

Here is your March 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 Patricia Fry.

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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 6, Number 324 March 16, 2015

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

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All non-returnable.**

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Or www.premiumbookcompany.com**

**Top inquiries from the salespeople
for the week ending 3/13/15**

<u>Title</u>	<u>Quantity</u>
<i>Meet Me in St. Louis</i>	100
<i>Flowers of Vol Park Conservatory</i>	100
<i>Whole Nine Yards</i>	350
<i>The Kid Who Beat Wall Street</i>	1400
<i>A Place to Call Home</i>	400

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.

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

- Atlanta President: Dave Savage (Dave@DaveSavage.com);
<http://community.bookapss.org/page/atlanta>
- Baltimore President: Dr. David Kenneth Waldman (davidkennethwaldman@gmail.com)
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- Connecticut President: June Hyjek (june@aplaceofgrace.net)
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- Nashville, NC President: Paula Stiles (thesnowleopard@hotmail.com)
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<http://community.bookapss.org/page/west-texas>

Chapters in the works: Austin, Boston, Chicago, Colorado Springs, New York City, Philadelphia, Phoenix

Why join an APSS Chapter? <http://community.bookapss.org/page/why-join-a-chapter>

How to start and APSS Chapter in your area? <http://tinyurl.com/k94887u>

If you want information about starting a chapter in your area contact BrianJud@bookapss.org

Upcoming Marketing Events

March 24: Tax Tips for Authors and Publishers, by Carol Topp, CPA

Author and CPA Carol Topp claims she can explain federal income tax in clear English. Come hear her try! She will discuss tax deductions and special tax rules for authors and publishers. Carol will also share record keeping tips to make your life easier. This webinar is loaded with examples to make your writing business less taxing.

6:00pm - 7:30 pm Eastern time

Register at <http://tinyurl.com/nj9475j>

April 2: Five Ways to Get Paid for Your Content That You Probably Never Considered, By Paulette Ensign

How much effort are you putting into writing and distributing articles and social media posts, in hopes of selling single copies of the book you labored over? What about that best seller launch you did – what happened *after* that? And the teleclasses, webinars, and media interviews where you generously and enthusiastically shared your knowledge and your book sales went nowhere or dribbled in?

In this session, you will learn to:

- Change the buying conversation from “yes/no” to “which one”
- Make more money on each and every sale of your information
- Help more people (including yourself!) with what you already have and know

You’re sure to discover ideas you never considered to get paid for your content and ways to move forward on those you’ve been pondering and didn’t know how to make happen. Increase your reach and your bottom line by creating once and being paid many times, with more digits *before* the decimal point in the sales you make!

6:00 pm Eastern time

Register at <http://tinyurl.com/lf7jbnm>

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. In the next issue of *Book Marketing Matters* I will describe the last of seven signposts on the road to good publishing. Here is the sixth.

Alternative Sales Channels. Almost every book has a market outside traditional book channels. In some cases, sales to these outlets exceed what the book achieves in the general trade market. Examples include dotcoms such as Amazon, the gift market, premium sales, foreign rights, and proprietary publishing.

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>)

What do you want to be doing in two years? What do you want to be writing about? What do you want to be speaking about? What do you want to be thinking about? What do you want to be dreaming about? What gets you so excited that you wake up before dawn – your eyes are wide open and your head is spinning with ideas. Realizing you can’t sleep, you head to the keyboard. Plan your future and your book now. It is best not to write on something that you are no longer interested in and do not want to pursue. Write what interests you.

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)

Michelle Yozzo Drake, CEO of The Cove Group, Inc., wrote, *From the Kitchen to the Corner Office*, to help women make the transition to the upper levels of management. She sold this to organizations for women and minority executives, corporate libraries, women’s business resource centers, through radio shows for women in business and through airline magazines and business magazines for women.

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>)

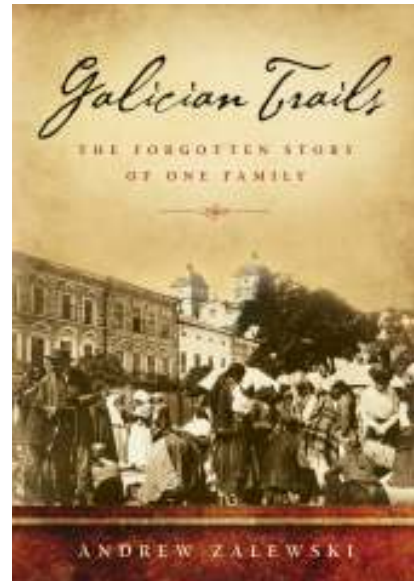
Through a network of sales representatives who sell to camera shops across the country, Amherst Media has sold over 45,000 copies of *Basic 35 mm Photo Guide for Beginning Photographers*. To encourage sales in non-bookstore outlets, they provide free counter-top displays with the purchase of twelve or more copies.

