

Here is your March 2 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 Dana Lynn Smith.

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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 5, Number 323 March 2, 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 2/27/15**

<u>Title</u>	<u>Quantity</u>
<i>Connect Happiness and Success</i>	500
<i>Philly's Fit-Step® Walking Diet</i>	250
<i>Fishscale Girl</i>	800
<i>UNTOLD: The New Orleans 9th Ward</i>	950
<i>Winning the Money Game</i>	1100

News From APSS

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

APSS is *the* New Source of Help for Selling Non-Returnable Books to Non-Bookstore Buyers

And we are coming to a city near you

Get the benefits of membership in a national association with local, face-to-face meetings

APSS is a national organization — the *only* national organization — devoted to helping its members sell their books to non-traditional buyers.

Non-bookstore sales to buyers in corporations, associations, schools, hospitals, the military and government, and

in non-bookstore, retail markets can be a profitable source of new revenue. As an APSS member, you will discover new and better ways to increase your revenue and profits by selling your books in large, non-returnable quantities. See an example of an APSS Chapter at <http://community.bookapss.org/page/connecticut>

APSS Chapters are currently operating in these cities with more coming on board regularly. Start or join your local chapter today!

- Connecticut: June Hyjek (june@aplaceofgrace.net)
- Atlanta; Dave Savage (Dave@DaveSavage.com)
- Santa Clarita, CA: Willa Robinson (willa@knowledgepowerinc.com)
- Toronto, Canada: Monica Palmer (tsheba@bellnet.ca)

Chapters are currently under construction in Boston, Chicago, Nashville, New York City, Palm Springs, Philadelphia, Phoenix and Sarasota

If you want to start a chapter in your area contact BrianJud@bookapss.org

Upcoming Marketing Events

How to Improve and Expand the Value of Your Niche Publicity

By Sharon Castlen

Thursday, March 5, 6:00 - 7:30 pm

Your initial book publicity efforts are in the rear view mirror as you move into the ongoing niche publicity for your target markets. How do you drill down deeper and reach the publicity options for your topic/target markets. What do you need to do ahead of this effort to get their attention? And then what can you do WITH the publicity you receive to expand and extend its reach and convert it to real sales? Where can you use it? How can it help you even months after it's appeared? Learn from veteran book marketer, Sharon Castlen the keys to getting the full value of the publicity AND converting into even greater sales.

Register at <http://tinyurl.com/ngze447>

Book Printing Options for Indie Publishers: Offset vs. Print-On-Demand

By Michele DeFilippo

Wednesday, March 11, 6:00 - 7:30 pm

An astonishing array of companies is associated with the indie publishing marketplace. If terms such as "managing your printing", "print-on-demand", and "POD Publishers" make your head spin, this webinar aims to demystify book printing, clarify your options, and give you the information you need to earn more per book and avoid extra charges from self-publishing companies for managing these services. We'll also touch on the pros and cons of using overseas book printers.

Register at <http://tinyurl.com/pan5u8h>

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

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.

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>)

eBooks have reached the tipping point. It is time to recognize them with their own awards. The Global eBook Awards are designed to bring attention to the best eBooks in several different categories. This award program was designed by Dan Poynter and his fabulous team. Entrants are not just awarded a winner “sticker” for their eBook, they are also enrolled in a proven eBook promotion program. “eBooks deserve recognition according to their category or genre not as a single format.” See <http://AwardsForEbooks.com>

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)

Sales to corporations can be large in terms of unit sales and revenue. The buyers with whom you will be negotiating are skilled professionals, used to dealing with knowledgeable, competent sales people. You cannot simply wander into buyers' offices and ask them how they use books as premiums. Most probably have never done so. But if you have conducted research and can provide them with some examples, you can *collaboratively plan* innovative ways to use your content to help your prospects sell more of *their* products or services.

There are two general areas of interest within a large company for using your content. The first is human resources, with its internal focus on the company's employees. Second, is the marketing department, which is focused externally, on the company's customers and prospects. Smaller companies may not have these formal departments, so you will have to find the appropriate decision maker(s).

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>)

When creating sales literature for librarians, list the publication dates for your new and forthcoming titles so librarians can be sure when your books will be available; then be sure to meet those publication dates. List the month and year of publications for your backlist titles as well; librarians like to know how current the information is in any book they order. Providing the copyright date and ISBNs also helps librarians to avoid ordering books or editions they already have.

