

Here is your December 7 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 Pam Lontos.

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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 25, Number 343 December 7, 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 12/4/15

<u>Title</u>	<u>Quantity</u>
Camo-covered bibles	8.000

News From APSS

(The Association of Publishers for Special Sales)



**Association of Publishers
for Special Sales**

Bowker can display APSS's members' books for free download of a sample chapter

Bowker is starting a new program to give potential readers a free sample chapter of your books and a link to order them. Bowker chose APSS to be their initial partner. This joint initiative will be released in the first quarter of 2016, and APSS members can be the first to take part. There is no charge for you to display your book. The best part is that you keep 100% of the revenue from sales!

The plan is to feature a cover image of your books in right-hand column on the home page of their website <http://www.selfpublishedauthor.com>. It will include a link to download a sample chapter as well as a link to place an order.

Bowker will accept APSS members' contributions to queue this program up for the 2016 launch. APSS members can check www.bookapss.org for details on where and what to send.

Upcoming APSS Webinar

Dec 16: From Idea to Plan to Published

By Nina Amir

The average book today sells only about 250 copies per year and 3,000 in its lifetime. Improve your odds of becoming a successful author by producing a business plan for your book before you write a word. As you do, develop an Author Attitude, craft a marketable book idea, and evaluate your idea and yourself through publishing professional's lens.

Learn how to determine if your book is not only a great creative idea but also marketable product—a viable business venture. Use the nine-step Author Training Process, an evaluation tool, to help you determine if your book is ready to go to market and if you are ready to become an author and a publisher.

This IS a session about how to train yourself to see both the creative and business aspects of writing and publishing a book. This session is appropriate for fiction writers and for nonfiction writers. (Based on Nina Amir's book, *The Author Training Manual*, Writer's Digest Books, March 2014.)

Session takeaways:

1. Discover two important steps that reveal if your book idea is marketable.
2. Uncover the foundational elements necessary to produce your business plan and use it to evaluate your book idea.
3. Decide if you are cut out to write and market a successful book—if you are a savvy indie publisher.
4. Discover what readers want.
5. Find out how to produce a successful book.
6. Take the nine steps in the “proposal process.”
7. Discover why you shouldn't write your book as soon as you get the idea.
8. Learn the four characteristics you need to succeed as an author.

Dec 16 6:00 pm ET

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

Notes From the Front Lines

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

There is nothing quite as deadly to publishing as the “artificial deadline.” Remember this is the book business. We are not entrapped in the horrific daily deadlines of newspapers or the weekly or monthly deadlines of magazines. Books do have publication dates but frequently these dates are not seasonally driven, nor should they be. The beauty of the book-publishing process is that it is more than acceptable to publish a book when it is ready. Yes, the big retailers want predictability, but still that does not tie you down to a certain month or time of year. Furthermore, the independent publisher has a significant advantage over their bigger brethren because, unlike the folks at the giant publishing firms, you are not tied down to an assembly line approach to getting the book out and marketed. The smaller publisher has

the longer runway and if by chance the book is slow to take off, well you have plenty of time and space to still launch without crashing and burning. And yes, there are better and worse times to publish and yes, there are lead times, but if you need a longer gestation period, well, take it. And if you need a year to properly market your book, then take the year. Great journeys can begin with small steps.

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>)

Textbooks make up the major portion of book sales to schools and colleges. The best way to get your books adopted for classroom use is to get samples of your books into the hands of the instructors or school boards who make the adoption decisions. And the best way to reach these decision makers is through direct mail.

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)

Large bookstores have thousands of competitive books surrounding yours on the shelves, each yearning for the browser's attention. But there is less competition in specialty stores. When people go to a specialty store, they want specific information and they are willing to pay for it. In addition:

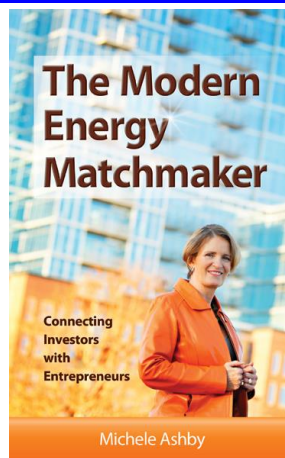
- 1) Your promotional dollars are more efficient because of less wasted circulation. You can be specific in the ways you contact people and the benefits your present.
- 2) Your title may be the only one available in a place where there is no competition and no price comparison. You can offer your books for sale in car washes, doctors' offices, banks, restaurants, ski lodges, movie theaters, appliance stores or coffee shops.
- 3) It may be easier to sell to specialty stores than to larger retailers. Proprietors of small businesses look upon books favorably as a special service to their customers, a source of incremental revenue.
- 4) The individual orders will typically be smaller than those from larger customers, but you will find the buying period shorter, the process less formal and access to buyers through mass communications.

