

Here is your September 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, Tonya Evans and Roger C. Parker. 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 14, Issue 20, Number 338 September 28, 2015

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.**

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**Top inquiries from the salespeople
for the week ending 9/25/15**

<u>Title</u>	<u>Quantity</u>
<i>Contagious</i>	1000
<i>Set Sail for Success</i>	250
<i>Get Out of Your Way</i>	250
<i>Nuggets of Truth</i>	250

News From APSS

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

The 2015 Toronto Canada Book Selling University

Three events in two days that can help you sell your books in large quantities with no returns

(US attendees get a 25% discount with today's currency exchange rate register at <http://bookapss.org/conferences/canada2015/registration.php>)

October 16 – 17 at Ryerson University, 350 Victoria St, Toronto, ON M5B 2K3, Canada

- 1) Personal consultations, Friday, Oct 16 (1:00 – 5:00 pm) – four hours of book-marketing information about selling your book – not books like yours. You will leave with a list of companies to contact, with practical tips on what to say and how to close more large, non-returnable orders for your books – fiction and non-fiction. <http://bookapss-canada.org/launch2015/event1.html>
- 2) Motivational mixer with the guru of the “Power of Focus,” Les Hewitt, Friday, Oct 16 (7:00 – 11:00 pm) – The evening begins with an aspirational tribute to celebrate Women’s History Month to honor the contribution of extraordinary Canadian female authors. Then listen to motivational speaker Les Hewitt and learn the joy of personal conquest. There will be plenty of time to meet and greet your fellow authors and publishers in this networking spectacular. <http://bookapss-canada.org/launch2015/event2.html>
- 3) Book Selling University, Saturday, Oct 17 (9:00 am – 5:00 pm). A content-heavy day of dynamic, practical, book-marketing information. Discover how 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. <http://bookapss-canada.org/launch2015/event3.html>

Attend one or all three events and watch your sales, revenue and profits soar!

Upcoming APSS Webinar

How to Craft a Persuasive Book Proposal For Any Genre or Topic By Patricia Fry

6:00 pm, October 8, 2015

Are book proposals still necessary in this publishing climate? Patricia Fry says, Yes! She maintains that as an author, you are the CEO of your book, and the book proposal is your business plan. A solid and complete book proposal is a crucial element to getting published. Most agents and publishers require a proposal before they will ever set eyes on a manuscript. Writing a proposal can help you to more successfully pitch your book (and you) to the right agent or publisher.

But the book proposal is also essential to you—the author—as it will help you to write the right book for the right audience. A well-thought out book proposal will guide you in devising a smart marketing plan for promoting your book to your audience. Don't be fooled. No matter which publishing option you choose, it is up to you to promote your book.

This webinar will be based on Patricia Fry's new book, *Propose Your Book, How to Craft Persuasive Proposals for Nonfiction, Fiction, and Children's Books* (Allworth Press, 2015). This book has been

described as “substantial” and “a rock” as it provides all the basics of crafting a successful book proposal from a fresh, yet professional perspective. But it delivers more—much more. This is the only book proposal book that speaks specifically to each author no matter your book’s genre or topic. Patricia has included chapters for authors of fiction, nonfiction, and children’s books and she’s incorporated several specific genres and topics: memoirs, young adult books, travel books, inspirational, how-to, self-help, cookbooks, and

Propose Your Book offers a clear understanding of the book proposal process in today’s fiercely competitive publishing climate and so will Patricia’s webinar. This includes:

- The most up-to-date concepts in writing a book proposal
- Insider tips from the agents and publishers
- Examples of actual proposals from publishers’ files
- Separate chapters for authors of specific topics/genres

Join in on this teleseminar with Patricia Fry and learn more about the essential process of writing a book proposal.

6:00 pm, October 8, 2015

Register at <http://tinyurl.com/ov6bv2w>

Notes From the Front Lines

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

The Seven Signposts on the Road to Good Publishing. Publishing books is like taking a journey. You need a map to point the way; or signposts to guide you. For example, when I backpack I look for blazes on trees. Or, if I am above the tree line, I seek out cairns or stone markers that I follow with care so I stay on the trail. As with any journey, a good publisher knows he must follow certain signposts to successfully produce, sell, and market his books. Ignore an important signpost and you can get lost, or go in the wrong direction. Each marker represents a decision you must make – sometimes on your own or with the advice and counsel of someone with more experience. Over the next few issues of *Book Marketing Matters* I will describe one of seven signposts on the road to good publishing. Here is the second.

