

Here is your February 16 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 Scott Lorenz.

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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 4, Number 322 February 16, 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.

BrianJud@premiumbookcompany.com
Or www.premiumbookcompany.com

Top inquiries from the salespeople
for the week ending 2/13/15

<u>Title</u>	<u>Quantity</u>
<i>Winston the Duck</i>	600
<i>Out-Of-Style:</i>	300
<i>Bermuda coffee table book</i>	175
<i>Stepfamily Success</i>	460
<i>Kid Who Beat Wall Street</i>	500

News From APSS

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

APSS Local Chapters – we’re coming to you

APSS is a national organization — the *only* national organization — whose sole purpose is devoted to helping its members sell their books to non-traditional buyers. And a major benefit of belonging to a national organization is having a local group for personal networking, camaraderie and customized information. To that end we are looking to set up a network of local chapters throughout the U.S. These will be autonomous chapters, but with all the benefits of being affiliated with a national organization.

We have had a “test” organization operating in Connecticut for a few months and it has been a huge success. We officially launched it last Saturday with a full-day workshop on non-bookstore marketing. APSS-CT now has a full year planned with local events, speaking opportunities, webinars and personal-networking meetings. APSS-CT President June Hyjek has been instrumental getting this off the ground.

Now we need your help. If you would be interested in leading the creation of an APSS Chapter in your area, let’s discuss it. There will be some compensation in addition to many benefits for your publishing efforts.

Why Start an APSS Chapter Near You?

- Receive all the benefits of a national organization, but have local face-to-face contact with your peers
- Learn creative and customized ways to increase your sales, revenue and profits from selling your books
- Find out how to sell books in all forms: printed books, ebooks, audio books, booklets
- Hear speakers present information of vital interest to all authors and publishers – we can get them for you
- Receive discounts on products and services that can save you thousands of dollars
- Network with successful authors and publishers to discover what they did right
- Get help on selling the rights to your book (TV, movie, serial and foreign rights)
- Learn how to establish or expand the distribution of your books worldwide
- Hear the pros tell you how to negotiate large-quantity sales – we can arrange speakers for you
- Exhibit your book at international, national, regional and local book events
- Avoid mistakes that others have made
- Become successful more quickly
- See how to make successful sales presentations
- Receive a local version of the APSS monthly newsletter, *The Sales Informer*
- Instructions and help organizing and maintaining your chapter.

APSS was created to help our members move from a book-publishing frame of reference to book-selling action. As an APSS chapter leader, you will discover new and better ways to increase your revenue and profits by helping others sell their books in large, non-returnable quantities. Let’s talk. Reach me at BrianJud@bookapss.org and we can set up a time to talk.

To your success,

Brian Jud
Executive Director, APSS

Upcoming Marketing Events

Feb 18: IngramSpark 101: The ABC's of Publishing Independently with the Platform

By Robin Cutler, Senior Manager Independent Publishing, Ingram Content Group Inc.

In this 101 session, learn how you can publish print and digital content economically and with ease using IngramSpark, all while taking advantage of Ingram's comprehensive distribution reach. This webinar will review the ins and outs of the platform, what it costs (and what you get for your money) and how Ingram makes books available globally to booksellers worldwide on behalf of publishers.

Wednesday, Feb 18, 6:00 – 7:30 pm Eastern time

Register at: <http://tinyurl.com/qht8vnw>

Feb 24: Finding and Developing Your Topic

By Jeff Davidson

To write compelling works, it helps to have compelling topics or at least those that you can enliven. In this session, Jeff Davidson explains how to identify writing topics that will interest and enthrall readers. Fortunately, it's not difficult to choose topics – it's an enjoyable, exciting, and energizing intellectual pursuit.

Feb 24, 6:00 pm Eastern Time

<http://tinyurl.com/nvnxhtr>

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)

When selling to catalogs, do not expect a large order immediately since most catalog buyers will do a smaller-scale test first. The term *smaller-scale* is relative because a test may require 500 or more copies of your book. The time period in which this occurs varies with the frequency of the catalog's publication (some publish monthly, others quarterly) and the applicability of your product to the buying period and complementary products.

