

Here is your August 3 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 Gail Z.Martin.

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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 16, Number 334 August 3, 2015

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Top inquiries from the salespeople
for the week ending 7/31/15

<u>Title</u>	<u>Quantity</u>
<i>Flowers of Volunteer Park</i>	250
<i>Learning Football's Lingo</i>	1300
<i>8 Steps to Excellence</i>	875
<i>Philly's Fit-Step®</i>	1100
<i>Untold</i>	650

News From APSS

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

The 2015 Southern California Book Selling University

Attend our one-day event on September 12 and you can become more profitable selling your books in ways that you never imagined and to people you never knew existed — in large, non-returnable quantities. Attendance is limited to the first 50 people to register. It will be held from 8:30 am to 4:00 pm at the Skirball Cultural Center, 2701 N. Sepulveda Blvd. Los Angeles, CA

For more information: www.bookapss.org/conferences/Sep12agendaLA.pdf

Upcoming APSS Webinar

Can your book be made into a movie?

By Joe Young

6:00 pm ET on August 4

Free webinar sponsored by APSS-CT; hear Billboard Magazine's Producer of the Year. During the broadcast we will announce how you can meet him in person on Wednesday, August 5 in Hartford.

Register at <http://tinyurl.com/p9v8puy>;

Marketing and Monetizing: Online Promotion and Revenue Streams for Authors, Speakers and Consultants

By Stephanie Chandler

August 6, 6:00pm Eastern time

Many writers struggle with two major components of their businesses: marketing and revenue generation. In this content-rich presentation, Stephanie Chandler shares real-world strategies that you can use to build an audience online and add lucrative revenue streams to your business. You will learn how to:

- Choose a niche and establish authority in your field
- Grow your audience online with key foundational components (a professional website, blog and social media presence)
- Leverage powerful tactics including guest blogging, podcasting, video and more
- Create profitable revenue streams from corporate sponsors, online events, member sites and more
- Expand your platform with information products
- Work less and earn more (really!)

Whether you're just getting started or you've been around for many years, this presentation is jam packed with practical strategies that can help you achieve your goals—provided you implement them!

Register here: <http://tinyurl.com/pv8xdmu>

Notes From the Front Lines

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

What to Look for in a Distributor. At Midpoint we are undergoing a thorough review of practices and procedures. All companies need to examine the assumptions behind their business because it is so easy to drift into a status quo mentality that is a killer if you want to compete and grow in a challenging economical environment. We have come up with some key words to describe how we would like our client publishers to characterize us as partners in the publishing process. The six words are: experienced, motivated, responsive, candid, flexible and positive. Here is the interesting part: Once we have determined how we would like others to think of us, then we begin to set a standard based on the six words and we begin to strive to live by them. Everyone falls short of the ideal, but when you have a standard that customers expect as the norm, then outstanding results often result, creating an overall environment for excellence and achievement.

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>)

Subsidiary rights. Send an email to editors of newsletters, magazines and ezines and offer them the opportunity to excerpt parts of your book free. Ask them to include source, copyright and ordering information at the end of the excerpt. Email promotions can result in slightly fewer responses than traditional mailings and follow-up telephone calls. But the costs in time and money are far less and the responses begin immediately.

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 you send out information to prospective rights buyers, include a fact sheet (or rights sheet) which describes the book, its author, its audience and what rights are available. This fact sheet should provide all the information a rights buyer would want to know in a clear and concise format. Be sure to include your address, phone and fax numbers, and email address.

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)

Your book is your baby! Your pride and joy! Something to show off and be proud of. A labor of love that may have taken years, even a lifetime to complete. But when it comes to corporate buyers, all they are interested in is the content, not the romance of your time spent writing. They are there to use your book for their purposes or that of the business.

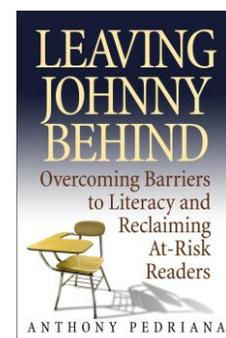
Perhaps you cannot sell the entire book to someone? How about certain parts of the content of your book that may make sense to them? For example, maybe a local credit union does not want to spend \$7 per book on your cookbook. At 300 pieces, that's a one-time bill of \$2100 – less your printing cost. Rather, they would like to send certain recipes out at different times of the year. Maybe a festive salsa recipe for the Bowl games. They'll buy it from you for \$.10 each and they send it to 1500 people. That Bar-B-Que rub for the ribs on the 4th of July? Same Deal. How about a Thanksgiving recipe, Christmas recipe, and 2 others that are random throughout the year? All together, that's 6 recipes at \$150 each or \$900 profit. No printing, no shipping, no fuss.