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)

Galician Trails: The Forgotten Story of One Family

This book is a historic memoir taking place in Europe starting around 1800. A period feel was essential in conveying the multicultural religious and ethnic groups intertwined for generations. The cover image was provided by the author and authentic to the historic content. Being a black and white original, a parchment background and sepia tones were applied for an old, rustic feel. An image of the binding of a leather book added additional color at the bottom of the cover and an anchor to display the author's byline. The font for the title was selected for its hand drawn, calligraphic nature. Since the book contains over 200 historic images and is a work of non-fiction, the cover needed to be as authentic as the contents.



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)

Doing these 3 easy steps will take you from someone with great aspirations to someone who is heading up to the next level in your life.

1) Calendar & Commit. This is an uber important step for making important changes in our lives. Pause for a second and choose a 30 minute window every week to commit to reading self-help information – books, blogs and articles. Put it on your calendar and treat it like it's a meeting with your most important client.

2) Integrate. After you've honored your calendar commitment, write down 1-3 ways you are going to put what you've learned into action. Simple is better with this step. Make it ridiculously easy to put your new knowledge into action.

3) Communicate. Take a few minutes to share with someone else what you've learned and put into action. Explaining new information to another person helps us to learn it on a deeper level (and forms new neural pathways in your brain). Plus, it helps keep us accountable when we set the intention to share how we are putting new ideas into action.

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.)

When You Should Register Your Copyright. The question of when in the creative process a person should register the copyright is a good one, and one that does not necessarily have a precise answer. The “lawyerly

answer” is based on the benefits of timely registration defined in the Copyright Act: you should register *before* your work is infringed and within three months of publication. This advice, of course, is not exactly helpful because you certainly cannot predict when your work might be infringed, and some work is never “published.” Accordingly, I recommend the following guidelines:

- Register your manuscript once it is completed (even if unedited)
- Register writings (even if only a few chapters) that you are submitting regularly to agents and publishers, posting on the Internet, or performing
- Update your registration after a substantive change to your work
- Register the final product
- Register within three months of publication

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>)

Who doesn’t want their writing to be perfect—to create the perfect book? If that is your quest, you are setting yourself up for failure. Perfection is a form of Procrastination. Perfection sounds, well, perfect. Yet it can be lethal to your progress and publishing. Too many authors-to-be practice the art of one for the money; two for the show; three to get ready; three to get ready; three to get ready ... and never go.

Your book may have a few hiccups, the hidden typo, an odd-ball phrase ... but it’s a BOOK. You can fix them on reprint.

Pam's Book Marketing Tips - Pam Lontos

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

One Way to Build Interest is to Speak About Your Book. Whether you get paid \$5,000 for a talk or do it for free, you can sell tons of books whenever you give a talk. After you speak on your topic, the audience wants something more to take home with them so they will buy your book immediately and want you to autograph it for them. Sell books immediately after your talk! Don’t wait until the lunch break or between programs. People are in too much of a hurry to get somewhere else and will cool down quickly. Here are some places to consider speaking and selling books:

- Libraries
- Junior Colleges
- Chamber of Commerce
- Association Meetings
- Company meetings
- Church Groups
- Local Associations (Elks, Lions, Rotary, Kiwanis, etc.)

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)

Parties and events can be the ideal way to introduce your book. Launch parties are wonderful rewards for all your hard work and marvelous celebrations to share with family and friends. They can also be exceptional promotion opportunities. Think beyond the usual book-launch party. Do more than invite all your friends and contacts to a bookstore where you sit, sign away, and have little chance to talk. Be inventive; create an event or a series of events that will not only attract the media, but that will wow it. Make it memorable by thinking bigger, bolder, and brassier.