Catalog buyers may fear that a small publisher cannot stock to their demand. And they may require you to hold inventory sufficient to meet their expected sales. You may also have to guarantee your price for the period of your contract. Offer them proof that you will do so, or that you can reprint and deliver within a suitable time. If you cannot meet their requirements you may have to reconsider using catalogs as a selling tool.

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 three issues of *Book Marketing Matters* I will describe one of seven signposts on the road to good publishing. Here is the fourth.

Pricing. Pricing a book requires an understanding of what each book costs to make – so you get a return on your investment; and what else is in the marketplace – so the price offers good value and is also competitive. Book-sales professionals understand the market and its fluctuations. They keep in close touch with major retail and wholesale accounts using them as sounding boards and sources of additional information. They use their knowledge to help determine the best price. Everyone wants to make money and have their book reach the right audience. Price is essential in making both happen.

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>)

Non-traditional sales are where I started. These special sales are still the most lucrative, easiest to reach and are more fun. This is what I teach. Special sales are the reason for my success and are why publishers approach me for the 'secret.' Do not try to sell to everybody. Write what you know and sell to your friends. It's easy and fun! For me, bookstores are the frosting, parachute stores are the cake.

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>)

The library market is not a homogeneous whole. There are more than 150,000 libraries in the U.S., including 9000 public library systems, 3275 college libraries, 100,000 el-hi libraries, 1000 governmental libraries and more than 1000 formal church libraries. Plus almost every organization in the country has its own small collection of books

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.)

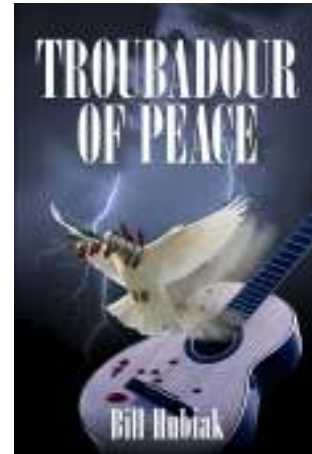
The Benefits of Copyright Registration. Registration of your copyright with the Copyright Office (www.copyright.gov) creates a public record of the facts and circumstances pertaining to it. While registration is *not* necessary for copyright protection, it is necessary for other reasons to be described in the next few issues of *Book Marketing Matters*).

The Cover Story – Michele DeFilippo

(Your cover is a critical part of your marketing effort. Contact Michele at 1106 Design today for book cover design with hand holding. (602) 866-3226 or <http://www.1106design.com>)

Troubadour of Peace, by Bill Hubiak

As the U.S. teeters on the precipice of nuclear holocaust, a balladeer once known as the Troubadour of Peace is assassinated before he can reactivate his anti-war message. The guitar, dove, blood, and lightning work together to tell the buyer that this story is a danger-packed page-turner.



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)

Think about these two questions:

- 1) Who is one person that you have connected with that has changed the trajectory of your life and business for the better?
- 2) Who is one person that you think about or meet with when you are seeking wisdom on a potential issue or concern you are dealing with?

Now imagine being surrounded by people just like that and where you could be in life and in business.

If you have reached any level of success, you know exactly who these people are, you understand what they have provided you and your heart is filled with gratitude just thinking about them. As you all know, you never know what a connection could lead to or when wisdom will come back into your thoughts that help you make a decision for your life or your business.

The Book Shepherd – Judith Briles

(Judith Briles is the Chief Visionary Officer of www.AuthorU.org. She's known as The Book Shepherd (www.TheBookShepherd.com), and is the author of 30 books including *Show Me About Book Publishing* and *Author YOU: Creating and Building the Author and Book Platforms*. Download podcasts from Judith's radio show, *Your Guide to Book Publishing* at: <http://rsrn.us/youpublish>)

Do you know what ignites your *passion* for your topic? Have you created a *vision* for both you as the author and for your book? Have you really probed into your *commitment factor* in time, energy and yes, money? And, do you know who your *crowd* is? All these come into play when it comes to building a solid Platform for you and your book.

