

Here is your November 9 edition of the *Book Marketing Matters* special-sales ezine by Brian Jud. It contains regular columns with tips from 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 23, Number 341 November 9, 2015

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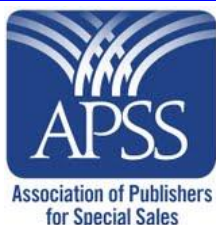
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Or **www.premiumbookcompany.com**

**Top inquiries from the salespeople
for the week ending 11/6/15**

<u>Title</u>	<u>Quantity</u>
Transit Map	166,950
Transit Poster	13,550
Transit Map	47,700

News From APSS

(The Association of Publishers for Special Sales)



APSS has negotiated with Foreword Reviews for discounts only for APSS members on three of their services. An APSS membership number is required to get these discounts:

- 1. A free one-year subscription to *Foreword Reviews* quarterly print magazine** (\$19.95 value). To subscribe with this offer go to www.forewordreviews.com
- 2. A discount of \$70 off a Skyscraper ad** (Reg. \$280 for 7,000 impressions) or \$35 off Square ad (Reg. \$175 for 7,000 impressions) on Foreword's high traffic website www.forewordreviews.com. With over a quarter million visitors to our website yearly, ForewordReviews.com is the perfect place to connect with the audience you're looking to connect with.
- 3. Authors of books that have already been published or were not previously selected by the editors of**

Foreword Reviews magazine, are eligible for a fee-based review service called Foreword's Clarion Review. APSS members will receive a **15% discount off the regular rate of \$499**

Upcoming APSS Webinar

Nov 10: Editing: Taking your manuscript to the next stage

No matter how wonderful your first draft seems, it is no more than a work-in-progress full of plot holes, gaps in logic, and character inconsistencies. Yes, traditional publishers have their own editors and proofreaders—but to be even considered for publication, your manuscript must be better than thousands of other submissions. And if you're self-publishing, you'll need to stand out among an ever-growing number of competitors with crisp, clean, and professional writing. During this session you'll learn about the 3-tier editing process that will save your sanity as well as your muse.



7:00 PM EST Register at <http://tinyurl.com/opmho6j>

Nov 12: 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
- Goodreads
- Blogs
- YouTube
- Twitter
- LinkedIn
- E-Newsletters
- Pinterest

6:00 PM EST Register at <http://tinyurl.com/qa89hjj>

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 fifth.

Signpost #5: Sales and Distribution. Sales should really be considered from the beginning – not just when the book is ready to sell. Usually a professional sales team becomes activity involved about 5-6 months before publication, when they can preview the book with accounts and get valuable feedback. That is also when they begin to sell the book in to major accounts. Smaller publishers often hire a

distribution company to handle all aspects of the selling process since they have contacts and reach with all the major sales outlets nationwide.

In Memory of Dan Poynter

Dan Poynter passed away last week. He was a contributor to this newsletter since its inception 14 years ago. Dan was a mentor, colleague and friend of mine, and I will miss him. His *Self-Publishing Manual* became the “bible” of the industry, and I used it as my guide when self-publishing my first book 25 years ago. I know his works benefitted many thousands of other people. As Dan and I collaborated on many projects over the years I came to recognize the depth of his knowledge and appreciate his sense of humor. He left a great legacy and will be missed. Rest in peace, my friend.

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>)

As part of their ongoing public relations programs, some companies will sponsor worthy causes and special book publishing projects related to those causes. For example, Weyerhaeuser donated \$25,000 worth of paper to Melior Publications for the publication of Washington: Images of a State's Heritage to celebrate the state's centennial.

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)

Let's Get Ready For Christmas – it is only 13 months away (for the promotional products industry)! Will you be ready? The Holiday season is a time for EXTRA corporate book sales. A time when companies give gifts to employees, clients, say “thank you,” or use the time to show goodwill. There will also be opportunities to spend corporate profits so if your book(s) relates to a subject that a company finds could benefit others, they may wish to donate your book(s) to organizations who would find them valuable.

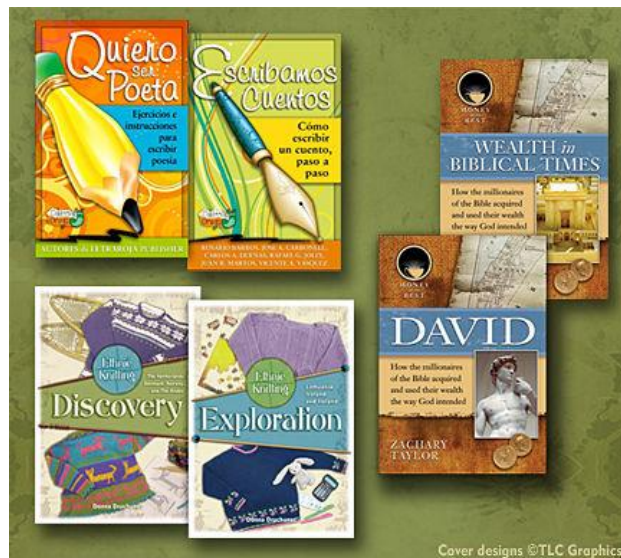
Here's the bottom line. Start now! Christmas 2016 is a mere 13 months away! Get your piece of the corporate budgets by planning and planting seeds. The fruits of these labors will show up in the form of very "green" checks!