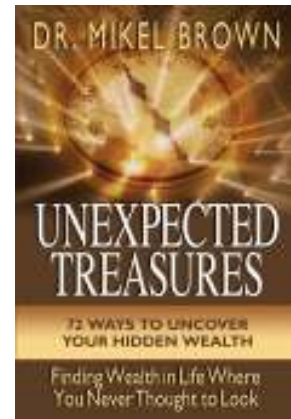
The Cover Story – Michele DeFilippo

(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>)

*Unexpected Treasures: Finding Wealth in Life Where
You Never Thought to Look*

by Mikel Brown

This book teaches those who may be “stuck” that wishing for better results in life requires more than wishful thinking; it's necessary to change old habits and adopt new actions to reach goals. The image of the compass symbolizes that there are many possible paths to success. The light rays indicate that every path represents a potential opportunity for improvement, once a first step is taken in a new direction.



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)

Stillness/mediation/solitude/mindfulness: This practice is getting to be in the mainstream more and more - it is a powerful process and works - it's not fluff. I learned mediation from Dr. Herbert Benson's (Harvard Medical Faculty) book, *The Relaxation Response*. I highly recommend meditation. It's not brain surgery - it's the "real deal". I encourage you to make it a priority.

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.)

You must register copyright in your work if you want to file an infringement suit in court. In addition, if you register, the Copyright Act gives you the following advantages:

- If registration is made before or within five years of publication, registration establishes prima facie evidence in court of the validity of the copyright and of the facts stated in the registration certificate.
- If registration is made within three months after publication of the work or before an infringement of the work, you may receive statutory damages and awards of attorney's fees in court actions. Otherwise, only an award of actual damages and profits is available to the copyright owner. As a practical matter, it is often very difficult to prove actual damages; thus statutory damages and attorney fees are a valuable benefit of registration.

- The copyright owner can record the registration with the U.S. Customs Service for protection against the importation of infringing copies.

Contrary to popular belief, the Copyright Office ordinarily does not compare copyright registration forms with existing deposit copies or registration records to determine whether works submitted for registration are similar to any material for which a registration of a copyright claim already exists. Therefore, the records of the Copyright Office may contain any number of registrations for works describing or illustrating the same underlying idea, method, or system.

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>)

Why should you write a book? *Expanding your, or someone else's market.* It's not uncommon for companies to expand their position, or re-position their brand and or product by using an author as a spokesperson. That means that book sales can soar. Or, you can use your book to promote/market you to your current customer or prospect list. Have you ever stayed in a Marriott Hotel? In every room, you will find Bill Marriott's book—his story. Great promotion, and you can bet that more than a few copies get tucked away in a suitcase. Does Marriott mind? Yes indeed ... the Marriott word is spread.

If you want to make your mark, increase your presence, become a media expert, a sought after speaker or consultant, or simply reinvent yourself, a book can be your best friend.

Pam's Book Marketing Tips - Pam Lontos

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

Take Time to Prepare for the Interview. Whether you're meeting the reporter for a cup of coffee or conducting the interview over the phone, you must be prepared. Before the interview begins, write three to five main points that you want to cover on an index card. That way you won't struggle with an answer during the interview and you won't forget to mention any important topics.

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)

Publicity works best when you distinguish yourself and your book and show others why it's so special and a must read. It's the perfect opportunity to be creative; your only limits are those you impose on yourself. Unfortunately, many of us have been sold the bill of goods that publicizing our efforts or ourselves is crass, undignified, and not what respectable people do—which is just plain wrong. According to that thinking, we should sit back and wait for the world to recognize and applaud us; do nothing but let nature take its course.

However, doing nada doesn't sell books! You need to take over, to grab the reins and actively work to get publicity for your book. As master showman P. T. Barnum said, "A terrible thing happens without publicity . . . NOTHING."

You're On The Air

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

I want people who are animated, with a loud voice but not screaming, articulate but not pompous.

Guest Columnist - Dana Lynn Smith

(Book marketing coach Dana Lynn Smith is the author of *The Savvy Book Marketer's Guide to Successful Social Marketing* and several other book marketing guides, available at <http://www.SavvyBookMarketer.com>. For more book marketing tips, visit her blog at <http://www.TheSavvyBookMarketer.com> and follow @BookMarketer on Twitter.)