Signpost #2: Design. Weak, inappropriate or bad design can undermine the best book. A good publisher puts a lot of thought and energy into the overall design of the book, and especially in the book jacket. It’s a shelf space business. How your book looks and what it communicates at a glance can make it stand out in the store, or get lost.

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>)

Surf the Web for sites related to the subject of your book. When you find one that matches, contact the owner and suggest a dealership. Get as many outlets as possible to sell your 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>)

Use your book as a self-liquidator. Many companies offer special items for sale at very low prices with a small payment plus proof of purchase. Self-liquidating offers allow the company making the offer to cover some or all of its costs in buying the books and shipping them out. For example, Meow Mix offered *The Meow Mix Guide to Cat Talk* as a self-liquidator to people who bought a bag of cat food. The book was customized for Meow Mix by simply changing the title of Jean Craighead George's *How to Talk to Your Cat*.

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)

There are thousands of industry associations, charitable non-profit associations and non-profit trade associations around the world. Below are several ways in which you can work with groups to sell your books.

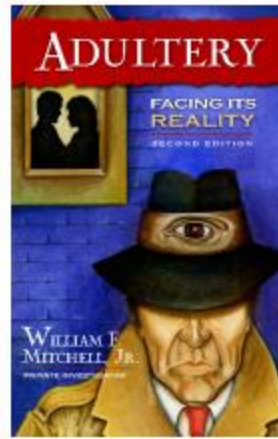
- The organization could arrange with the publisher to conduct fulfillment, less their discount. Here, the association acts as your distributor to its membership.
- If the association has a bookstore on their website, it might buy directly from you to resell your book. This may be a “virtual” bookstore where its cover is displayed on their website.
- You may find the association willing to have you be its spokesperson.
- Associations may use books as a sales promotional tool or as a fund-raising item

The Cover Story – Kathi Dunn

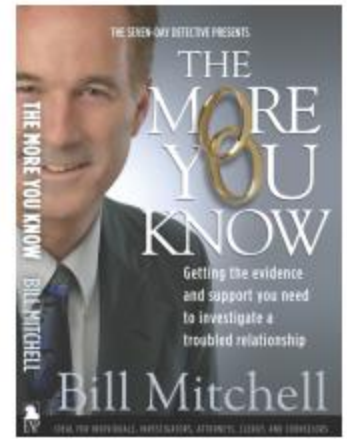
(For over 25 years, Kathi Dunn, one of the country's top book cover designers, has created bestselling book covers and information products that authors, speakers and experts use to build their brands and businesses. Kath is passionate about book cover design and approaches each as if it is the most important book in the world. Her prestigious list of clients includes Tony Robbins, Ken Blanchard, Jack Canfield, Deepak Chopra, Mark Victor Hansen, as well as major publishing houses. Contact Kath at info@dunn-design.com or (715) 634-4857. Visit <http://www.dunn-design.com>)

The More You Know Eagles Nest Publishing

This book about the sensitive topic of adultery was delivered to us mid-stream by a self-publisher who was receiving negative feedback on his original cover. After in-depth discussions with the author, we discovered that the book's message is not about adultery but, instead, it is about suspecting adultery and what to do about that. In redefining the intended audience, we first encouraged the author to reconsider the title and subtitle. The bright color palette and juvenile illustration were also abandoned for a more sophisticated on-target approach. Knowing that this author had major media exposure potential and one goal of this book was to promote his business, we redirected the visual focus to him as a leading authority.



Before



After

The double wedding rings interlocking the o's in the title words add a subliminal splash of hope. Since books are most often shelved spine out, this spine is especially intriguing with the critical placement of the author's eye right in the middle of it, instantly grabbing browsers' attention.

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)

Leadership lessons from Lego:

- Lesson #1: Start with what success looks like.
- Lesson #2: Consider interchangeable parts.
- Lesson #3: Instructions are only so helpful.
- Lesson #4: It's more fun when more people are working together.
- Lesson #5: The quality of the final product relies upon the input of imagination.

