

Here is your May 23 edition of the *Book Marketing Matters* special-sales ezine by Brian Jud. It contains regular columns with tips from John Kremer, Guy Achtzehn, Judith Briles, Rick Frishman, Eric Kampmann, Paulette Ensign, Tonya Evans and Roger C. Parker. The guest columnist in this issue is Jeff Davidson.

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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 15, Issue 11, Number 355 May 23, 2016

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Top inquiries from the salespeople  
for the week ending 5/20/16

<u>Title</u>	<u>Quantity</u>
English to Italian Dictionary	1500
English to Greek Dictionary	1500
Character Creator Robots	1000
Atlas	500

## News From APSS

(The Association of Publishers for Special Sales)



Association of Publishers  
for Special Sales

APSS can help you increase your sales and grow your business. We have added several new discounts and services in the past year. Here are a few of the 25 APSS discounts and services:

- Shipping (70% off UPS)
- Automated contacting of bookstores
- Your book displayed at BEA, ALA, Frankfurt and more
- Meetings near you – local APSS chapters nationwide
- Custom leads of prospective customers for your books
- A program to call on potential corporate buyers for you
- Distribution to bookstores and libraries in Canada
- The "10 Steps to Special-Sales Success" program
- Coming soon – the APSS bookstore for ebooks and audiobooks

- Save up to 50% when printing with LSI

**APSS members are automatically registered in the APSS Membership Sweepstakes**  
 One APSS member will be randomly chosen each month. You could win a half-hour consultation with a book-marketing expert, AND get the names and contact information for 5 prospective buyers of your books. You will learn how to contact buyers, and then we make it easy for you to reach them.

Not an APSS member? We invite you to take another look at all the ways in which the Association of Publishers for Special Sales can help you sell more books in large quantities with no returns. Visit this page for more information: <http://pro.bookapss.org/join-application>

## Upcoming APSS Events

**APSS Webinar:** “Green Audiences, Green Titles, Green Printing,” By Shel Horowitz, May 26 at 6:00 pm ET; Register at: <http://tinyurl.com/j4tanjd>



## Notes From the Front Lines

(Excerpted – with permission – from the Book Publishers’ Handbook, by Eric Kampmann, President, Midpoint Trade Books [ekampmann@aol.com](mailto:ekampmann@aol.com) )

**Discovering the Best Market for your Title.** When we think of marketing and selling our title, we often make the mistake of thinking in the singular rather than the plural tense. When people come to Midpoint Trade Books seeking distribution for their title, we often hear "I must have this book in Barnes & Noble and other book stores." But is this true? Think of the old Broadway shows: did they open on Broadway? Almost never. Instead, they would open in places like New Haven and slowly work their way to the "Great White Way." While on the road, they would continually refine the rough spots, responding to the reaction of audiences with each show.

Why? Because this process enabled the producers to reduce the risk of failure. The bigger publishers have usually tested their books because the author has often achieved name-brand status. But smaller publishers do not have the resources to compete directly in this arena. Therefore, they should entertain alternative marketing strategies including developing alternative channels of sales and distribution for their titles. Many books start in "New Haven" and many never get to "Broadway" but some do and the pay off can be tremendous. The point is to start modestly, find your market, build it and the rest will follow.

## 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 negotiating for first serial rights, you should consider what price to ask. You don't want to price your book out of the market, but at the same time you want to get a fair price. Here are a few guidelines to use in determining your price:

- 1) The higher the circulation of the periodical, the more it can generally afford to pay.
- 2) How much of your book do they want to excerpt?
- 3) Does the publication want exclusive rights to the entire book or to just part?
- 4) For how long do they want exclusivity?
- 5) Syndication rights should sell for more than first serial rights to one publication.

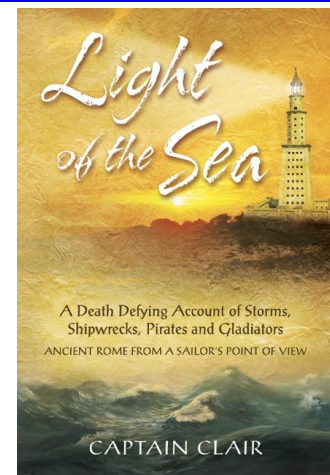
**Ideas for Selling to Non-Bookstore Buyers – Guy Achtzehn**  
(President of The Promotional Bookstore, offering commission-based sales of books to non-bookstore buyers, [guy@msgpromo.com](mailto:guy@msgpromo.com))

**Do you have a gift book?** Hallmark purchases books from independent publishers, on a returnable basis with discount ranging from 50% - 70% off the list price. Books priced at approximately \$10 - \$15 sell best, and they become “pricey” as they approach \$20.

