

Here is your March 30 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 Carol Topp.

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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 7, Number 325 March 30, 2015

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

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Or www.premiumbookcompany.com**

**Top inquiries from the salespeople
for the week ending 3/27/15**

<u>Title</u>	<u>Quantity</u>
Historic Photos of Las Vegas	250
The Healer Is You	700
Don't Stick Sticks Up Your Nose!	350
Unleash True Athletic Potential	500
Quipnotes About Moms	450

News From APSS

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

**APSS is bringing book-marketing information and
local networking 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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<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

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. Here is the last of seven signposts on the road to good publishing.

Marketing. Marketing helps you reach the widest possible audience for your book. Through publicity, advertising, targeted mailings, in-store promotions, author appearances on the local, regional, and national level – marketing helps drive attention and interest in your book and your work. It helps create buzz and advocates who then spread word of mouth – which is invaluable.

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>)

Books do not sell themselves; people sell books.

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)

A local bank used a personal finance book as a business gift to new clients opening saving accounts. The promotion was geared towards high school and college graduates. The book featured information on loans, investing and saving techniques as well as information on stocks, bonds and other investment vehicles. The bank realized that an educated customer is a long term customer... and focusing on young clients insured years of good relationships. Over 7500 books were sold on short discount.

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>)

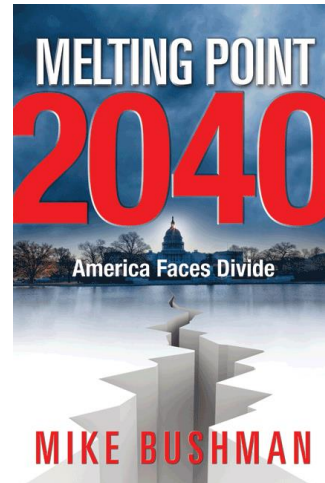
Book rights can also be sold as the basis for one episode in a dramatic or informative series. Reruns pay about 20% of the fee for the original show. With the proliferation of cable channels, there are many opportunities to sell TV rights to books on all subjects, from history to gardening, from cookbooks to music.

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)

Melting Point 2040: America Faces Divide

This novel explores the human costs of an America growing apart. Since politics are front and center in this work of fiction, the cover image needed to not only visually convey American governing, but also the growing storm and divide it represents. Three images were combined to create the background for this cover. The author specifically wanted red represented in the type for both impact and a sense of urgency. The steel blue tone to the sky and the ice in the foreground along with the red visually create the red, white and blue of the American flag without being obvious. The type was designed in a straightforward manner since it will be applied to later books in the series.



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)

Be a reader. Approximately 1.4 million books are published each year. If you're in the top 1% of adult readers, you're reading A BOOK A WEEK - and you're still getting way behind. Become an avid reader, learn to speed read ("eyeqadvantage") - read selectively. Turn off the TV and grow. One of the many benefits of being a voracious reader is that when you meet someone chances are greater that you will be conversant in things they are interested in. This may increase the chances of making a positive connection.

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.)

Give Up the Mail-it-to-yourself Myth! I am sure you have heard of it. Virtually every writer has. And maybe you are among the considerable number of writers and industry professionals who not only believe the Poor Man's Copyright myth but also repeat it as if it were the law. This is the most pervasive and destructive myth in the publishing industry. The Poor Man's Copyright, also known as the Mail Myth, is the mistaken belief that a copyright is created or somehow protected when you send a copy of it to yourself in the mail.

If you learn nothing else from this e-Report, you must learn this: the mail-yourself-the-manuscript-and-then-you'll-be-protected belief is a **myth**. It is simply not true, and I do not want anyone who reads these words to perpetuate this myth for one more moment. Rest assured, the only thing you will prove when you mail your work to yourself is that the post office is still in the business of delivering mail. See the FAQs at www.copyright.gov for more information.

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>)

Add Ingram as a primary distributor for your books. To get instant global distribution for your book that any bookstore can order, set up an IngramSpark account in addition to your regular printing. For less than \$50, your book is available wherever books are sold in a POD format. All a store needs to do is check can look at the Ingram catalog and order it. The wise author/publisher allows for a 55% discount, returnable ... just as you would do if you had a traditional distributor-bookstore arrangement.

Pam's Book Marketing Tips - Pam Lontos

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

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.

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)

Web sites are more than extensions of individuals' or businesses' identities; they are major parts of their identities. When parties are interested in an individual, a product, a service, or a business, they frequently go to its Web site. At the least, the Web site tells them about their target's accomplishments and how they present themselves. New York City literary agent Richard Curtis told us that when he first speaks via telephone to editors about an author and the author's book, he frequently hears their keyboards. The editors, according to Curtis, go straight to the author's Web site and then frequently discuss information it provides with Curtis.

Guest Columnist - Carol Topp, CPA

(Carol Topp is an accountant and author of *Information in a Nutshell: Business Tips and Taxes for Writers*. She may be reached at Carol@CarolToppCPA.com)

The vast majority of authors are sole proprietorships with good reason. It is the simplest business structure – easy to start and easy to close. A sole proprietorship is a business with one owner and is popular with writers for many reasons. One is that partnerships and corporations are sometimes more work to shut down than to start up, but a sole proprietorship closes down when the owner makes this decision.

You're On The Air

(Suzi Reynolds, professional media trainer)

Let it sink into the audience. Don't try to say too much. Mentally edit so you work with the audience, giving them time to understand what you are saying.

Marketing Strategy

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

The Marketing Concept takes an outside-in perspective. It starts with a well-defined market, a focus on customer needs, and then integrates all the activities that will affect customers and produces profits by satisfying customers.

