

Here is your October 12 edition of the *Book Marketing Matters* special-sales ezine by Brian Jud. It contains regular columns with tips from Dan Poynter, John Kremer, Guy Ahtzahn, 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 21, Number 339 October 12, 2015

Do you want to sell more books to non-bookstore buyers? Join our commission-based special-sales program.

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Top inquiries from the salespeople  
for the week ending 10/9/15

<u>Title</u>	<u>Quantity</u>
<i>Easy Health Cooking</i>	600
<i>Celebrate Advent</i>	200
<i>Christmas Cookies are for Giving</i>	4,000
<i>Custom coloring book</i>	50,000

## News From APSS

(The Association of Publishers for Special Sales)



### Introducing APSS-Chicago The Newest APSS Chapter

Kim Bookless is the President of the latest APSS Chapter. She is a publishing consultant and editor, helping authors bring their books to life by guiding them through the self-publishing process, serving as their advisor, advocate, and project manager. She is President of Chicago Women in Publishing (CWIP) and Founder of the Chicago Self-Publishing Group.

Brian Jud will be in Chicago on Nov 5 to talk about special-sales marketing and to introduce Chicago to APSS. For more information contact Kim at [kim@kimbookless.com](mailto:kim@kimbookless.com).

**Upcoming APSS Webinar**

## A Social Media Primer for Authors and Writers

By Barbra Drizin

Today, it's not a choice. It's a necessity for authors /writers to have a social media presence in order to succeed. Even publishers will ask you, "What social media platforms are you on and how many followers do you have?" So what are the top social media platforms today? Which ones will benefit you? Why? How? Barbra presents a practical overview of social media platforms with live examples. Our tour includes:

- Facebook
- Twitter
- LinkedIn
- Goodreads
- Blogs
- E-Newsletters
- YouTube
- Pinterest
- The Benefits of a Facebook Author Page.

Nov 5 6:00 PM EST

Register at <http://tinyurl.com/qa89hjq>

### Notes From the Front Lines

(Excerpted – with permission – from the *Book Publishers' Handbook*, by Eric Kampmann, President, Midpoint Trade Books [ekampmann@aol.com](mailto: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 third.

**Signpost #3: Printing.** How do you pick a printer you trust? And how many copies should you print? These are two big financial decisions that can support or undermine the entire venture. A good publisher understands how to evaluate and choose what to invest in terms of paper weight, opacity, and binding. Even more important is the question of how many copies the first printing should be. You must be able accurately predict the quantity you can sell within the first four months. That is what you need to print to cover immediate demand without being stuck with excess inventory.—and lost revenue. Just in time printing saves you money and worry. Having a professional sales team takes the guesswork out arriving at that number.

### 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>)

Promotion services. Do not hire the spammers who flood your email box with offers to promote your site or product. Doing so will cost you a lot of money, incur the wrath of potential customers and will encourage more spam.

Direct Contact Media Services will send out your news release to carefully selected media via fax and email. Paul Krupin will rewrite your news release to make it more useful to the media. He will send your announcement to thousands of targeted print, radio and TV outlets. Contact him at [dircon@owt.com](mailto:dircon@owt.com) and see <http://www.book-publicity.com>

### 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>)

First serial rights are the rights sold to magazines and newspapers to excerpt part (or sometimes all) of a book before its date of publication. While most first serial rights are sold for anywhere from \$400 to \$5,000, they have gone for as high as \$200,000. *Woman's Day* paid that much for exclusive rights to excerpt Rose Kennedy's autobiography, *Times to Remember*.

### 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](mailto:guy@msgpromo.com))

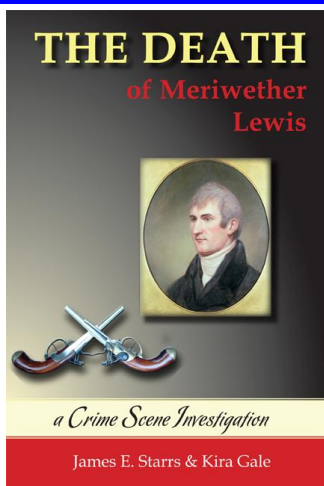
#### . Case Study – Premium Book Company

A local bank used a personal finance book as a business gift to new clients opening saving accounts. The promotion was geared towards high school and college graduates. The book featured information on loans, investing and saving techniques as well as information on stocks, bonds and other investment vehicles. The bank realized that an educated customer is a long term customer... and focusing on young clients insured years of good relationships. Over 7500 books were sold on short discount.