The Internet has been a game changer for authors. With a few strokes, you may find a viral world that is chomping at the bit for your info. If you already have a following, you should be teasing them with “glimpses” of what's to come. Savvy authors not only let their crowd know that a book is in the works—they start the buzz.

Pam's Book Marketing Tips - Pam Lontos

(Pam Lontos, President of Pam Lontos Consulting, Tel: 407-522-8630; Pam@PamLontos.com; www.PamLontos.com)

The media is thinking, “What’s in it for me?” They survive on advertising dollars. They have to constantly provide material that people want to read, watch or listen to. The bigger their audience, the more they can charge advertisers. Help their audience (readers or listeners) solve their problems or fill their needs. Know these key facts about your market: Age, sex, lifestyle, profession, problems, and needs. Once you’ve identified these points, address them when getting publicity for your book.

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)

In a book proposal, clarity comes first; you must vividly describe your book so that readers have no question regarding what it’s about. It’s better to be rejected because agents or editors don’t like your concept than because they don’t understand it. If you can be clear and also be clever and humorous, that’s great, but consider it a bonus, not a mandatory requirement for your lead sentence. Don’t risk obscuring or not adequately describing your book in order to show off; editors don’t buy books from authors who don’t write clearly.

Marketing Strategy

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

Are you measuring the right things? Profits are like a thermometer in that they only serve as a measuring device, not a controlling apparatus. Profits (or losses) tell you that you are doing something right (or wrong) but they offer no insight into what caused them. For greater impact on your net income, review the actions that cause profits to increase or decrease and place your attention on adjusting them for maximum effectiveness.

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)

Categorize (segment) your customers and prospects by their purchasing needs, growth potential, relative bargaining power, steadiness of order flow, shipping costs, selling costs, and need for customization.

You're On The Air

(Benita Zahn, Noon News anchor and talk-show host on WNYT-TV, Albany, NY)

Listen to the people who are interviewing you. If they pick up on something neat you say, you can go with the ball that they toss back in your court.

Guest Columnist - Scott Lorenz

(Book publicist Scott Lorenz is President of Westwind Communications,
<http://www.book-marketing-expert.com>, scottlorenz@westwindcos.com, 734-667-2090. Twitter
@aBookPublicist)

I Got Your Number! Using Numbers In a Book Title

Book titles are extremely important. As an author, creating a memorable title should be a high priority. Numbers in book titles work with items that already quantify. For example a book titled 'Get 6-Pack Abs in 6 Minutes a Day' makes sense. I like using numbers in a book title when it's relevant and useful in describing what the book is about. A recent example that really works is 'The 4 Hour Work Week' by Tim Ferriss and his '4 Hour Body'. That number stops you in your tracks because it is shocking. How can you work just 4 hours a week? How can you have a good body in just 4 hours? Ferriss has capitalized on his branding of '4-Hour' and just published 'The 4 Hour Chef.' He owns that number now. He's branded his name with '4-Hour' and will be able to incorporate it in his future work.

A number is a quickly comprehended visual because it's a symbol and is represented by a minimal amount of characters. For example 'One Thousand' spelled out is represented by 12 characters, but only four characters if used as a number; 1000. This can save space on your cover and in this digital world sometimes a savings of a few characters can make a difference whether your complete book title is displayed by Google or even on Amazon. Furthermore, there's a magic number of 65 characters for some search engines before it gets truncated or cut off. Another often overlooked benefit is that a number rises to the top of a list when alphabetized right along with symbols like '@' or '\$' for example.