Make Your Blog Interactive by Encouraging Comments. Get readers engaged on your blog by encouraging visitors to comment on your posts. Many blog readers enjoy reading comments and comments can spark a discussion among readers. One easy way to encourage comments is to include a sentence at the end of some posts inviting comments. For example, ask readers what they think of the post or invite them to share their own tips. You can even write a post specifically designed to elicit comments. It's a good idea to thank each commenter and perhaps make a further comment based on what they said.

The Very Idea

(Editorial by Brian Jud)

Sometimes we get so carried away talking about selling to bookstores, corporations, associations or schools that we forget that we are really marketing to people. They are consumers who are not necessarily looking to buy a book, but for some way to solve a problem, learn something or be entertained.

You could sell more of your books if you can answer two questions honestly. First, how often do people think about your book? Second, how often do people think about their own problems? You will probably agree that people think more about how they can solve their problems, learn something, improve themselves or be entertained than they do about your book. However, if you can show them how they can help themselves in some way by reading your book you are likely to increase your sales and revenue.



Marketing Strategy

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

If you are publishing a book to make a quick profit, you may be making a mistake because successful book marketing requires a long-term perspective and persistence.

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 purpose establishes your foundation. Your plan translates this vision into the physical impetus that fuels your sustaining passion. Your mission may be to make obscene amounts of money or to become the world's largest publisher. But such missions will rarely sustain your passion along the arduous path towards their accomplishment.

Sell Your Foreign Rights in this Annual Foreign Rights Catalog

By Bob Erdmann

Our Annual Foreign Rights Catalog is one of our major programs of the year! Since it is focused on non-fiction categories (business, psychology/self-help, personal development, parenting, education resources, health, nutrition, relationships, etc.) it is constantly referred to by foreign publishers and agents throughout the year who are searching for extraordinary non-fiction titles. Here's how it works:

First, recognize that it's not simply a catalog; it is our pro-active, year-long program to sell foreign rights. Our full color catalog features the cover and a detailed description of your book, including its size, ISBN, page count and much more. This whets the appetites of foreign publishers and agents.

It is emailed worldwide to our extensive list of foreign publishers and agents, most of whom we have had business relations with for many years. They know us and look forward to seeing the titles that we represent. The catalog is also emailed to an extensive "prospecting" list of targeted potential foreign publishers. In addition, we send it with every international email on a daily basis all year.

The final version of our Annual Foreign Rights Catalog will be sent worldwide in September.

The Annual Catalog is posted on our web site for a full year. Our site receives thousands of hits annually from foreign publishers and agents searching for exceptional titles. From over 100 countries in the past year alone! Our Annual Catalog will give the foreign publishers and agents a very good "feel" for your book. They will then contact us to learn more about the specifics of your book which may match their needs, probably asking for a review copy so that they can make a full editorial, sales, production, financial and marketing analysis in order for them to make a final decision whether or not to make an offer.

We'll ask you to send either a hard copy or a PDF of your book to the requesting foreign publishers or agents. We will follow up on the review copies sent (politely) and report back to you whenever there is something significant to report....like an offer for your book, or a "no". We will negotiate potential offers to their best realistic possibilities and present them to you with a recommendation to either accept or decline. When you formally accept an offer we will prepare the legal contract, obtain necessary signatures, and payment of the royalty advance. WE DO IT ALL...FROM CONTACT TO CONTRACT!!!

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Booklet Ideas – Paulette Ensign

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

Follow me on Twitter: <http://twitter.com/pauletteensign>

The end-user is your buyer when you focus only on single-copy sales of your tips booklet or any other form of your content. It's a different story when your attention is primarily on large quantity sales to companies, associations, educational institutions, and the military and the decision makers in each of those environments. They want to reach the same end-user as you do, though the path they take is other than the one you take, and for reasons that serve them and ultimately you best.

Here are typical situations where it makes good sense to approach the producer to suggest they invest in large quantities at a time. You'll see ways those producers can use your booklets or other formats of your content by distributing it to the end-user. In each case it is added value for the producer, in one way or another, extending their reach and/or their bottom line, while keeping you in front of both the end-user and the producer beyond the moment.