Remember the \$2100 bill they didn't want to pay? Well, your book cost \$1100, freight to you and back out to them was \$175 and the fuss of getting the order out. Your profit in total? \$825.00. Sell the content. You will realize more opportunities and more money in your pocket.

The Cover Story – Michelle 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>)

In *Leaving Johnny Behind* by Anthony Pedriana, the task was to create a feeling of abandonment and convey the author's concept that many children are not adequately served by today's educational system. The school desk was an obvious icon for education. The empty desk signifies that "something's missing" in the system. We added the shadow and placed it in a void to further support the concept.



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)

What does our world look like 5 years from now or even 10, 20 years from now? What are you doing today to ensure your company is relevant to the next generation? Some of your most innovative ideas are within your company walls, you just have to be willing to see them. By the way they may be between the ears of someone who is in their 20s. Don't confuse lack of experience and lack of innovation.

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.)

Contrary to popular belief, the Copyright Office ordinarily does not compare copyright registration forms with existing deposit copies or registration records to determine whether works submitted for registration are similar to any material for which a registration of a copyright claim already exists. Therefore, the records of the Copyright Office may contain any number of registrations for works describing or illustrating the same underlying idea, method, or system.

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>. Register for Judith's online course: *How to Write a NF Book in 4 Weeks* which includes group and personal coaching.)

Author Nugget: Treat Authorship and Publishing as a Business. Are you in this for “something to do” or are you serious about being a success? Be clear on what it takes to break even—just how many books do you have to sell to cover your initial expenses? Do you have a plan? Success in authoring rarely happens overnight. It takes time and patience along with the plan. It's your choice, you choose.

Tip: Publishing has a cost to it: the investment includes your time, your energy, and yes, your money.

Marketing Strategy

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

When you focus your attention on beating the competition, then strategy gets defined primarily in terms of the competition. This leads to price cuts, discounts, lower revenue and profits. View competition not as an obstacle but as a motivator to innovation. Instead of copying your competition, create a formula that works and stick with it. Why do what others may be doing wrong?

You're On The Air

(Larry Kahn, Director of Talk Programming at Westwood One Entertainment, the company that produces and distributes talk programming for Dennis Miller and Jim Bohannon)

Answer the questions asked of you and let the host take the lead. Follow that lead and gauge from the environment of the show how much you can get in.

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)

If you decide not to go the proposal route, as so many self-published authors do, you will have to write a complete manuscript. Since you won't have a table of contents, you will have to build it from scratch. In addition, you won't have chapter summaries, which outline the content of each chapter. So, to lay out your book and identify your needs, you will probably have to conduct preliminary research.

One of the major difficulties in writing a manuscript is that it's often a big, daunting task that requires planning and organization. Many books are information intensive, so they can be overwhelming and cause writers to go off course. To avoid such pitfalls, break your work into smaller, more achievable chunks that you can attack one by one. Completing individual portions will be encouraging and can build your confidence and resolve. And the list of the pieces you tackle can help you write your table of contents, the road map for your book.

Guest Columnist – Gail Z. Martin

(Gail Z. Martin, from *The Thrifty Author's Guide to Selling and Promoting Your Book Online (coming Fall, 2011)*; gail@dreamspinnercommunications.com or www.GailMartinMarketing.com)

When you're choosing a host for your web site, what really matters is the annual hosting fee and how much storage space you get for that fee, as well as any extras such as free templates, free email addresses and free set-up. Getting email addresses linked to your site is important, because it's much more professional to use an email address like Jane@JaneAuthor.com than to have a free email provider like AOL, GoogleMail, Yahoo or HotMail. If you go with a basic hosting package, make sure you can easily upgrade if you need more storage or advanced features.

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)

A customer-focused vision statement moves you in a direction that is best for your long-term growth. It also guides your actions so the focus remains on your customers and their reasons for buying your products.

Helpful Website of the Week – Adele M. Annesi

(Adele is a freelance editor and writer. Contact a.annesi@sbcglobal.net, or visit <http://www.adeleannesi.com/Word-for-Words--LLC.html>)

Writer Unboxed
<http://writerunboxed.com>

This site began in 2006 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)

There is a famous quotations that says, “Don’t follow on the path where others have been. Go in a different direction and leave a trail.” That applies to non-bookstore marketing, too. Instead of automatically selling your books through bookstores where all your competition resides, look for new, non-competitive markets. Sell your books to corporations and associations as premiums and ad specialties. Not only will you be on the right path, but you will be heading in the right direction.