Start the Hallmark submission process by contacting the Retail Marketing & Merchandise Manager at [booknotes@hallmark.com](mailto:booknotes@hallmark.com). Describe your marketing flexibility and the title or line of books you propose. Demonstrate that you know the stores. Describe your promotion plans, but in the context of Hallmark's needs

**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](http://www.knockoutbooks.com))

Historical fiction, this cover had to denote a variety of subjects from the lighthouse at Alexandria to storms and shipwrecks during Roman times. A layering effect was utilized to meld the images over a textured background. The author wanted to focus on the light aspect vs. the darker themes visually. Calligraphic and brush stroke font was used for the title.



**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](mailto:tom@tomhillwebsite.com))

Relationships are a basic part of life. When we are born, we are dependent upon relationships for our very survival. We are blessed when our relationships are loving, nurturing and secure. Think about the importance of relationships, try going an hour without another human being, try it a day, it's next to impossible. The importance of relationships is critical to your success. What are you doing to ensure your relationships are strong and thriving?

## Legal Matters That Matter to Writers – Professor Tonya M. Evans

(Contact Professor Evans at Legal Write Publications, [info@legalwritepublications.com](mailto:info@legalwritepublications.com) or [www.legalwritepublications.com](http://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.)

**What is intellectual property?** Intellectual property is defined loosely as property created with the mind, as distinguished from real property (land) and personal property (laptop).

- *Copyright:* A copyright protects an author's original artistic or literary work, whether published (meaning distributed to the public) or unpublished (not distributed at all or only to a few people). Under copyright law, the term "author" has a special meaning: the creator of an original literary or artistic work.
- *Trademark:* A trademark protects a word, phrase, symbol, or device – the mark – used in business to identify and distinguish one product from another.
- *Service Mark:* A service mark protects a word, phrase, symbol, or device – again, the mark – used in business to identify and distinguish one service from another. The purpose of trademark law is to avoid consumer confusion.
- *Patent:* A patent protects an invention by granting the inventor the exclusive right to exclude others from producing or using the inventor's discovery or invention for a specific period of time.

## The Book Shepherd – Judith Briles

Dr. Judith Briles is The Book Shepherd ([www.TheBookShepherd.com](http://www.TheBookShepherd.com)) and Chief Visionary Officer of AuthorU ([www.AuthorU.org](http://www.AuthorU.org)). She is the author of 34 books including *The Crowdfunding Guide for Authors & Writers* and *Author YOU: Creating and Building Your Author and Book Platforms*. Register for her online course, *How to Write a NonFiction Book in 4 Weeks* and connect on Twitter @MyBookShepherd. Her radio podcast, *AuthorU-Your Guide to Book Publishing*, gets over 300,000 downloads each month and can be heard at <http://bit.ly/AuthorURadio>

**Is your email getting through?** Maybe. Maybe not. Don't assume. With all the firewalls, spam blockers and filters out there, less and less email is getting through—even to long-running contacts. It's wise to make a phone call as a follow-up and/or double up—send it through your regular server and duplicate with another email server. And let's face it, your voice can be the difference between a sale or non-sale. Don't forget to ask if your buyers, bookstores, etc., use Skype. It's a great tool to create a remote chat with fans.

## Marketing Strategy

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

Stop selling your books and make more money. This may sound odd for a publisher, but you can achieve the most success by not selling your book, but by *selling the benefits* buyers receive from your book's content. In other words, the form in which your content is sold is less important than the content itself – particularly to non-retail buyers (in corporations, associations, etc.).

## You're On The Air

(Suzi Reynolds, professional media trainer)

*The more involved your answer, the less involved is your audience. They think, "I can't do all that" and they'll tune you out. Make it sound easy for them.*

## Author 101

(Excerpted - with permission - from *Author 101: Bestselling Book Publicity*, by Rick Frishman and Robyn Spizman; contact Rick at [FRISHMANR@PlannedTVArts.com](mailto:FRISHMANR@PlannedTVArts.com) or [www.author101.com](http://www.author101.com))

Keeping track of research materials and organizing them makes projects more efficient and orderly. Since voluminous information can be involved in the writing of a book, many writers need to quickly access all of it, which becomes far easier when that information is housed in specific locations and is well organized. Some writers develop intricate systems for filing and organizing their data. How information is maintained and organized can also be critical because many writers create outlines for their books and chapters directly from their research material, and others write straight from the information in their files.