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)

The Modern Energy Matchmaker

New energy for the future is the driving force behind this concept. Words such as alternative, clean, green and renewable needed to be represented as well as the choice for the author to appear on the cover as an expert in this industry. The vibrant colors, angle of the high tech building, and clean lines in the sans serif font add to the feel of a modern and forward thinking content represented in the manuscript. The starburst was added to the title for extra sparkle and to emphasize the clean energy 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)

“Goals are the fuel in the furnace of achievement” says Brian Tracy in his book, *Eat that Frog*. First one finds the desire to set goals; I want to do _____ in life! Then the race is on, you have a mark, a place you want to go, the final destination has been set. But the real work is in the execution of the goals, it's in the process used. If you don't have the process in place, the goal is that much harder to reach. Determine your process, then set the goal!

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.)

The third of three of the more important legal considerations that nonfiction writers should be familiar with are libel, and the rights of privacy and publicity:

Right of Publicity: The right of publicity is a person's state-law governed exclusive right to use, and to prevent the unauthorized use of, his or her name, likeness or other aspect of his or her persona (collectively referred to as persona) for commercial gain. The definition of “persona” goes beyond a person's image and can include words or sounds that are intended to remind the audience of the person, a look-alike, a nickname or phrase commonly associated with the person (like “the Donald” and “You're Fired!” for Donald Trump), and even a person's former name. Therefore, the potential for a right-of-publicity claim exists any time you use someone's persona (or even an imitation of it) in your book, article, or other literary or artistic work. But there are two main exceptions: incidental or artistic use and newsworthiness.

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>

What's behind every successful book that an author creates is a *Game Plan* ... similar to a “bible” that fiction writers and screenplay writers create that will know, in-depth, what the over-all picture for the book is: the *who, what, why, where* and *how*. It's detailed in my latest book, *Author YOU: Creating and Building Your Author and Book Platforms*.

When it comes to creating your *GamePlan*, knowing what your *Money Outlays* are a critical factor ... and so is what your own *Personal Time Outlays* are. As in time and energy.

Few authors really think about the mega hours that go into the creation of their book when they first start along the authoring path. They know that some time is needed, just they didn't know how all-consuming the creation of a book is. When it's done, they think they are done—life can get back to normal, whatever normal is. Wrong. Supporting, marketing, promoting the book will become the next major focus.

In the beginning, be realistic. Whatever time and energy you think it's going to take to create your book, don't double it; better to ten-fold it. Your book and its birthing isn't a small task. Don't underestimate what it takes to get it done. There's both a physical and mental high, and there can be lows—stress can come into play

Marketing Strategy

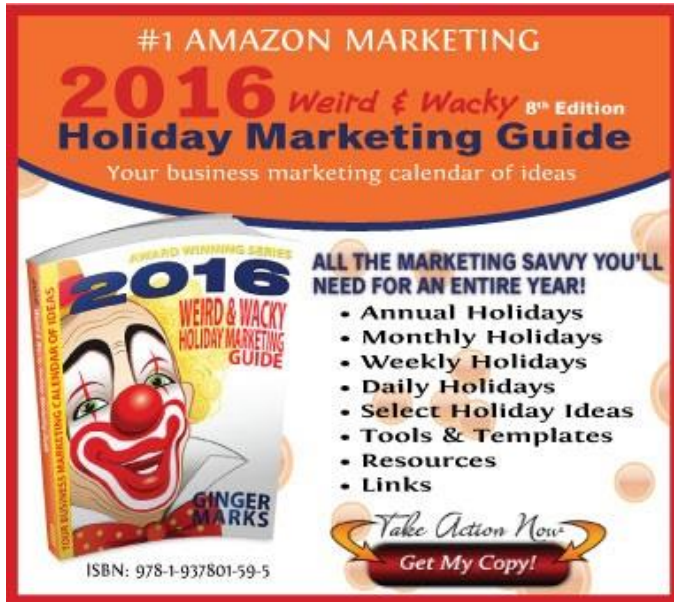
(Excerpted from Brian Jud's e-booklet, *The Buck Starts Here: 635 Tips for Creating Successful Marketing Strategy*; www.bookmarketing.com)

Strategic thinking creates consistency of performance. Frequent reinvention is usually a sign of poor strategy and a sure route to mediocrity. Continuous improvement is a necessity; but it must always be guided by strategic direction.