Here's a list of a few well-known books that have used a number in the title:

1. Catch-22
2. The 4-Hour Work Week
3. Europe on \$5 a Day
4. The 7 Habits of Highly Effective People
5. Fahrenheit 451
6. 1984
7. 1, 2, Buckle My Shoe
8. Around the World in 80 Days
9. 1001 Arabian Nights
10. 13 Reasons Why
11. Size 12 is Not Fat
12. The 6th Target
13. The 5 Love Languages: The Secret to Love That Lasts
14. 10,001 Ways to Live on a Small Budget
15. The \$100 Startup
16. The 48 Laws of Power
17. Steal Like an Artist: 10 Things Nobody Told You About Being Creative
18. The 4 Disciplines of Execution: Achieving Your Wildly Important Goals
19. Brain Rules: 12 Principles for Surviving and Thriving at Work, Home, and School
20. 30 Things Every Woman Should Have and Should Know by the Time She's 30
21. 17 Cents and a Dream (a new book from one of my clients)

The Bottom Line: Coming up with the right name for your book is beyond important -- it's *critical*. Creating a memorable title is really the point. Using numbers in your title might help make it even more memorable.

The Very Idea

(Editorial by Brian Jud)

Give people a reason to buy your book – not just a description of it.

There is a fairly common, yet misunderstood, marketing concept that can help you write a better press release, perform more successfully on the air and sell more books in large, non-returnable quantities to corporate buyers. It is called a Customer Value Proposition (CVP) and it is a concise way to clearly and quickly portray to prospective buyers how your book can benefit them.

This concept of communicating benefits to get people to buy your books is certainly not new. But publishers still send press releases with the headline, “We are proud to announce the publication of ...” the reaction to which is, “so what” as the readers pass over it in search of something of more value to them.

If you want to sell more books, communicate not just why your book is better than the next best alternative, but why it is best for this particular prospect. Unless you demonstrate your claims in terms of their relevance to potential buyers, your prospects will likely dismiss them as hype and the sale is lost.



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)

Remind Yourself Why You’re Writing a Book. Take a little time every day to visualize the success that you are going to enjoy because of your book. Think how good it will feel when you’re speaking or presenting in front of a paying audience, or accepting calls from prospective clients wanting to know if you have the time to help them. Think of the joys of waking up and checking your email, finding dozens of payment confirmations from ebook and information product sales that took place while you were sleeping.

In a time of economic uncertainty, few skills are as valuable as the proven ability to simplify a complex topic and concisely communicate it to your prospects and readers. A published book can be your exit from a difficult situation, broadening your skills and attracting new, pre-sold, clients, customers, or -even - -employers.

Today, it’s easier than ever to get published, but it’s easy to get distracted from your goal. To keep on track, take a few minutes each day to remind yourself why you’re writing a book and how you’re going to benefit from it.

Imagine writing a bunch of how-to tips, simply telling people what to do and why to do it, all in about 40 words, based on a particular theme. Seems pretty simple, doesn't it? It can be, and it can also be difficult to write something useful and meaningful in so few words. That's the starting point. The bigger question is what do you do with those tips, those sound bites once you've captured them?

Formula for Writing

Write one sentence starting with a positive verb (action word) telling the reader what TO do, followed by 1 or 2 sentences of why or how. Yes, aiming for the whole tip to be 40 words or less is ideal.

Think of how much was in that instruction. There were numerous things to consider in 40 words. It was the entire foundation of tip writing for any use.

- Positive verb
- Second person
- One or two sentences explaining why or how

Give people what they can easily absorb. That makes learning easier, allowing people to come back for more when they're ready instead of stressing over the learning process. Consider the tips the skeleton. You can add lots of meat on by way of further explanation in subsequent product formats - written, audio, video. Remember that less is more. You serve people best by first providing basics.

Why Doing Spoonfuls First is a Great Idea

Think of how you feel when you see a complete program as the first experience of a new topic. That can be 5 audios, 6 videos, 4 fill-in-the-blank templates, and 10 PDFs in Module 1, and similar amounts in each of 8 other modules.

Notice your reaction to all of that. It is likely to be overload and overwhelm rather than gratitude for the thoroughness. Your reaction is similar to other people's reaction. Your students and potential students are coming to you to learn from you. They arrive with their apprehensions and opinions about you, the topic, the learning process, their history, their baggage, and their life demands.