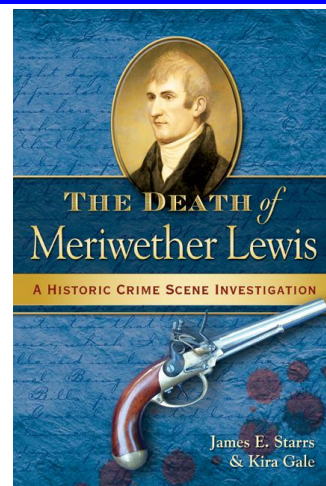
### The Cover Story – Peri Poloni-Gabriel

(Peri Poloni-Gabriel of Knockout Design has been in the business of designing books for over 15 years. She can be contacted at [www.knockoutbooks.com](http://www.knockoutbooks.com))

**Before:** This book is a historical account and the original cover feels disjointed with elements that are not relating to one another. The main character in the book is subordinate in the title. This book will be the first of a series of historical accounts.



**After:** Bringing history to life is the idea for the series. The graphic unit of the title, subtitle and image of Meriwether now work together. The background has added interest with an actual account written by Meriwether Lewis, given color and texture along with the blood spatters and gun to intrigue the reader. The name in the title now has the attention required as uses traditional fonts to convey the historic content of the book.



### 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](mailto:tom@tomhillwebsite.com))

During a recent conversation with a SEAL commander, he offered tangible advice that can be applied to almost any business:

- 1. Teamwork is your top priority.** A mission cannot be successfully executed unless the team is functioning as one. The SEALs continual emphasis on teamwork corresponds closely with the daily requirements of the business world.
- 2. Early leaders are good leaders.** This opportunity is unparalleled in the corporate world, where an employee may need 10 to 15 years to reach a position of significant leadership and high level of responsibility.
- 3. Excel at ethics.** In the world of business, the ethical leader is sometimes a rarity, and truly esteemed.
- 4. Stay calm.** The military trains its team to be more comfortable taking risks with incomplete information. This is the daily function of a CEO, but it is rarely passed down to employees.
- 5. Hard times help you adapt--quickly.** Young executives who go through hard times should learn to appreciate them, recognizing that those times will not only strengthen them, but truly train them to properly and successfully lead their own teams when battling the competition.
- 6. Ambush the competition.** In an ambush, always take out the radio operator and the unit leader (usually the guy next to the radioman). Without leadership or good communication, the enemy is forced into disarray and can be picked apart. A good lesson for all leaders and their organizations.
- 7. Study Darwin.** Survival is not about who's the strongest or fastest, but who can best adapt to change. Navy SEALs are masters of adaptation, being able to operate in jungle, desert, or arctic conditions. In comparison, CEOs must adapt to the ever-changing market conditions they face daily and should train their staff to do the same.

## Legal Matters That Matter to Writers – Professor Tonya M. Evans

(Contact Professor Evans at Legal Write Publications, [info@legalwritepublications.com](mailto:info@legalwritepublications.com) or [www.legalwritepublications.com](http://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.)

Intellectual property is defined loosely as property created with the mind, as distinguished from real property (land) and personal property (laptop).

- **Copyright:** A copyright protects an author's original artistic or literary work, whether published (meaning distributed to the public) or unpublished (not distributed at all or only to a few people). Under copyright law, the term "author" has a special meaning: the creator of an original literary or artistic work.
- **Trademark:** A trademark protects a word, phrase, symbol, or device – the mark – used in business to identify and distinguish one product from another.
- **Service Mark:** A service mark protects a word, phrase, symbol, or device – again, the mark – used in business to identify and distinguish one service from another. The purpose of trademark law is to avoid consumer confusion.
- **Patent:** A patent protects an invention by granting the inventor the exclusive right to exclude others from producing or using the inventor's discovery or invention for a specific period of time.

## The Book Shepherd – Judith Briles

Dr. Judith Briles is The Book Shepherd ([www.TheBookShepherd.com](http://www.TheBookShepherd.com)) and Chief Visionary Officer of AuthorU ([www.AuthorU.org](http://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: Seek Reviews ... Ask and You Will Get

As an author, it's not the time to be shy. You want your buyers to post reviews. The two main ones would be Amazon.com and Goodreads.com.

Amazon has millions of buyers of books—they read reviews. The more reviews that you can get posted, the better. They count and tell the viral world that others are reading and liking your words.

Goodreads is a source that many librarians check out. They want to see what readers and consumers are saying about current books, especially in the self-published and independent published arenas.

**Tip:** Make sure that you make a habit of going into Amazon and Goodreads and copy the Reviews that get posted. Use them on your website in a type of “people are talking” format and make sure you create a “master” of them on your computer in a special folder.

