

Here is your July 6 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 Carol Topp.

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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 14, Number 332 July 6, 2015

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**Top inquiries from the salespeople
for the week ending 7/3/15**

<u>Title</u>	<u>Quantity</u>
<i>Custom coloring book</i>	6000
<i>Custom children's book</i>	5000
<i>Tribal Leadership</i>	2200
<i>Oil Drilling</i>	7200
<i>Oversize Children's Book</i>	5000

News From APSS

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

Do you want to find potential buyers in bookstores, libraries, businesses, media, associations, movie producers and more? Then create and send an email with your customized message to these targeted, interested prospects?

APSS 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.

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For more information contact BrianJud@bookapss.org

Upcoming APSS Webinar

The Art of Crowdfunding for Books

By Amanda Barbara, July 9, 6:00 pm ET

Creating a professional and marketable book requires not only time, but money. Pubslush, a pre-publication platform that helps writers prepare to publish, will discuss marketing and financing your own books by crowdfunding.

Register at: <http://tinyurl.com/nc6adbj>

Selling More Books On the Air and in Personal Presentations

By Jackie Lapin, July 23, 6:00pm ET

Get inside information from 35-year PR veteran Jackie Lapin, founder of Conscious Media Relations, a PR agency specializing in servicing people who are committed to personal and global transformation and Conscious and Transformational Speakers, a unique speaker's bureau serving those on a mission.

Discover:

- How to distinguish yourself
- What tools to have in your tool box
- How radio has captured the world...
- What are media biting on...how to craft your hook
- What's the one entrée that opens media doors
- How to write a compelling pitch letter
- Taking center stage—what does it take to get you there
- How to be compelling to an event or venue booker
- How to get booked
- The short cuts to getting you in front of audiences

Register at <http://tinyurl.com/q94q9kx>

Notes From the Front Lines

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

I see seven key decision points that need to be addressed as a book is being prepared for publication. As a distributor, we often are forced to reject books because not enough care was put into one or more of the key decisions before we saw the project. In fact, it would be best if the publisher would enlist the help of the distributor, or some other experienced advisor before arriving at a final decision. Here are the seven key decisions as I see them. First, print the right number of books. Err on the side of caution if you are unsure. Remainder tables are always full for a reason. Second, price the book for your market. If you are selling retailers, then your price should be lower. If your market is very specialized, then you may be able to price up. Third, use an experienced designer for your book jacket. Fourth, choose your printer carefully. Do they have a good reputation for service and fast turnarounds for reprints? Fifth, should you pay the traditional royalty rate or is there another way? Sixth, do you have a distributor and if not, how do you plan to sell your book? Seventh, what is your marketing plan? Do you know your market and do you know how to reach it?

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>)

Help the information-seeking potential customer to make a buying decision. Give enough information on the book. Provide the same shopping experience they have in a store. If you are publishing fiction, put the first chapter on your site as a free read. The first chapter in a creative work will give the reader a taste and is designed to keep the buyer reading. If your work is nonfiction, provide the first page or so of each chapter to give the browser an idea of what is in the book.

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 creating sales literature for librarians, list the publication dates for your new and forthcoming titles so librarians can be sure when your books will be available; then be sure to meet those publication dates. List the month and year of publications for your backlist titles as well; librarians like to know how current the information is in any book they order. Providing the copyright date and ISBNs also helps librarians to avoid ordering books or editions they already have.

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)

Sell your book, by selling someone else's book. By selling your book to companies and business customers, you have found that there is a target market.

If you have a cookbook.... Target may be people who cook.
A financial book.... banks, credit unions etc....

But, if you have a cookbook, why not partner with authors who are equally interested in selling their books. Then merge ideas to sell each others' books as well. This opens the door for each other, in different areas of the country and provides additional opportunities for your book. Meet by phone at least monthly and discuss target markets etc. We can help you find people and join forces to conquer the world!

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.



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)

I recently recommended the book *Traction* by Gino Wickman. One segment that stuck out was how he viewed long term planning. Most of us write a 5-year business plan and some even have a 10-year plan and all of us probably can throw the business plan away after the first year as everything changes. Gino Wickman's recommendation is to set a "10-year target", a "3-year picture" and a "1-year plan". We like the idea of a target, a picture and a plan; it's so much more accurate.