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 Copyright Does Not Protect. Despite the broad protection of copyright law, it does not protect the following things:

- Works that have *not* been fixed in a tangible form of expression (for example, choreographic works that have not been notated or recorded, or improvisational speeches or performances that have not been written or recorded).
- Titles of books and other works, proper names (including Web site domain names), short phrases, and slogans; familiar symbols or designs; mere variations of typographic ornamentation, lettering, or coloring; mere listings of ingredients or contents.
- Ideas, procedures, methods, systems, processes, concepts, principles, discoveries, or devices, as distinguished from descriptions, explanations, or illustrations.
- Works consisting entirely of information that is common property and containing no original

authorship (for example, standard calendars, height and weight charts, tape measures and rulers, and lists or tables taken from public documents or other common sources).

The Book Shepherd – Judith Briles

Dr. Judith Briles is The Book Shepherd (www.TheBookShepherd.com) and Chief Visionary Officer of AuthorU (www.AuthorU.org). She is the author of 34 books including *The Crowdfunding Guide for Authors & Writers* and *Author YOU: Creating and Building Your Author and Book Platforms*. Register for her online course, *How to Write a NonFiction Book in 4 Weeks* and connect on Twitter @MyBookShepherd. Her radio podcast, *AuthorU-Your Guide to Book Publishing*, gets over 300,000 downloads each month and can be heard at <http://bit.ly/AuthorURadio>

Author Nugget: Amazon ... You Can Love It – Hate It ... But You Need to Use It!

When you have your book cover, create an Amazon.com/Advantage account along with your Author Central account on Amazon. Set your Author Central account up at AuthorCentral.Amazon.com .

Start loading info about your book, along with any endorsements received (and about you within the Author Central account). This is another gateway to gather orders. Some of my clients have actually gathered over 1,000 pre-orders from Amazon before the book was available.

Author Central is like a secret sauce. It's the single, fastest way to get a "live" person from Amazon to talk to. If you have a critical question, a snafu of some sort, even wonder if you are in the right category, you are able to go to your Author Central account, click on the "Connect/Talk" or whatever they call the icon at the moment on your page. Within seconds, your phone rings and your get help. I'm amazed at the speed of the call and the helpfulness on the other end.

Tip: Most likely, Amazon will become the biggest outlet, outside of you, for your book. Take advantage of it.

Marketing Strategy

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

Action is not synonymous with accomplishment. You may be busy promoting your book but you may not be getting closer to your goal.

You're On The Air

(Brad Hurtado, former producer of Donahue, Maury Povich and The Charlie Rose Show)

You do not even have to be an author to conduct a media tour. Mass communication is perfect for anyone with a message to communicate to a large number of people in a short period of time. If you have a product to sell, a business to grow, a cause to further, a seminar to promote or an idea to communicate, you can perform on a tour. All it takes is a message that is important to some segment of the population and knowing where that segment is.

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)

Newsletters are low-cost, high-impact marketing tools that help you publicize your book, stay in contact with those who may be interested in it, and build your list of names. E-mail newsletters are also called e-zines or 'zines. Producing any newsletter can be time consuming and work intensive, but e-mail newsletters are easier to distribute than their print counterparts. If putting out a newsletter becomes a burden, contract out all or some of the work.

Build a subscriber list by collecting lots of names. Also ask your friends and colleagues for names. Your publisher and publicist should be willing to give you access to their lists, and you can buy lists of names from services that compile them by demographics and subject areas.

Guest Columnist – Patricia Fry

(Patricia Fry is the author of 53 books, several of them are for authors. Her latest book, touted as “valuable,” “a must read,” and “substantial,” is *Propose Your Book, How to Craft Persuasive Proposals for Nonfiction, Fiction, and Children’s Books* (Allworth Press). This book features chapters specifically for memoirists, novelists and authors of self-help, travel, cookbooks, how-tos and more. <http://www.amazon.com/Propose-Your-Book-Persuasive-Nonfiction/dp/1621534677> Learn more about Patricia here: www.matilijapress.com and www.patriciafry.com. Visit her publishing blog here: www.matilijapress.com/publishingblog)

What's the Most Important Part of a Book Proposal?

Most authors, as they strain and stress through the development of their book proposal, will wonder, *Where should I put the most effort? What is the most important part of this darn thing? What aspect of it will impress a publisher most? These are valid questions and concerns. But you should also be asking, What do I need to know in order to produce a successful book?*

As I wrote my second major book on how to write a successful book proposal, these questions were foremost on my mind, because I know they are (or should be) foremost on yours. But the answer isn't all that straightforward. Just as there is no simple response to the question, "What's the best way to publish a book?" or "What's the best way to promote a book?" the answer depends on the project and the author.