The Very Idea

(Editorial by Brian Jud)

People buy for their reasons, not yours. If you want them to do something, tell them why it is in their best interests to take your recommendation. This dry cleaner might get more people to sign up for its email blast by telling them they would receive discount coupons via email. Similarly, tell people how they will benefit by purchasing your books.



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)

Planning is a process, a description of how to proceed under various conditions, a set of policies that establish the parameters within which you may operate your business. It keeps your attention focused on important matters that prevent unanticipated, significant opportunities from escaping unnoticed.

Booklet Ideas – Paulette Ensign

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

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

Imagine customizing every tips booklet offer you make whether it's single copy orders or bulk orders. Maybe that sent chills up your spine merely thinking about it, wondering how it's even possible. You are likely to be surprised by not only how simple it can be, but that the results go a long way to attracting and retaining clients for booklets and everything else you offer in your business.

First, consider how special your buyer feels, knowing you are giving them something they cannot get anyplace else. That level of customer service makes them want to come back for more, to see what else you have, with the expectation you will treat them that well again. So far so good in theory, yes? And the question looming in your mind is what customization can you offer that is no-cost/low cost that adds value beyond what they buy?

For single copy sales, you can create a downloadable product that is short yet provides useful information. It can be an article, checklist, or Top 10 tips. You can deliver it as written, audio, or video. In fact, you may already have something you've done that you can revise just enough so it is actually new. Are you reaching out to a different market than you distributed the original information? Maybe you originally did a generic article for home based business owners -- *7 Easy Ways to Stay Healthy Sitting at Your Desk All Day*.

As a fitness trainer you've decided you now want to focus on a particular profession like psychotherapists who may be sitting for long periods of time, yet not at a desk. Mix up the language a bit to direct it to them. You now have a customized gift-with-purchase for the psychotherapists you are approaching, to add to whatever the product or service is you are specifically offering them. You have customized the offer to something your buyers cannot get anyplace else other than from you.

Or that same original article is offered as an mp3 audio recording without any changes to the content other than it's more conversational than the article was. You can now make that a gift-with-purchase to your general audience when you decide to launch a new product or bundle your products.

With customizing quantity orders or licenses, here are possibilities to ponder:

1. Customize covers or inside content related to their industry or company.
2. Create a quiz referencing their industry/company
3. Record or write an article related to the booklet content, citing their industry/company
4. Develop bookmarks referencing their industry/company
5. Include a colleague's chapter, quiz, checklist, recording, article - reference their industry/company

ACTION - Notice how you felt when first reading the idea of customizing every order, and what you thought as the idea unfolded. The ideas in this article merely scratch the surface of what is possible. Decide what you plan to do, if anything, and what's first for you. There are almost-endless ideas of ways that work for you and for your clients. Where do you get YOUR ideas? This one came from reading a magazine article from one of the big box warehouse stores that had nothing to do with tips booklets.

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)

One way to make your e-books and sample chapters easy to read is to add a slight amount of extra space between lines. Extra space between lines helps readers recognize words and also creates “rails of white space” which guide readers as their eyes skim from left to right across the page. Automatic, or default, line spacing is often too narrow. Try out different line spacing alternatives in the Format Paragraph dialog box, but avoid choosing “double” or 2-line spacing. The correct measure is somewhere between single and double.

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)

TextAloud

www.nextup.com/TextAloud

This Windows-based, text-to-speech (TTS) software app lets your computer talk with AT&T Natural Voices. TextAloud reads text aloud from emails, Web pages, reports and more on your PC.



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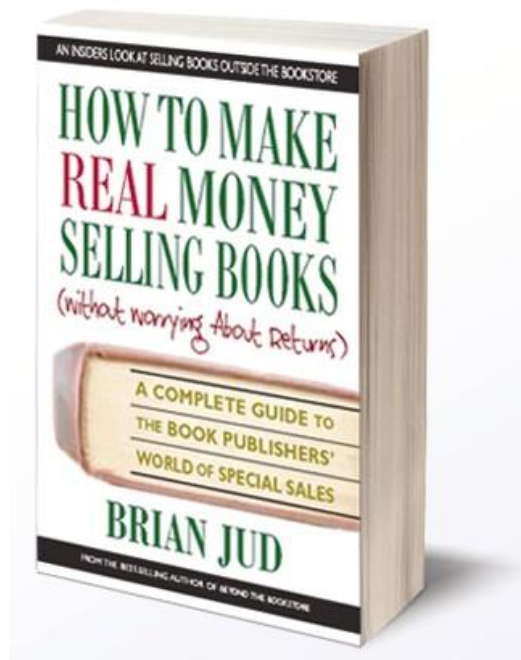
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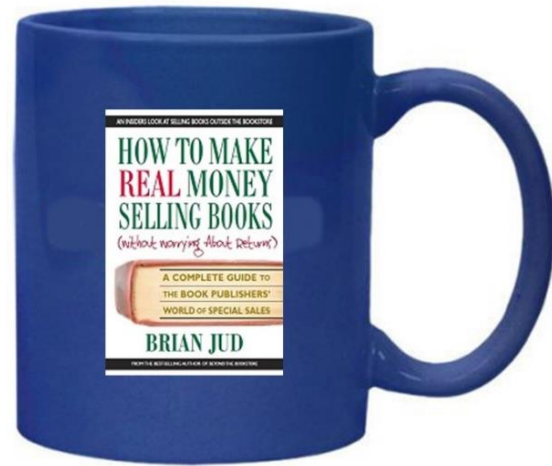
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your staff how to make
large-quantity sales
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- Lure new customers
- Remind procrastinators to buy
- Encourage repeat purchases
- Create brand awareness
- Boost sales
- Create customer loyalty
- Attract 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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(<http://www.bookmarketingworks.com/index.php?pg=bookstore/bookstore.htm>)

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. 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>