You're On The Air

(Nick Peters, Vice President, MediaLink)

It is incumbent upon the talent to be prepared to either answer the tough or unexpected question or know how to deflect it.



“Did you know that December is National Tie Month and Safe Toys & Gifts Month? Or that January is Diet Month? Or that February is Boost Your Self Esteem Month? A great way to get publicity is by connecting your content to a special holiday or marketing period. I recommend this book to all who want to find a fun way to get more exposure and book sales.”

Brian Jud

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)

Some authors mistakenly think that it's unnecessary to promote books of fiction. They believe that once their novels, short stories, and poetry are published, literary acclaim, huge book sales, and big advances for subsequent books will automatically follow. Sorry to say, they're wrong — very wrong. The market for fiction is densely crowded, and the competition for readers is fierce. Readers of fiction have many options, including other books of fiction, nonfiction, magazines, newspapers, and the Internet. Without publicity, first-rate fiction can get lost in the crowd, languish, and not sell; it happens every day. Lack of sales can hurt authors' careers because when publishers make their acquisition decisions, they consider how the authors' prior books sold.

Guest Columnist – Pam Lontos

(Pam Lontos is Author of "I See Your Name Everywhere" and recipient of the IRWIN Award for "Publicist of the Year" and President of Pam Lontos Consulting, Tel: 407-522-8630; Pam@PamLontos.com; www.PamLontos.com, www.twitter.com/pamlontos, www.facebook.com/pam.lontos)

When you speak to groups about your book, have a hand-out. Don't make your hand-out an ad. Put in interesting facts about your topic that benefit those in your audience. Don't make it a fill-in-the-blanks format. Make it something the audience would want to keep because it's valuable or interesting or fun. It could be "10 Tips on Buying a House" or "Foods Highest in Antioxidants." This way, they will take it home and want to buy your book for even more information. Often people see or hear of your book but then forget the title before they have a chance to buy it. With a hand-out, they have the name of your book with them.

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 vision statement is the description of your purpose for being in business, the reason you go to work every day. It reflects the core values upon which you stage your everyday operations and it mirrors the standards that you and your employees apply in the way you deal with your customers, prospects and the public.

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>)

XNote Stopwatch

<http://www.xnotestopwatch.com>

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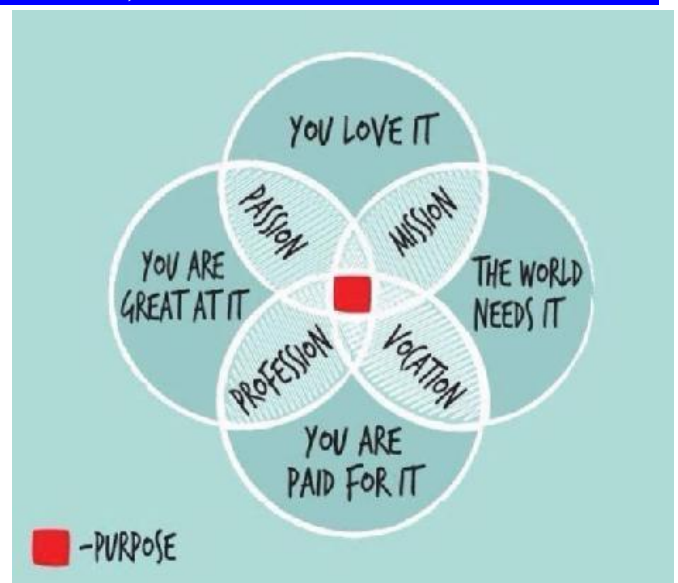
The Very Idea

(Editorial by Brian Jud)

Should you write because you are passionate about your topic or because it will sell? Yes.

Finding your purpose is a necessary but not sufficient element for creating your content – if your objective is commercial success. Successful purpose (as you define it) is a combination of several factors.

Of course, you have to love what you do. That sustains you through the long hours and the potentially negative feedback that are endemic to book publishing. But if you are not good at writing, if people do not care about your topic and if you cannot get paid for it, do not be surprised if you cannot make money from your efforts.