Yes, it's all on you. I stress that you—the author—must consider yourself the CEO of your book from start to finish and beyond. Sure there's help, but it's still up to you to find it, digest it, and make decisions based on what's right for you and for your project.

So what is the most important part of a book proposal? Which section is most instrumental in swaying an agent or publisher? Which aspect of the book proposal will help the author experience publishing success? It depends. Not the answer you wanted, is it? But if you hang with me, you might discover the keys to your particular, specific, and personal publishing success.

First, the fact that you're interested in writing a book proposal is an excellent step in the right direction. The book proposal is to an author what a business plan is to an entrepreneur. And it's just as important. But you already know that. And there may be a section in your book proposal that is more critical or significant than the others, but it may not be the same for all authors and it might not even be what you think it is. Here's a concept I want you to embrace.

If you are developing a book proposal for a publisher, keep in mind that he is most interested in his bottom line.

He wants you to demonstrate, through your proposal, the elements that might ensure the success of your book. He wants you to show him the money—or to show him where it's going to come from. What makes your book a potential success? And don't waste his time with your wishful thinking and guesstimations. This is where your power as the CEO of your book should be evident through stringent research, accurate statistics, and smart decisions. You need to make a case for your book in a way that will be meaningful to that particular publisher.

For example, if this is the first book of its kind and you can prove that it is wanted/needed by a specific group of people, you may get his attention through the market analysis section of your book proposal. That might be the strongest section of your proposal.

Perhaps you are a professional in the topic of your book—you have a huge following both through social media and personally throughout the US (or world). Then your platform will be the standout in your book proposal. Just be sure to embellish it with a concrete promotional plan—don't leave anything to the publisher's imagination.

If you're a first-time novelist, the focus may be in the storyline. You need to strut your stuff in the synopsis, but I'd urge you to also do a whole lot of homework when it comes to marketing. Since you don't have a built-in audience who knows you as an author, it's important that you wow the publisher with your knowledge of the publishing industry and what it takes to market a book. Again, be specific—no rambling about promotional possibilities. Research the best way to market a book in your genre, hone your skills in these areas, even practice these skills before completing your book proposal and bring the results to the table when you approach the publisher.

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)

Your marketing plan should constantly keep your objective in sight and provide a daily reminder of what you should be doing to achieve it.

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>)

Coursera

<https://www.coursera.org>

This education company partners with top universities and organizations to offer massive open online courses (MOOCs) for free.



The Very Idea

(Editorial by Brian Jud)

Some authors conduct many radio shows without selling any books. They become discouraged because they don't realize that not everyone in an audience has the same level of interest in their topic. Do not simply count the number of people listening, but the number of people in your target market who are listening – people who have the need for what you are selling and the ability to buy.



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)

Why authors must blog about their book while writing it. It's no longer sufficient authors to begin promoting their book as its publication date approaches. More and more authors are recognizing the importance of blogging about their book while writing it.

Here are some of the reasons, revealed during recent Published & Profitable author interviews that blogging should begin as soon as authors commit to their book project.

1. Test market your ideas before it's too late. Sharing your ideas with potential book buyers as early as possible attracts search engine traffic and builds anticipation for your book. By sharing your ideas and drafts of your chapters as you write them makes it easy for you to profit from reader feedback while writing your book, when there's time to act on your reader's preference.
2. Apply the power of attraction to potential publishers. Not only will your blog posts attract potential readers, your posts will also attract literary agents and publisher's acquisitions editors who are looking for authors and experts in your field. Interviews with authors like Gar Reynolds, author of Presentation Zen, and his editor, Michael Nolan from New Rider's, attests to the power of a blog to launch a best-selling author's career.
3. Prove a market exists for your book. When David Meerman Scott approached Wiley with his proposal for The New Rules of Marketing and PR, he was able to point to the fact that over 50,000 of his followers had already downloaded sample chapters from his book. Since everyone who had downloaded sample chapters was a potential buyer, and was on his e-mail marketing list, this provided proof that the book would be an immediate success.
4. Make your book easier to write. Perhaps the most convincing reason of all is that blogging about your book provides you with the ability to write your book as a series of short, daily posts, rather than in long, stress-filled "writing marathons." Writing your book as a series of short topics, or posts, keeps your brain constantly engaged with your project. While driving, sleeping, and watching TV, in the background your brain will be thinking about your book and organizing ideas for the next writing session.