## Guest Columnist – Jeff Davidson: *Who Created That?*

*Jeff Davidson is "The Work-Life Balance Expert®" whose passion is helping organizations achieve rapid progress for their employees. The premier thought leader on work-life balance issues, Jeff is the author of 59 books, among them "Breathing Space," "Simpler Living," the "60 Second Innovator," and the "60 Second Self-Starter." Visit [www.BreathingSpace.com](http://www.BreathingSpace.com) for more information.*

An exasperated editor is on the phone with you, your door bell is ringing, and an email arrives that will take an hour to address. How did things get this way?

Years back, I took a course based on the work of Robert Fritz, a musician and filmmaker turned accomplishment guru. In his book, *The Path Of Least Resistance*, he discussed how to employ self-imposed questions to move from where you are to where you want to be. One of the questions that he advised people ask of themselves is: "Who created that?"

### **Any Time, Any Place**

Any time of day, for any situation you face, if you ask yourself, "Who created that?" invariably the answer comes back that you did. Allow me to explain. You are experiencing a stringent editorial deadline and are working diligently, but feel intense pressure. Who created that situation? You did for many reasons. You assumed your current post, took on the writing assignments, allocated available resources in some manner, and now find yourself neck deep in challenges -- challenges you can handle.

Sure, you can blame your parents for not passing on the proper genes to you. You can blame your previous employers for having less-than-palatable work environments. Actually you could come up with at least a dozen other factors as to why you are a victim. When you clear away the rubble and face the music, most of the situations you face are, a majority of the time, your own doing. This is true for nearly everyone.

Over the course of your 20,000 to 28,000 days, most of what transpires in your life is the result of choices you make. Yes, occasionally stuff happens from out of left field. Mostly, you make the choices that impact your life.

When you accept responsibility for one situation after another, you put the locus of control back where it belongs, in your own head. From there, miraculous things can happen. You created the situation, and sure as heck you're going to resolve it. No more second guessing, no more recriminations, no more lost time on the path. Take responsibility, take charge, and get it done.

## 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](http://www.bookmarketing.com))

Planning is only one step in a 4-part process. See Brian Jud's four-part series of articles on this process at <http://tinyurl.com/85o9f3k>:

- Step One: Marketing Strategy Rules
- Step Two: Marketing Choreography (Planning)
- Step Three: The Hidden Power of Marketing;
- Step 4: The Measure of Marketing.

## Helpful Website of the Week – Adele M. Annesi

(Adele is a freelance editor and writer. Contact [a.annesi@sbcglobal.net](mailto:a.annesi@sbcglobal.net), or visit <http://www.adeleannesi.com/Word-for-Words--LLC.html>)

### Vox First Person

<http://www.vox.com/2015/6/12/8767221/vox-first-person-explained>

Vox is a general interest news site that devotes a section of its site to personal narratives on key topics. If you have a great story on an important issue, you can pitch it to Vox First Person, which seeks stories from writers of every age, gender, race and political view. They even work with new writers who have an important story but need help turning it into a piece.



## The Very Idea

(Editorial by Brian Jud)

There may be a benefit for you to launch your book or conduct a marketing campaign near a major holiday or during a special marketing period – such as Memorial Day.

Did you know that June is Aquarium Month, Candy Month, Dairy Month, Fight the Filthy Fly Month, Gay Pride Month, National Accordion Awareness Month, National Adopt a Cat Month, National Fresh Fruit and Vegetables Month, Rose Month and Turkey Lovers Month?

If your book is on one of these topics you could create a campaign around that theme. Find many more such important dates for every month of the year at [www.holidayinsights.com](http://www.holidayinsights.com) and tie in with one to get some extra media exposure for your book.



## 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](http://www.publishedandprofitable.com))

**7 ways to add visual interest to blogs & books** There's more to adding visual interest than generic stock photos, clip-art, and pie charts. The next time you want to add visual interest consider using one of the seven following to reinforce your ideas and strengthen your brand by adding a personal touch.

Some of the following have been around for centuries, others reflect recent thinking. One will be described in each of the next four issues of *Book Marketing Matters*.

**#3: Notes.** Here's a simple way you can add visual interest to ebooks and elearning materials intended to be printed. Simply provide space on each page, or each 2-page spread, for readers to take notes. Providing space to take notes visually reinforces the importance of your words and encourages readers to take notes.

## **Booklet Ideas – Paulette Ensign**

**(Paulette is President of Tips Products International, [Paulette@tipsbooklets.com](mailto:Paulette@tipsbooklets.com))**

Do you know who buys your tips booklets and why? You may be surprised by who they really are rather than who you think they are, and what their purpose is. Gathering that information can help you reach more of your best matches with whatever products you create.