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 a Copyright Owner Has the Right to Do. In general, the Copyright Act gives a copyright owner the exclusive right to do and to authorize others to do (or preclude others from doing) the following:

- **Reproduce** the work (make copies)
- **Prepare derivative works** based on the original (create a motion picture based on a novel or a novel based on a motion picture)
- **Distribute copies** of the work to the public (publish) by sale or other transfer of ownership, or by rental, lease, or lending
- **Perform the work publicly** (a public reading)
- **Display the work publicly** (hang a painting in an art gallery)
- **Perform the work publicly by means of a digital audio transmission (DAT)**, in the case of sound recordings

Collectively, these rights are often referred to as an author's exclusive bundle of rights. To find out what copyright does not protect, order the e-Report titled **What Copyright Does Not Protect** or the book *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>)

Always remember that books have legs. They may not take off the week, the month, even the year that they are first published. Some take a long time to mesh with their readers-to-be ... to be found. Don't give up. Your marketing efforts, your willingness to support your book will kick it alive. And then, all of a sudden ... eureka. You are found. For fiction, it's not uncommon for book #3 to create the discovery, then go back and pick up #1 and #2 for the ride. My combined books have never hit a *NY Times* list, and yet have sold more than a million copies—and they didn't really start selling until I started selling them as both author and publisher.

Marketing Strategy

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

Expand from your core market to special-sales (non-bookstore) buyers. The book-buying public grows at the same rate as population growth, so making more and better books will not necessarily increase sales.

You're On The Air

(Eric Marcus, Author of *Breaking the Surface* and former producer for *Good Morning America* and *CBS This Morning*)

I love to go on tour. I meet store managers and other people, building relationships over the years. Then when I come out with my next book I tell them, "I've got my new book out. Will you talk to me?" And they do

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)

To write a nonfiction book, it's crucial to set achievable goals and create workable plans to achieve them. Unless you're into experimentation or just want to meander along for the ride, you need a road map; you need to know where you're going. You must be clear about your objective, what you want to achieve. So, the first step is to clarify your goals.

Understanding your goals can be elusive and that they too can change. The first goals that pop into writers' minds are not what they truly want. Or they mature and develop and their goals and values change. The best way to determine your actual goals is to ask yourself non-judgmentally why you want to write a book. Be honest. Dig deep to find the actual reasons why you want to write your book, because they can influence the choices you make and the direction you chart. Do you have a point to make, a story to tell, or a feat to accomplish? Admit if you want fame, fortune, and recognition, but understand that they may be difficult to attain.

Before you begin to write, after you are clear on why you want to write, create a step-by-step plan. Think about the best way to get information and understand your topic, how you can find out what you should read and whom you should interview. Assess the competition, learn how you differ, and identify your niche. Set financially realistic goals, which means don't expect to make a fortune from your book. In fact, don't write a book to make money, because you will probably be deeply disappointed. As Louis Patler points out, even books that sell well may make questionable financial sense.

Guest Columnist - Carol Topp, CPA

(Carol Topp is an accountant and author of *Information in a Nutshell: Business Tips and Taxes for Writers*. She may be reached at Carol@CarolToppCPA.com)

Usually you can use your own name as your business name and do not need to file a fictitious name registration, called a DBA (Doing Business As) name filing, with your state or county. If you form a publishing company you will probably choose a business name. Check with your Secretary of State to see if the name is available and to determine their name-registration requirements, Search www.business.gov and use the keywords “fictitious business name” for requirements for filing a fictitious business name in each state.

Writer Unboxed

<http://writerunboxed.com>

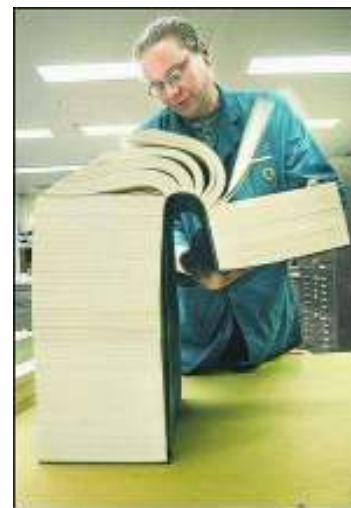
This site began as a collaboration between two aspiring novelists who tried to understand what makes good novels work. The site now includes contributors from all walks—from the not-yet-published to bestselling authors and industry leaders—and has grown into a rich community for writers interested in the craft and business of fiction.



The Very Idea

(Editorial by Brian Jud)

Important Objects Feel Heavier. People who were told that a book was important perceived it to weigh **944 grams**, on average, compared with **591 grams** for those who received no such information, according to a study led by Iris K. Schneider of the University of Amsterdam in the Netherlands. The researchers say the study shows that the concept of importance is closely associated with bodily sensations of weight, and they suggest that future studies probe whether people who are perceived as important are also assumed to be heavier (*Harvard Business Review*).



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)

Begin by knowing where you want to go. Preparing goals is the start of the planning process, the foundation upon which your implementation and evaluation occur. 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. Set your goals within the realm of what is possible for you to accomplish. Arrange them from the most to the least important, from broad to specific targets so you do the most important tasks first.

