather than just 6. Single digits throw off the sequence.

Booklet Ideas – Paulette Ensign

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

You are thinking about creating your first or next publication. Two words are running in the background of your thoughts whether you realize it or not. The same is true with your buyers, when they are considering investing in what you are offering. It can be easy to forget about those two words in your enthusiasm once you have birthed that booklet or other information product. Yet without focusing on those two simple yet powerful words, you can be losing out without ever realizing why.

The two all-important words that trigger your actions and that must be answered are "so that" _____. So that what? You have decided to create a tips booklet so that what happens? So that you become a published author with certain credibility? So that you market your business in a unique and lasting way? So that you generate new income? So that you have no-schedule-related revenue? So that you expand your product line?

What do you want this venture to do for you, so that it makes sense to spend the time, effort, and money to bother doing it? Something is motivating you to even consider it, much less to bring it to fruition. You might be very clear about why you are making it happen. And that could be only one or more of several reasons that are the basis for your decision. Other reasons may be hiding under the surface, presenting themselves as you proceed along the path of creating, marketing, and distributing what you've done.

The same two words are just as important to someone you approach as a potential buyer of what you've created. You may see specific results that decision maker can experience by buying and using your tips booklet. You may see those possibilities very clearly, results your buyer might not have considered. Whether your prospective buyer identifies valuable results or not, that is what determines if a sale will happen. That is where your focus must be, not on you or your goals.

Your buyer can use your tips booklet as a promotional tool so that their own product or service sales increase or so that their mailing list expands or so that their brand has greater name recognition or so that they attract and retain more members, customers, or patients. The value completely depends on what is important to your decision maker, which only they know for sure, and could be something you had no reason to consider or to know. That is the conversation you must have so that you can serve that client well and so that you can make a sale.

ACTION - Think back on the last time you spoke with someone about your booklet or other form of your bite size brilliance. You approached the person by email, phone, or face to face so that you could discuss what you had so that they could consider buying it from you. You might have had specific suggestions to offer about ways they could use it. Did you think of what those uses would accomplish for them? Prepare yourself with 3-4 ideas so that your prospect starts thinking about just how valuable what you are offering actually is to them, so that you increase your likelihood of a sale now and repeatedly way into the future.

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

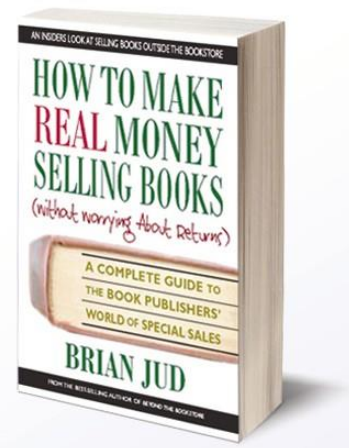
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Become more profitable
Sell in untapped, lucrative markets
Minimize -- if not eliminate -- returns

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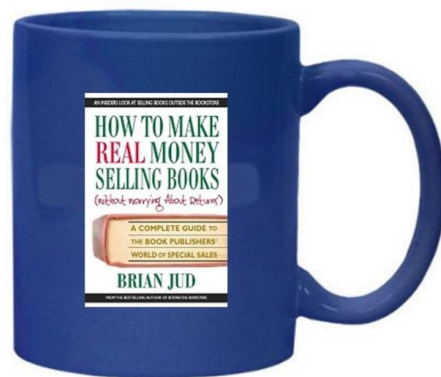
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- Remind procrastinators to buy
- Encourage repeat purchases
- Create brand awareness
- Boost sales
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- Attract more people to your trade-show exhibit
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- Have a fun giveaway for book signings and other events



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(<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>