Let's start with those single copy sales, whether you sell in print or downloadable format from your website, someone else's website, back of the room at a speaking engagement, or any other way you may be selling one copy of your booklet at a time. Some likely reasons people buy a single copy of your booklet are:

- Expand their personal knowledge
- See what a colleague is doing
- Use to model creating their own
- Buy as a gift for someone else
- Review to consider buying in bulk

There are variations on the above reasons. These are fairly typical ones. Depending on your content, your buyers are from certain industries or professions, within a likely age range, one gender more than the other, in a particular economic range, and have other characteristics in common. The more you know about them, the better you can serve them.

Then comes the question of who buys large quantities of your tips booklets at a time? That can be hundreds, thousands, or even millions of copies at a time. It is people and companies who:

- Give your booklet as a gift with or without the recipient purchasing something else
- Sell your booklet

Those large quantity buyers often become repeat buyers, too, unlike many single-copy buyers. Large quantity buyers frequently use your booklet to help them sell more of their own product, service, or cause if they are not directly selling your booklet. You have seen offers of a gift with purchase. Tips booklets suit many promotional campaigns that way, bundling the booklet with another product as a gift.

While single copy sales may be important to you for numerous reasons, it is the large quantity sales that expand your reach and your bottom line, getting your message further and increasing your sales in a substantial way. The single copy sales may be a pathway to the large sales, especially when someone is quietly exploring what it is you have to determine if the content and the product quality are suitable for their marketing campaign, product launch, or other corporate purpose. Those single copy sales can be a door-opener to other great opportunities for you and your business, in ways you could never have anticipated much less reached on your own.

**ACTION** - Re-assess where your sales are coming from. What percentage are single-copy sales and what percentage are large quantity sales? In fact, are you even letting people know you offer large quantity pricing and customization beyond one line you included in the introduction to your booklet? Look at your sales and your marketing message to determine the best places and best ways to further share that information. Yes, some people do know it's possible, and a whole lot more never thought to use 2500 copies of your booklet to send as a thank you or holiday greeting to their clients and colleagues. Letting them know means serving their business and yours in meaningful ways.

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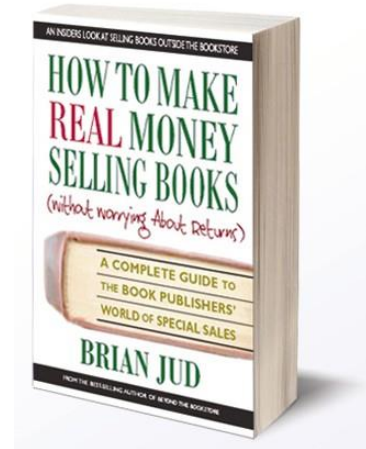
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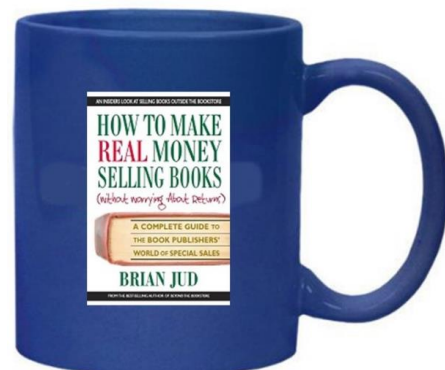
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- Lure new customers
- Remind procrastinators to buy
- Encourage repeat purchases
- Create brand awareness
- Boost sales



- Create customer loyalty
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- Have a fun giveaway for book signings and other events

Contact Guy Achtzehn at The Promotional Bookstore,  
[guy@msgpromo.com](mailto: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

For copies of all the previous issues of *Book Marketing Matters* visit  
[www.bookmarketingworks.com/mktgmattersnews](http://www.bookmarketingworks.com/mktgmattersnews)

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Discover even more information about non-bookstore marketing by visiting the *Special-Sales Tip of the Day* at  
[www.bookapss.org](http://www.bookapss.org)

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](http://www.premiumbookcompany.com)

Brian is the Executive Director of the Association of Publishers for Special Sales ([www.bookapss.org](http://www.bookapss.org)), an author and book-marketing consultant helping publishers market and promote their books to increase their sales and profits. Brian is a media trainer, frequent speaker at publishing events and host of the online Publisher's Bookstore listing many discounted titles on publishing, publicity, planning, marketing, publishing law, design and writing. Contact Brian at P. O. Box 715, Avon, CT 06001; (800) 562-4357; [brianjud@bookmarketing.com](mailto:brianjud@bookmarketing.com) or go to <http://www.bookmarketing.com>