The Cover Story – Tamara Dever

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

Designing a successful series is all about planning - for the publisher and designer. This task can be an added challenge for your designer, as graphic elements and typography must be created to specifically work for future volumes.

At the beginning of the project, your designer will want to know the longest and shortest titles in the series to ensure titles of every size will fit in their allotted space. Color schemes will be developed. Each book can carry an identical color application or the books' colors may vary while staying within the determined color palette. A series must be visually branded. To achieve this, often a logo for the series is created as seen in the examples above. Finding several photos or illustrations of the same style, shape, and/or size will also be important for future volumes. Design parameters are more strict when creating a series, but with thorough planning, your volume of books can reflect a valuable and saleable brand.



Cover designs ©TLC Graphics

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)

Goal setting is clearly documented by long-term studies completed at major universities as a proven method for getting what you want from your life. Only three percent of the population use written goal-setting methods in their lives. These same people overwhelmingly control the wealth, not just of the United States, but in the world. The process of goal setting creates a focus and engages universal laws to assist the seeker.

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 rights do I have if I own a copyright? Copyright is not one right but actually a bundle of rights. In general, the law gives a copyright owner the exclusive right to do and to authorize others to do the following:

1. Copy the work
2. Prepare derivative works based on the original
3. Distribute copies of the work to the public by sale or other transfer of ownership, or by rental, lease, or lending
4. Publicly display
5. Publicly perform

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>

Don't get caught up in the most common blunders authors make.

When I ask, "Are you planning to promote your book and seek publicity?" they say: "I believe that the media will RUSH to feature my book."

Ha! Get ready for a rude awakening. If you are basically unknown, not expect this to be a piece of cake. Probe and find the audiences that will be a perfect fit --- and surprise, they may not be watching Dr. Oz, Ellen, Rachel or Today. There are countless blogs, bloggers, podcasters and freelancers who would be doing the happy dance to discover that you have discover the perfect thing to put a cranky teething baby to sleep in five minutes. Don't aim for the top tier in media ... there are zillions of others out here. Let Google do you clicking for you. And, who knows—when the buzz starts, you just may hear from USA Today or Today!

What you need to hone is a "pitch" as in a 15 second time frame. Think of it as a one-liner that describes the movie of the week. It's got to have the hook and the emotional tug to bring the listener in to buy you. When it's the media—that listener is a producer, a reporter, editor or someone who is a gatekeeper to the decision maker that can get you on the air.

Marketing Strategy

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

Your strategy must enable your publishing firm to deliver a unique array of benefits for a particular set of customers. Strategic thinking defines how you will price, distribute and promote your titles to each target

You're On The Air

(Jim Bohannon, Host of the nationally broadcast Jim Bohannon Show)

We're just talking. The rest of the country is eavesdropping, but don't think of them. They're really not out there as far as you are concerned. We're just here and one or two of our friends will call in and talk on the radio.

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)

Many agents will not accept unsolicited queries, proposals or manuscripts via postal mail and will discard them unopened. If your e-mail query stirs their interest, they may contact you to request a hard copy of your proposal or manuscript or to talk. Action Steps:

1. Be honest. Does the world need another book on your topic? Check bookstores and get in the know about what books exist. If you think that your book is better and brighter, then perhaps it's meant to be.
2. Don't let anyone talk you out of your dream. If you believe in your idea and it does not exist, then don't postpone success.
3. Search online. Search everywhere. Talk to bookstore owners; see what's out there. Study your competition. Learn what other authors have done.
4. Research your book's title. You might be surprised to find that your title already exists. Was it on your topic? The same title could be used for a book for kids and one about pets.
5. Create an outline. Outline your book and see if you are still glued to the project after you set up what your chapters are about, etc.
6. Write a Dear Reader letter. Try this assignment: write a letter to your reader and state what you plan to deliver in your book. It's a promise to the reader. You'll know after writing this letter

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)

A great author website helps to keep your readers engaged with you between books. It also makes it easy to remind them that a new book is coming out, and to get them excited before the book ever hits stores. You can promote your book for pre-orders before it ever reaches stores. Both publishers and booksellers really like to see strong pre-order sales, because it's an indication that the book will do even better once it is on the shelves.

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 tactical plan should answer the question you should ask yourself whenever you are in doubt about what to do next: What is the best use of my time right now? In each of the four strategic areas (Product, Place, Price, Promotion), describe innovative and specific actions you will take to employ your marketing weapons.