There is always space to create more products for the next level of learning. Expanding the explanations is a gradual process, with more and more information as you proceed. Plan your product development initially in terms of three. That means basic, intermediate, and advanced; written, audio, and video. Each of those can also be expanded to ultimately have four different entries in each so it easily becomes a quarterly calendar delivery, for instance, or even monthly.

ACTION - Notice your own reaction when you see an article or a sidebar to an article that has 7 tips in it, or a brief and well-focused answer when listening to someone being interviewed on radio, television, or in a teleclass. It's approachable. It's easy. It's quick learning. It's inviting. Social media supports those short messages very well. It's enough to give you something, to get you thinking, to whet your appetite to want more when something interests you. As a consumer of those tips, sound bites are the starting point to let you know that's all you want or that it's appealing enough to want more. The information is just the right size so you are intrigued without being overwhelmed. Go write or record your sound bites now so you can use them online, offline, and as the basis for your entire product development and promotional campaigns.

Helpful Website of the Week – Adele M. Annesi

(Adele is freelance book editor, and a co-author of *Now What? The Creative Writer's Guide to Success After the MFA*. She may be reached at a.annesi@sbcglobal.net)

Scriptologist

www.scriptologist.com/Directory/Agent/Literary/Literary3/literary3.html

This site combines the three most powerful elements of online marketing — content, commerce and community — for those in screenwriting.



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

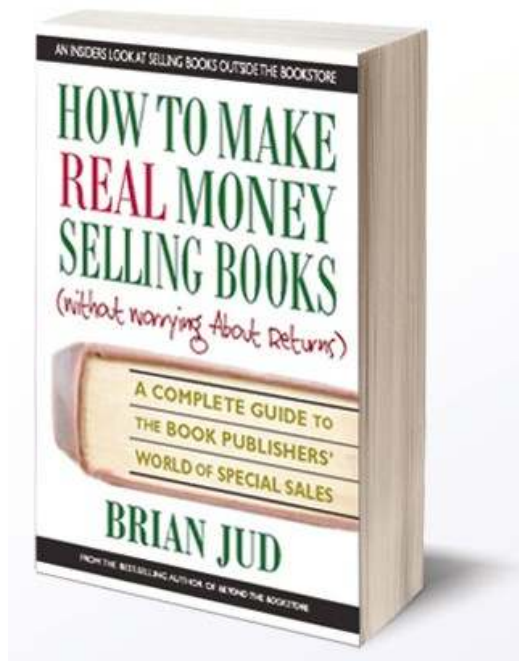
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The ultimate do-it-yourself guide to selling your books in large quantities with no returns. Not just who to contact, but when and how.

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Do you need a jump-start to get your sales moving?

Do you have a quick question or two about how to get started in special sales?

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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your staff how to make
large-quantity sales
Learn more!**

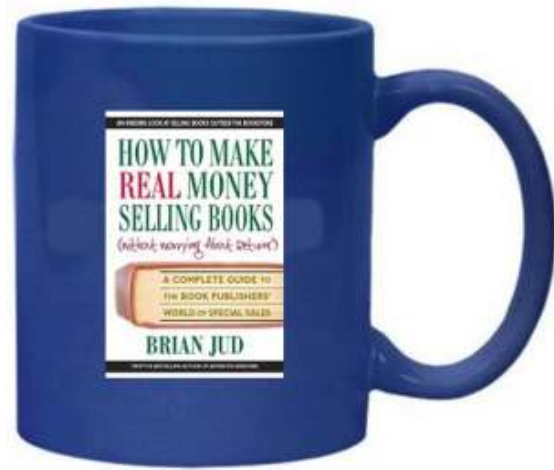


Increase Your Profits with Sales Promotional Items

Get your book cover or marketing message on promotional items such as coffee mugs, pens, pads, bookmarks, key chains, shirts, umbrellas or any of hundreds of other promotional products. See more examples at www.bookapss.org/PromoItems.pdf Find out how you can use promotional items to:

- 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>