- If you wrote a book on baking, hold your party at a bakery. Overwhelm your guests with food. Serve each of the pastries featured in your book. Put on cooking demonstrations, give out recipes, and teach.
- Celebrate your vintage car book at the classic car showroom. Hire a Dixieland band. Give away miniature or model cars. Take photos of people posed behind the wheel of their favorite oldies.
- Promote your gardening book by holding a series of events in underprivileged neighborhoods. Put on demonstrations and give away seedlings, plants, containers, and potting soil. Serve some of the food featured in your book. Invite the mayor, local officials, and notables

Guest Columnist - Patricia Fry

Patricia Fry is the executive Director of SPAWN (Small Publishers, Artists and Writers Network).
<http://www.spawn.org>. Follow her informative daily blog: www.matilijapress.com/publishingblog

Excerpted from Patricia Fry's FREE ebook, *50 Reasons Why You Should Write That Book*.
<http://www.patriciafry.com>

Reason Number 1: You have studied the publishing industry. I recommend this as a first step for anyone who plans to enter into the fiercely competitive business of publishing. Think about it, you wouldn't start any other type of business without some understanding of the industry, your competition, the suppliers and distributors, your clients' needs, how to promote the business and so forth. Well, publishing is a business and, in order to succeed as a published author, you really must know something about the way it works, who is involved, what their roles are, the various procedures common within the industry, the pitfalls and so on.

You're On The Air

(Deborah Wetzel, morning news anchor and talk-show host on WCBS-FM, New York City)

People are most comfortable when talking about something they love, when they are talking about something they really believe in and are passionate about.

Marketing Strategy

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

Strategic positioning means performing different activities from rivals or performing similar activities in different ways. Tell the customers why they should do business with you instead of competitor.

The Very Idea

(Editorial by Brian Jud)

We all know the importance of remembering a person's name. Here are some tips for doing that:

- 1) Concentrate during introductions.
- 2) Ask them to repeat their name and then remember something unique about them.
- 3) Use their name 2 or 3 times during the next few minutes.
- 4) If possible, do a little homework ahead of time (not always possible).
- 5) In this process of remembering a person's name create an image of someone who has a similar name - make a mental connection.
- 6) If possible, get a business card or if appropriate, take a picture. When it's a fit, put notes with their name in your phone contacts.



Do you know what device is creating the letters in this photo? If so, you are probably one of the early Boomers!

The sweetest word to most people is their name.
Make remembering a person's name a habit.

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)

Seven tips to help your creative-planning sessions become more productive.

1. Ask questions properly. Do not say, "Where else can we sell this title?" The first response answers the question but it may not be the best answer. Instead, ask, "In how many ways can we..." thereby generating additional possibilities.
2. Stimulate as many responses as possible. Think quantity, not quality early in the process.
3. Do not judge any idea at the time it is offered, so people feel free to contribute.
4. Encourage far-fetched responses, many of which will not be practical. However, an implausible idea may lead to a more realistic one.
5. Have fun. Be creative and outlandish.
6. Create a graphic marketing plan. Use a flip chart, chalkboard or some other means of recording all the responses that is visible to everyone.
7. Once the idea-generating portion of the meeting is finished, go back and decide which of the responses is not applicable at this time

Booklet Ideas – Paulette Ensign

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

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

You have many topics that interest you and tips booklets sound so much easier to do than writing a whole book. The question is where to start -- with one topic or with multiple topics or booklets? And is there a way to address more than one topic in a booklet or does it need to be only one topic per booklet? A simple question can become more complicated than you originally thought, yet there are readily available solutions for your particular situation.

One easy possibility is to create one booklet that becomes an umbrella over multiple related topics, a booklet that has bits and pieces sampling different subheadings or categories under a main topic. 110 Ideas for Organizing Your Business Life unwittingly became exactly that, sampling different things you would expect to find in a booklet with that title - paper organizing, time management, space organizing, sorting, desk tops, interpersonal communication, and more. That booklet was complete enough that there was not a need to ever write another booklet to accomplish the original intention or being its own income stream while also marketing an organizing company. Instead, other delivery formats of that same content were developed over time, including translations to other languages than its original English.

There are situations, though, when a booklet needs to be on one topic. You can go an inch wide and a mile deep with the information, increasing advancement from booklet o booklet, from basic, intermediate, to advanced and adding nuances. You may be a keynote speaker with four signatures speeches. In that scenario, it makes sense to create one booklet for each of your topics, for all kinds of reasons!

You can also do one topic and then create an entire product line of different delivery formats - tips booklets; ebooklets; audios, videos, books, card decks, calendars, journals and many more formats. One topic can go to

different audiences/industries. What about time management or tips for busy moms, and another one specifically for executives, for pilots, for retirees, or for teachers?