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>)

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The Very Idea
(Editorial by Brian Jud)

Good enough is rarely good enough. When something goes wrong, take the time to find and correct the cause of the problem, and then fix it properly.

If you cannot get into retail stores, re-evaluate your cover design, pricing and promotional plans. If you are in retail stores and sales are down, don't blame the stores or your distribution partner. Perhaps you need to increase your promotional efforts. Don't complain, just correct the problem. The squeaky wheel doesn't always get the most grease. Sometimes it's the first to be replaced.



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)

The advantages of choosing a placeholder title. There's no questioning the importance of choosing absolutely the right title for your book... but, there are times when a temporary, or placeholder, title makes sense.

A placeholder title make sense if your project is stalled by an inability to come up with the perfect title. If more than a couple of weeks go by without progress, it's time to take a break and turn to other areas of your book proposal. Sometimes, the perfect title doesn't show up until most of the book has been written, as Sarah Susanka describes in her *Not So Big Life: Finding Room for What Really Matters*.

After completing all of the other chapters, Sarah was writing the Introduction to her first, brand-building, book, *The Not So Big House*, when the perfect title "just showed up on my computer screen." Suppose she hadn't completed her book proposal and book; suppose she had delayed moving forward on her proposal and manuscript until after she had identified the right title? Her book still might not have appeared!

The act of writing takes authors on a journey into the unknown, and it's the "unknown" where the strokes of genius often appear!

Booklet Ideas – Paulette Ensign

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

You may have started by creating a tips booklet with however many tips you included. You got the booklet designed and printed, distributed the PDF and/or printed copies at no cost or for sale, and are now wondering what else you can do with that content.

There are not only endless ways to deliver that same information, there are endless things you can bundle all or parts of it to keep you and those you serve interested and interesting. And you can do it strategically, planning out what you want to do on a schedule you create now for the future.

Every month has a long list of promotional events for you to consider featuring - everything from Get Organized Month to Learn Spanish Month both in January, with many more beyond those each and every month. How can you focus your content on either of those or anything else? Can you take several of the tips from your bite size brilliance and present them in the context of getting organized or of learning Spanish? Can you bring that information to new industries like Professional Organizers, productivity product manufacturers, Spanish speakers, or Spanish educators?

Search on "promotional events" for the year to get you thinking. You'll find dozens of entries for every single month of the year and may even be prompted to come up with one of your own that has special meaning for you and your business.

What about taking one, three, five, seven, or ten of your tips and putting them onto a completely new product - a shirt, a cap, a mug, or a needlepoint canvass and making a limited supply of those available during one month of the year?

You can take one tip and offer an open in-depth discussion on it, at a social media site, on a conference phone line, or asking for input by email from people. Can you create a contest based on the most creative way to implement a particular tip?

Actively engaging people in somehow participating with you is a way to expand your community and increase interest in your expertise. As the newcomers get to know more about you they are likely to want more of what you offer. This is also a way to breathe new life into your interaction with those who have been longtime followers of your work.

ACTION - Consider ways to prompt participation in your business to the extent you feel it is appropriate for the audiences you serve, the topics you feature, and your personality style. Ideas are everywhere, from brainstorming with friends and colleagues to seeing what local community organizations are doing to observing how professional associations mark noteworthy benchmarks in their industry. Whether you take a small piece of what someone else does or modify their entire campaign to suit your purposes, your bite size brilliance has more life and more depth to it than you may have ever considered when you first captured the information for a booklet or other information product to sell, to use as a marketing tool, or both.

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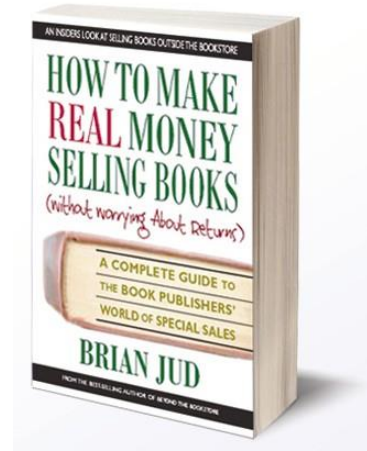
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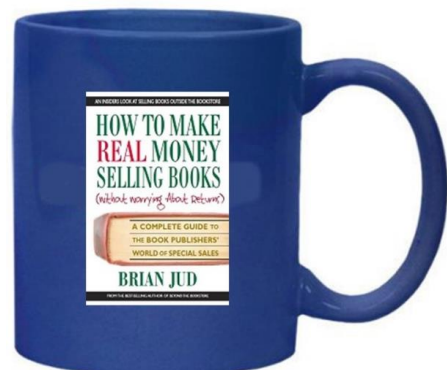
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- Create brand awareness
- Boost sales



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Contact Information for Brian Jud

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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 or go to <http://www.bookmarketing.com>