## Marketing Strategy

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

Define your prospects and customers demographically (sex; occupation, income, education), psychographically (attitudes, beliefs and habits) and geographically (i.e., regional pockets of opportunity). Of all the books facing people browsing the shelves in a bookstore, why should they choose yours?

## You're On The Air

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

Producers want a good segment, but sometimes you have to get the discussion back to where you want it. It may not come off as planned, but if it's a good show, it's still good television.

## Author 101

(Excerpted - with permission - from *Author 101: Bestselling Book Publicity*, by Rick Frishman and Robyn Spizman; contact Rick at [FRISHMANR@PlannedTVArts.com](mailto:FRISHMANR@PlannedTVArts.com) or [www.author101.com](http://www.author101.com))

We're sorry to have to tell you that publishers, even the biggest of them, don't promote all of their books. And, they probably won't publicize yours, especially if you're a first-time author, except perhaps for the first few weeks out of the gate. The top brass at publishing houses usually determine which books and authors they will publicize and how extensively.

Publishers also don't invest the same amount for publicity in all titles they release. For example, they may authorize extensive campaigns for Titles A, B, and C, but provide little, if any, publicity for the other new releases on their lists. They may not even send out a press release when a particular book is about to come out. Furthermore, if a publisher decides to promote a book, its efforts may not prove sufficient or successful, and you might have to jump in and try to save the day. Although the amount of promotion a publishing company provides will differ from house to house, book to book, and author to author, most publishers will usually:

- Announce the deal to publish the book in Publishers Lunch
- Announce the publication of the book in their catalog for that season
- Include the book on their publication list
- Solicit endorsements or blurbs for the book
- Send free advanced reader copies to selected reviewers, the media, and those who could influence book sales

### **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](http://www.BreathingSpace.com) for more information.)*



**Clear Your Mind and Write More.** Kevin Costner plays a pitcher with the Detroit Tigers in the movie *For the Love of the Game*. During the last game of his career, Costner is throwing a no-hitter. More than that, it is a perfect game: no one has reached first base.

As Costner proceeds to mow down one batter after another, he finds himself straying from focus, so he turns to a self-developed mental technique. He says to himself, "Clear the mechanism."

With that phrase, Costner is saying that all the noise and commotion surrounding him in the stadium must take a backseat to his supreme concentration on the game, on the batter, and on his next pitch. In other words, he creates a mental clearing that gives him the best chance of throwing his desired pitch.

### **Allow Nothing to Linger**

Years later, during the television program *The Last Comic Standing*, Jay Leno was among the many celebrity comedians brought in for different episodes to coach the budding comedians. Leno explained how important it was to deliver his monologue in peak form. He said that if he had an argument with his wife, was cross with someone on his staff, or was otherwise perturbed about some situation, he would resolve the issue before going on air.

According to Leno, if he did not resolve the situation, he ran the risk of subconsciously reflecting on it during his monologue -- thereby, not offering the audience his best work. This was a profound insight, and all of the comedians greatly appreciated this advice.

Similarly, as author, we can do a better job if we "clear the mechanism." Like Leno, we should resolve small issues that might otherwise, even in the most miniscule way, impair our performance when writing.

### **How About You?**

Leno's insight has certainly affected my work. I have employed his wisdom, and wouldn't trade anything for the "clearings" I've been able to create and the resulting writing accomplishments that have been highly worthwhile and satisfying.

What issues do you need to clear up -- right now -- so that you're mentally free to be your best? Often, the answer is abundantly clear, because it is the issue that you are currently stewing over.

Coming to terms with the issue, calling the other party, and achieving resolution offers a double win. You get to move on from this road bump in your daily experience of life, and you are better positioned for highly productive day of writing.

## **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](http://www.bookmarketing.com))

Do the right things, and do them right. Put your plan into action. Without action, planning only gives the illusion of progress.

## **Helpful Website of the Week – Adele M. Annesi**

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

## Pagegangster

<http://www.pagegangster.com>

Pagegangster is an easy way to publish a magazine, catalog, brochure, report or book online.



## The Very Idea

(Editorial by Brian Jud)

You have two segments in which to sell your books: to retailers (including bookstores) and to non-retail buyers. As a general rule, it is not necessary to choose between the two. Sell to both, but know your options and choose the best combination of distribution channels for each of your titles.

See [www.bookapss.org](http://www.bookapss.org) for more information



## 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](http://www.publishedandprofitable.com))

. A co-author's platform can be as important as their writing ability! When considering a co-author for your next book, evaluate the size and quality of their online presence. Ask yourself questions like:

- What kind of blog and website do they have?
- Do they have a large and enthusiastic following?
- How relevant and recently updated is their website?
- Are they active bloggers, as shown by frequent posts and reader comments?
- What kind of Facebook, LinkedIn, and YouTube presence do they have?