Today, it's a new world for authors. It has never been easier to plan, write, promote, and profit from a book as it is now, with the latest Web 2.0 tools available to help authors write and publish a brand-building and business-driving book.

Booklet Ideas – Paulette Ensign

(Paulette is President of Tips Products International, Paulette@tipsbooklets.com)

Once you expand your bite size brilliance into a course of some kind, not only do you have an additional way to deliver your knowledge to those who are eager to learn from you in whatever formats you deliver the course; you also have new revenue streams that others want to help you create.

Your new course, whether online, by phone, in-person, scheduled live, self-guided, or on-demand can bring you new income way beyond simply offering it to those who will pay you a registration fee to take it. In fact there are people who are thrilled to find well-constructed programs that someone else labored to develop - and pay you a licensing fee to be able to deliver it themselves to audiences they attract.

Licensing is "renting" your content to someone else, for them to use in specific ways you allow, in exchange for payment to you. You will always own the content to use in any ways you want. The situation is similar to your owning a rental property where you issue a lease that includes the terms that someone can live there, in exchange for payment. And when they move out, you still own the property.

This is true especially when you have taken some time to test-drive your presentation, have figured out ways to successfully attract audiences for your expertise, and have related products and services that you already developed or plan to create. For as many topics as tips booklets are written, so, too, are there people interested in learning through courses among the various ways they are delivered. It may be because of their particular learning style or life style or because a course goes into greater depth or because there is interaction with the instructor or they are generally lifelong learners.

Whether you are a consultant, coach, book author, small business owner, education professional or an at-home parent, your experiences are valuable to other people. Starting with a tips booklet and expanding it from there gives you a solid basis to license a course you design. It lets you get your message further and help more people, including yourself!

ACTION - Look at all the speaking engagements you've done, consulting sessions you've delivered, teleclasses and webinars you've developed, or ideas that have been rattling around in your head for way too long. Now may be the very best time for you to craft a course that you can deliver in ways you never considered, and find others who are eager to pay you for specific rights to deliver it, too. Their expertise and their delivery style may be different than yours, which can often enhance rather than detract from the recipients' experience. Consider the terms you're willing to offer - length of time for a license, what you will and will not allow in varying from the course you created, how much to charge for the initial license and for its renewal, any course materials that can only come from you, and other elements that are unique or that you want to make unique for your situation.

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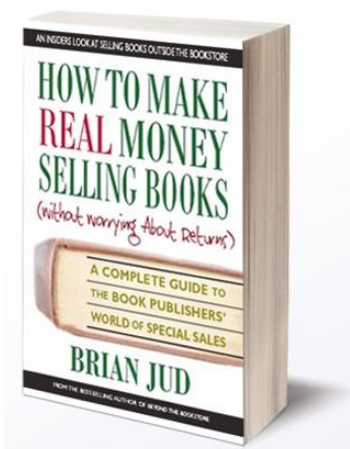
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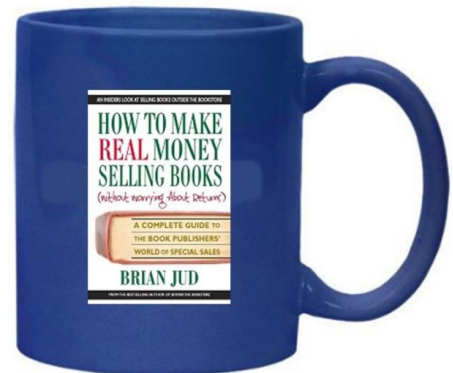


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- Lure new customers
- Remind procrastinators to buy
- Encourage repeat purchases
- Create brand awareness
- Boost sales
- Create customer loyalty
- Attract more people to your trade-show exhibit
- Spread word-of-mouth advertising
- Have a fun giveaway for book signings and other events

Contact Guy Achtzehn at The Promotional Bookstore, guy@msgpromo.com or (717) 846-3865. Provide your APSS membership number for a 10% discount on promotional items



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>