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)

How to profit from Amazon.com's "Search Inside" feature. The text and graphics on the back cover of your book should be viewed as prime advertising and marketing space. The front cover of your book attracts attention online and in bookstores, but the back cover is where the sale is made -- or lost. Bookstore browsers typically turn a book over in their hand, to learn more about what's inside the book. They also want to find out more about the author's qualifications and what experts in the field, and other readers, have to say about the book. If the back cover does its job properly, readers will take step 3, and open the book to "test drive" a couple of pages.

Online, the "Search Inside" feature found on selected books at Amazon.com and the "Look Inside" feature found on many books at www.Barnesandnoble.com permits you to "turn the book over" and examine the contents of the back cover.

Click the "Search Inside" symbol attached to many book covers online. When the new screen opens, click the "Back Cover" or "Back" links. When the back cover is revealed, examine the headline, content features, and advance reader testimonials. Use what you see as the basis for the back cover of the back cover of your book.

Booklet Ideas – Paulette Ensign

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

For almost a quarter century, people have asked how over a million copies of a single tips booklet got sold in multiple languages and formats without spending a penny on advertising. While it took a variety of approaches and a lot of things that didn't work, it all came down to a few key elements.

Choices and quantity are among the cornerstones as are persistence, format, and frequency. Once you have choices to offer, you need choices of people to contact. Having enough prospective buyers is a must. Having only ten prospects probably won't work. They will each take however long they take in deciding whether what you have will help them, and then however much longer to actually place the order. It can be weeks or months since they have many other things on their plate and people in their immediate world.

Focusing your efforts on large quantity sales to companies, associations, and other organizations puts you on the path to matching and surpassing the million copy mark. That includes printed copies of your products and licenses of downloads. The associations who say they have no money very likely have potential sponsors who can benefit from subsidizing the purchase. Companies and other organizations may also have potential partners to share the investment. Providing suggestions like those position you as a problem solver and someone who is more attractive for doing business with than merely an order taker.

Being persistent can be tricky though it doesn't have to be. And with large quantity orders and licenses that often have a long decision making process, staying in touch with your contact is crucial. You can send an article you wrote that may be of interest, or let them know the results another client of yours has had that can encourage your future buyer. Riding out the lead time is often worth the wait in the rewards that are delivered with the first sale and those that follow.

A brief, upbeat, relevant "touch" keeps you in front of the person who really does want to buy from you when they are ready and able. The lead time between first talking with them can be instant or longer than you or they might like. They have other people who need to sign off on the idea or pay for it. The budget might be rebooting with the new fiscal year months away. The most ideal fit for your product could be in a promotional campaign that is still a bit in the future. The people who want what you're offering probably have less flexibility to act quickly than you do.

ACTION - Fill your list of likely candidates beyond those you can immediately contact individually so there is always someone else to approach. Some people will be unavailable, some will say no-thank-you (today, anyway), and others will start the exploration with you immediately. Think long-term in the large quantity sales process so it brings you long term results, many of which are recurring rewards.

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

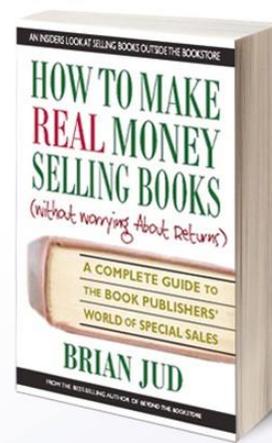
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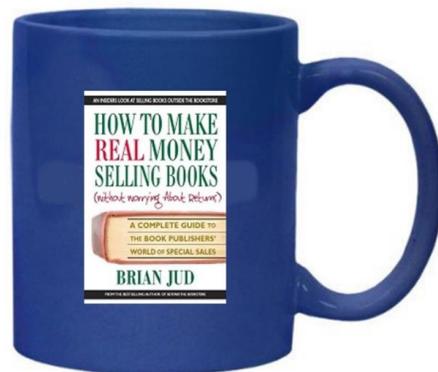
A one-day workshop *in your office* -- customized to your titles -- shows your staff how to make large-quantity sales
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- Remind procrastinators to buy
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- Create brand awareness
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Contact 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>