Platforms count, because when you write with a co-author, you're forming a partnership with them. Ideally, they'll expose your book to their clients, prospects, and readers, contributing to a strong launch of your book. Given the choice of two equally qualified co-authors, preference should be given to the co-author who commits to promoting your jointly written title, before, during, and after its launch.

## Booklet Ideas – Paulette Ensign

(Paulette is President of Tips Products International, [Paulette@tipsbooklets.com](mailto:Paulette@tipsbooklets.com))



Much like how associations are both your large quantity buyer and then your marketer to their members, many companies that are structured as franchises can be that type of client for you, too. Working with that kind of structure means you can reach and help many more people, and everyone involved within the franchise can increase their revenue.

Think about the various places where you are a customer. Maybe that is a coffee shop chain (yes, there are more than the one that may have come to mind first!) or a tutoring, cosmetics, cleaning, or any of the thousands and thousands of franchises just within North America. There are at least two divisions in that company's structure - the corporate folks and the ones who deal directly with the consumer. There may be more than that; however you can count on at least those two.

You may find that by bringing your bite size how-to brilliance to the marketing or franchise development people at the corporate headquarters, not only do they love what you've got, they also realize their franchisees can learn from your material and can use your information products to market their own product and service to their customers. So the corporate asks the typical "how much does it cost" question along with whether they could have their company name and website address on the cover customizing your publications for each of their franchise owners. Your answer is "let me crunch some numbers and get back to you, and yes, of course we can put your franchise owners' name and contact information on the cover."

Because headquarters wants to invest in a sizable quantity of your booklets or other formats of your content, they get a great price from you, and can turn around and sell it to their franchise owners for a bit of profit. That brings the transaction to the revenue side of the corporate accounting instead of the expense side.

The franchise owners now have a unique way to differentiate their company from among others in their field, helping to educate their clients, customers, and prospects rather than only sell to them, and make more sales along the way. Greater trust is established. People have a better idea of what they are buying because they learned how to make better decisions before making the purchase, and everyone from the consumer to the franchise owner to the corporate headquarters has a better relationship and has used their resources wisely.

**ACTION** - Consider which franchises could benefit from your content, whether what you have is specific and niched or is generic and applies well to various industries, life circumstances, and individuals. Like so many other prospective buyers, start where you know someone even if that is on a local level. They can more easily find out who to talk with at headquarters, or they may be able to test out your offer locally in their own franchise to provide data about results that can then be rolled out locally, regionally, or nationally. Approaching someone at headquarters without an introduction is certainly possible; it is often more challenging.

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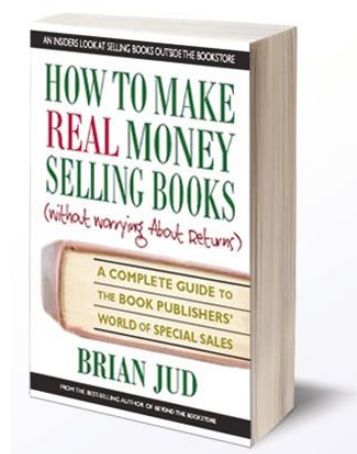
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If so, consider a one-hour consultation with Brian Jud. Get answers that will ignite your sales efforts. Brian can help you create a quality product, distribute it to markets you may not even know exist, price it profitably and promote it more effectively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

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

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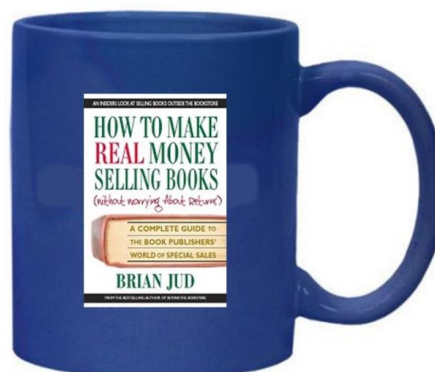
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- Remind procrastinators to buy
- Encourage repeat purchases
- Create brand awareness
- Boost sales



- Create customer loyalty
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- Spread word-of-mouth advertising
- Have a fun giveaway for book signings and other events

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[guy@msgpromo.com](mailto: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

For copies of all the previous issues of *Book Marketing Matters* visit  
[www.bookmarketingworks.com/mktgmattersnews](http://www.bookmarketingworks.com/mktgmattersnews)

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I won't share or sell your email address.

Discover even more information about non-bookstore marketing by visiting the *Special-Sales Tip of the Week* at  
[www.bookmarketing.com](http://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](http://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. 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](mailto:brianjud@bookmarketing.com) or go to <http://www.bookmarketing.com>