Conferences/trade shows/fairs

1. Give away printed or download as bonus to all attendees.
2. Generate sponsorship revenue potential for the show producer.
3. Contact the event marketing/promotion/event planning person.
4. Give at the event or follow-up afterwards to extend the event's shelf life

Catalogs

1. Offer as a gift with purchase.
2. Include it with any purchase, a certain price purchase, or by a certain date.
3. Talk to the marketing department not the merchandising department.
4. Suggest a license if it is a large enough catalog or they want it for download.

Speaking Engagements

1. Give a copy to every attendee.
2. Provide as either a download or in print.
3. Extend your presence beyond the presentation.
4. Realize your product can substitute for your speaking fee and be larger payment.

Retailers/Manufacturers

1. Use it as a value added gift with purchase to incent sales.
2. Give with any purchase, a certain price purchase, or by a certain date.
3. Talk to the marketing department not the merchandising department.
4. Suggest retailers may use their co-op advertising money from manufacturers.

ACTION - Re-focus your attention to the producers rather than the end-user to substantially increase your reach and your bottom line, helping many more people along the way, including yourself! You have more contacts than you think you have, based on your professional and personal activities over the years. Look at your colleagues, vendors, places that have ever hired you for anything, the people you hire for your business and your personal activities, the events you have ever attended in any capacity, and the organizations in which you are or have been a member. Depending on your topic(s), you are likely to be happily surprised by who comes to mind as potential buyers of your tips booklets and other formats of your content once you start thinking about it. The end-users will be delighted to receive your valuable information to help them improve their life, and the large quantity decision maker accomplishes their goal through distributing your product. Everyone benefits when you reach out to the producers, whose reach is immediately wider than yours.

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)

We all know that business is incredibly competitive today. It's important to be good at your craft and deliver superior service, but these things alone are no longer enough to ensure your continued success. Those who make the most money in any field, industry, or profession are not necessarily those who have the most knowledge, are most experienced in their craft, or sell the highest quality service. No, those who make the most money, charge the top fees, and are constantly in demand are those who are best at selling and marketing themselves!

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)

Book Editing Associates
www.book-editing.com

Editors are a knowledgeable group and usually have the inside track on websites related to their craft. But for those who may be considering the editing field or who may want to dig deeper, this is a great site to visit or revisit. Book Editing Associates is a network of professional writers and editors who must apply to become members, so this is one of the most reputable groups out there.



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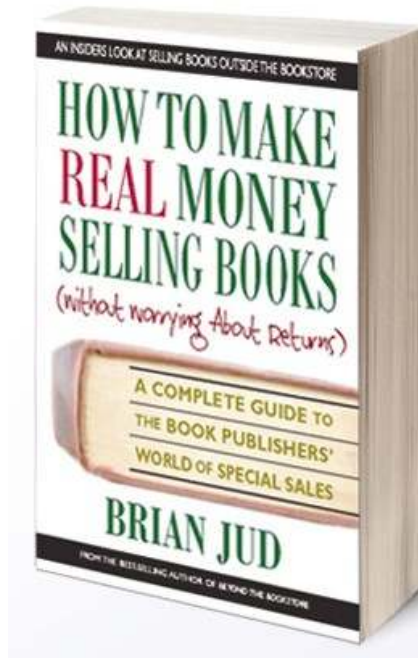
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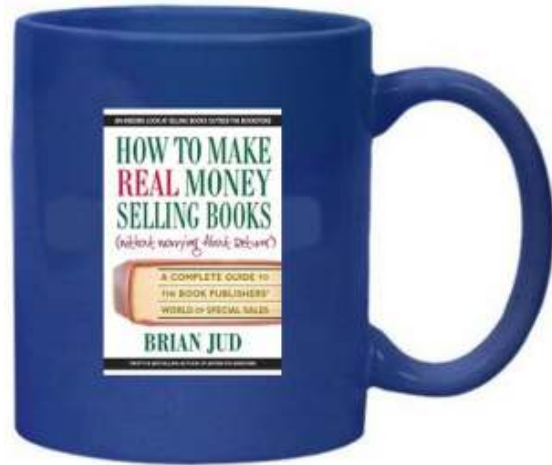


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- Remind procrastinators to buy
- Encourage repeat purchases
- Create brand awareness
- Boost sales
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best books on writing, publishing and marketing
(<http://www.bookmarketingworks.com/index.php?pg=bookstore/bookstore.htm>)**

Contact Information for Brian Jud

For copies of all the previous issues of *Book Marketing Matters* visit www.bookmarketingworks.com/mktgmattersnews

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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

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>