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)

There's more to editing than proofreading. Authors sometimes view the need for editors as a sign of weakness. They often think: "I've probably made some grammatical or spelling mistakes, and I guess I need an editor to fix them." But, there's more to editing than "fixing" grammar and spelling. A good editor can save you months of wasted effort by helping you identify what you're trying to accomplish before you begin writing.

The above process is called "developmental" editing. It takes place before you write your book. Developmental editing involves working with a book coach in order to fine-tune your goals for writing a book, identifying the contents and organization of your book, and creating a marketing plan for your book.

A book proposal is the result of working with a developmental editor. A book proposal is a business plan for your book. It describes the market you're writing for, the benefits they're going to enjoy, the competition your book will be judged against, the contents that will make your book unique, and how you're going to market your book.

Why can't you do this yourself? You could, if you had experience and time! But, working with a developmental editor can help you prepare your book proposal faster and better than you could by yourself. The process of conversation and collaboration gets your book started on the right track, without the isolation that comes from trying to do everything yourself.

Good developmental editors are often published authors who understand publishing and are who available to work with you as you explore options and develop a content plan and marketing plan for your book.

Booklet Ideas – Paulette Ensign

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

What's your purpose in writing anything, whether it's a book, article, blog post, tips booklet, or anything else? Is it because you want to be rich and famous, or only rich or only famous? Do you want to primarily be helpful to people, which may or may not be easier to do once you are rich and/or famous. Do you have a message you want to spread, to reach as many people as you can?

By now you may have realized there are lots of ways to accomplish your purpose. Some of those ways take longer and are a lot of work. Yet others have a shorter path to greater results and can actually be a fun journey.

Remember those bits of brilliance you have to share with people, those bits that can become a tips booklet? Yes, there are traditional ways to compile and publish them, whether online or in hard copy. Creating a group of well-edited tips is also a valuable resource, a reservoir to tap for applying in truly endless ways.

A recent magazine article mentioned a person walking down a busy city street wearing a tee-shirt that had a how-to tip on it, with the website address of the tip originator right below the tip. One of the many people who saw the shirt visited the website which had exactly what the person was seeking, and a substantial sale was made --- all from seeing a person walking down the street wearing a tee-shirt with a tip and a website address on it.

Something similar happened from someone stopping at a traffic light in a local community, seeing the mini-van next to them. A pithy how-to tip and a website on that van triggered a huge sale that most likely would not have happened otherwise.

While a walking tee-shirt or a promotionally wrapped mini-van may not suit your company's image, the content you distribute, or you as the company owner, there are many other ways to expand your message, your reach, your revenue, and your overall enjoyment of what you are doing in your business. And you can do all of that by testing first and investing next.

The very first thing to do, though, is to create a file of how-to tips that represent your expertise. That is the piece of clay that can be shaped into many forms, some that come to mind more quickly than others. The tee-shirt and mini-van, while maybe not your choice, are easy to imagine once you've got the content. There are many more that are equally or even more effective for you, your company, and your buyers.

ACTION - Create a file of how-to tips, telling the reader what to do, with a maximum of 30 words, though less is better. Realize that list can be licensed to companies and associations for them to use for their purposes, and also that you can offer in various formats - on jigsaw puzzles, in customized fortune cookies, on kites, as skywriting - with the website address of whoever is using the tip, whether that is you or your licensee. You will have extended your reach and made more money by re-purposing those tips in ways you may never have imagined.

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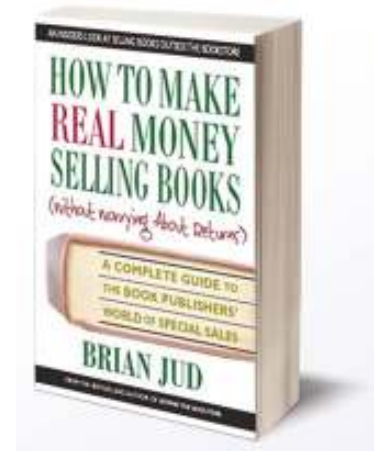
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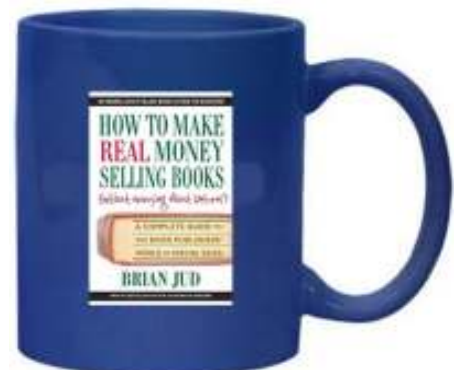
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Contact Information for Brian Jud

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www.bookmarketing.com

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 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,
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