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)

Take the time to explore all coaching alternatives. Many authors find that income from coaching not only supplements, but can far exceed, income from book sales. Coaching also provides authors with new insights into their reader's needs, contributing to the creation of follow-up books and information products.

However, other authors find personal coaching to be draining and frustrating. The difference between a successful and an unsuccessful coaching experience is often based on the type of coaching offered. There's more than one coaching model: Milana Leshinsky, author of www.coachingmillions.com, has identified 5 business models for coaches.

Use resources like new Coaching Program Planner MindManager template in Published & Profitable's member area to explore all alternatives and make the right choice.

Booklet Ideas – Paulette Ensign

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

Many tips booklet authors are solo practitioners - consultants, coaches, speakers, medical professionals, legal and financial professionals, entertainers, and other single-person businesses. While that provides great flexibility when it comes to decision making, it can be a heavy weight to carry in getting all the development and execution handled once those decisions are made. Yes, an amazing grasp of the obvious, yet there are solutions you may be overlooking.

Have you ever considered partnering with a colleague in some way, while each of you keeps your individual business alive and well? In fact, it can be a great way to keep your individual businesses alive and well! Bringing together your strengths to dovetail with someone else's can benefit both of you.

- You share planning, marketing, and presentation with less for each person to do.
- More ideas are exchanged by having more than one mind involved.
- Each of you reaches the other person's followers so you expand your reach.

You can come together for a particular and specifically defined purpose or time-frame, to accomplish a certain thing or you can have an ongoing partnering in one part of your business. Here are some possibilities, from short-term and simple to longer range more involved arrangements.

1. **Speaking Event** - This can be you and one colleague presenting a one-hour seminar in person, by phone, or as a webinar to gathering several people for a multi-day event.
2. **Expo or Trade Show** - Sharing a booth that promotes products or services that are related yet different from each other makes the entire event stronger, less costly, and more fun.
3. **Product Development** - Many publications are co-authored, whether they are booklets, books, special reports, or magazines. The products are used to market and make money.
4. **Special Offer** - Introducing a colleague's single product or service to your followers opens the door for your colleague and you bring a new offer without developing something new.
5. **Ongoing Referral** - Booklets and books are related yet different in writing, producing, and marketing. Experts in each of these areas easily and continuously refer clients to each other.

An ideal way to explore partnering with a colleague is by doing a small and short-lived venture as a test. A one-hour phone seminar or a co-written article are each low-risk vehicles to learn about how your colleague behaves. You'll see if the person does what they say they'll do when they said they would and how easy they are to work with. You'll learn how your communication style fits with theirs. You can get a sense of their attention to details and to money if money is involved in your first test. All of this and more are important elements to notice before going into a more elaborate partnering with them on something else.

ACTION - Choose an initial low-risk idea to test out partnering with a particular colleague who could be a good match for your business and theirs. Define the partnering as clearly and thoroughly as you can. Evaluate the experience afterwards to determine if the test went as well as you both wanted or the outcome suggested you merely remain cordial colleagues with no further partnering.

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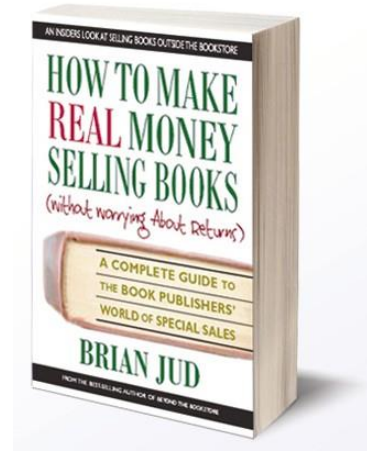
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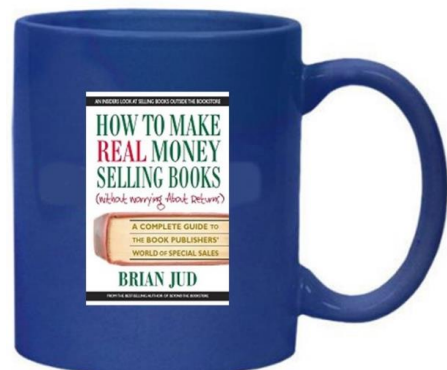
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Contact Information for Brian Jud

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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. 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>