There are many models of taking one delivery format and bringing it to different audiences or industries. That has been the case not only with tips booklets but with the Chicken Soup series or Cliff Notes. Once you determine an overall strategy, which often morphs over time, you can become one-stop shopping as you are known for your topic or format.

Decide what it is you want to focus on. It may be expertise on a topic, where your company/you are the "go to" place for everything on your topic. If you don't know the answer, you know who does in your field or related field. You may have expertise for a market or an audience - power deck cleaners; grandparents raising grandkids, organizing law offices. Your format could be what you are known for -- tips booklets; card decks, inspirational journals. And maybe you are a generalist. You are a connector or broker to specialists where you provide the overview yourself leading to specialists if needed. Or you could be that specialist within your field where you refer to other resources outside your body of knowledge.

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)

To sell more books, move beyond the obvious. Information, alone, is not enough to create a book that publishers will want to publish, or readers will want to buy. To become profitably published, your book must move beyond communicating mere information and, instead, must appeal to your reader's emotions.

To succeed, your book must *inspire* your readers. Every aspect of your book -- its cover, title, organization, and contents -- must communicate that the problems your readers face are solvable and the goals they want to achieve are achievable. To justify buying your book, readers have to be inspired to believe that your book's promise is attainable, possible, and realistic.

Inspiration requires simplicity. In order to appear credible, the information in your book has to be simplified, or organized, into a few key points. Contents have to be organized into chapters, and chapters have to be organized into affirmations, commitments, habits, parts, principles, questions, sections, or steps. To be remembered, shared, and acted upon, each organizing principle has to be stated in simple, everyday language.

The smaller the number, the more likely your book will survive. A few habits, pillars, principles, questions, or steps are easier to remember than a large number. As you analyze the information you want to share with your readers, ask yourself how you can organize and simplify the contents so that you can inspire your reader's by emphasizing the likelihood of success.

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)

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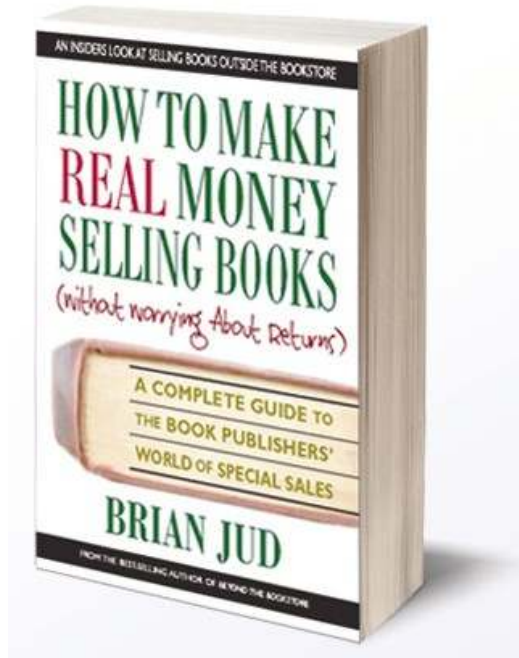
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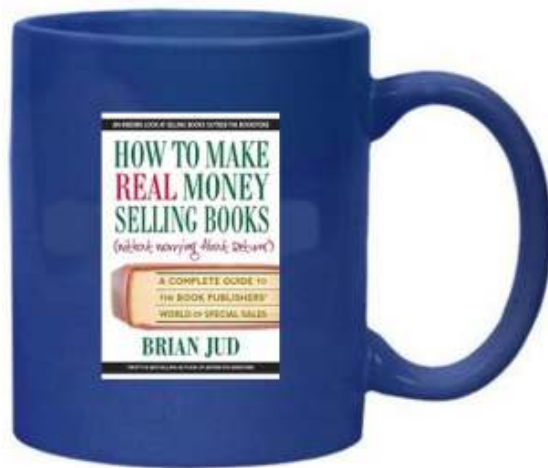


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- Lure new customers
- Remind procrastinators to buy
- Encourage repeat purchases
- Create brand awareness
- Boost sales
- Create customer loyalty
- Attract more people to your trade-show exhibit
- Spread word-of-mouth advertising
- Have a fun giveaway for book signings and other events

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Check out the Writers and Publishers Bookstore and give your favorite books a “Thumbs Up Rating.” Discover and rate the best books on writing, publishing and marketing
(<http://www.bookmarketingworks.com/index.php?pg=bookstore/bookstore.htm>)

Contact Information for Brian Jud

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

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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>