

Here is your June 6 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 Gail Z. Martin.

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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

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Top inquiries from the salespeople
for the week ending 6/3/16

<u>Title</u>	<u>Quantity</u>
<i>Guide to Casino Gaming</i>	1700
<i>Travelers Guide to Las Vegas</i>	2500
<i>The Best of the Best Cookbook</i>	500
<i>Protestant and Christian Bibles</i>	2800

News From APSS

(The Association of Publishers for Special Sales)



Association of Publishers
for Special Sales

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

June 8: “How to Sell More Books to Non-Bookstore Buyers,” By Brian Jud; 6:00 pm ET, Register at <http://tinyurl.com/h7yp93v>

June 23: “Green Audiences, Green Titles, Green Printing,” By Shel Horowitz, 6:00 pm ET; Register at: <http://tinyurl.com/j4tanjd>

July 12: "How to find the names of people who can buy your books, “ By Brian Jud; 6:00 pm ET; Register at <http://tinyurl.com/gsfushn>

July 14: “Mid-Year Marketing Checkup,” by Brian Jud; 6:00 pm ET; Register at <http://tinyurl.com/gq64omr>



Notes From the Front Lines

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

Pricing Strategies that Work. When we talk about marketing a title, the big question usually is: what should the retail price be? This is where art and commerce collide with countless variables entering into the mix. What is the trim size? Page count? Competition? Unit manufacturing cost? Market? All of these factors must be considered when establishing the retail price. Most of my experience has been in the retail book trade and that is where I want to focus this discussion. In many ways bookstores are the most difficult, expensive and competitive place to try to sell books and, therefore, the publisher must be very aware of the pricing for similar books in the category. This means the publisher needs to take the time to research the competition either by speaking with buyers, visiting the internet or strategizing with its sales team. No one knows whether the retail price will make a decisive difference with the book consumer, but we do know that the buyers at the major book chains are very aware of price and are often very reluctant to commit to a title that is overpriced in terms of the competition. Pricing too high can hurt a book even before it is out of the gate. Also, remember that if a book becomes established and goes into a second, third or fourth printing, it is possible to raise the price on the reprint. This is done quite frequently but only if the book has established a market.

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.

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)

Go to the websites of your target schools. Many will display course outlines, perhaps including the current textbooks. The websites of some states' Departments of Education provide explanations of the requirements for each grade level. Use this information to tailor the content of your books as well as your sales approach, demonstrating the benefits of your title over their current text. You can also learn some of the industry jargon, such as the use of the terms *beginning readers*, *emergent readers* or *reluctant readers* in the K-12 arena. To find contact info for a school in any state, go to <http://nces.ed.gov/ccd/schoolsearch/>

The Cover Story – Tamara Dever

(Tamara Dever, Owner/Creative Director, TLC Graphics. To learn about how we can help you publish outstanding books, please visit www.TLCGraphics.com.)

Dark Talisman is an epic fantasy and the first book in the Guardian Chronicles series. The story is intricate, setting Dark Elves against Green Elves, involving great Phoenix birds, and the world balancing on the edge of annihilation. The black and green vines — mostly separate but some being intertwined — show the relationship of the Green and Dark Elves. This design works well in and of itself, being intriguing, simple yet intricate, and well balanced in its use of color and space. When augmented with green foil and debossing the title shape (see inset), as well as mixing the use of gloss and matte finishes, the jacket truly sings. It is a winner of the IBPA Benjamin Franklin Award for best fiction cover.



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)

Dr. Roger Hall state's "Having a map is good, but a guide is better." Are you using a map or a guide to get to where you want to go? A map shows the way but a guide knows so much more as they are experts on the path and so much more efficient.

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.)

Terminating Transfers under 203 of The Act: Section 203 of the Copyright Act provides that a transfer or license of copyright (or any right in the bundle of rights) executed by the author (but unlike a pre-1978 transfer not a transfer made by anyone other than the author) on or after January 1, 1978, is subject to termination under the following conditions:

- A single author who executed a grant may terminate it. If the author is deceased, then whoever

is entitled to exercise more than one-half of that author's rights may terminate it.

- If two or more authors executed a grant of a joint work, a majority of the authors who executed it may terminate it. If any of the joint authors is dead, his or her termination interest may be exercised by whoever is entitled to exercise more than one-half of that author's interest.

This single, extremely valuable section of the Copyright Act, allowing for the reclaiming of rights by terminating transfers, empowers authors. Note that the statutory termination provision does not apply to works made for hire or to transfers made by will. The termination right also does not apply to rights arising under foreign laws or derivative works. In the case of derivative works (for example, a movie based on a book), termination of the rights to the underlying work (the book) does not prevent the continued display and distribution of the derivative movie. Once the rights are terminated, however, no new derivative works can be created.

Not surprisingly, the rules to exercise the statutory termination right are specific and must be strictly adhered to or the right will be forever lost. In addition, the Copyright Office does not provide printed forms for the use of persons serving notices of termination.

The Book Shepherd – Judith Briles

Dr. Judith Briles is The Book Shepherd (www.TheBookShepherd.com) and Chief Visionary Officer of AuthorU (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>

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- Include your website address on your back cover of the book.
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Marketing Strategy

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

Five business lessons from The Rolling Stones (*Wall Street Journal*, May 7-8, 2016, page C3): 1) Choose the right name. Brian Keith changed the name of the group from Little Boy Blue and the Blue Boys to The Rolling Stones. 2) Know what the market wants. The Beatles had staked out the "lovable, non-threatening boys next store" niche, so the Stones became their opposite. 3) Borrow something if it works. The Stones recorded a song based on the gospel song, "This May Be the Last Time." 4) Cut the anchor before it drags you down. Mick and Keith fired Brian Jones when his drug/alcohol problem affected performances. 5) Never stop reinventing. The Stones have gone through at least five stylistic iterations.

You're On The Air

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

If you're comfortable with gestures, do gestures. If you're not comfortable with them, don't. But if you want to talk with your hands, talk with them; otherwise, you won't be able to think.

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)

Writers have many options that they can take. Start writing. Set aside time each day to sit down and write, even if it's for only ten or fifteen minutes. Get into the habit of writing regularly, and don't worry about the quality of what you produce. Create a plan, but understand that writing is always subject to change.

Dig deep to find the actual reasons why you want to write your book because they can influence the choices you make and the direction you chart. Create a step-by-step plan. Think about the best way to get information and understand your topic, how you can find out what you should read and whom you should interview. Assess the competition, learn how you differ, and identify your niche.

Guest Columnist – Gail Z. Martin

(Gail Z. Martin, from *The Thrifty Author's Guide to Selling and Promoting Your Book Online*; gail@dreamspinnercommunications.com or www.GailMartinMarketing.com)

How do you find the media? This is where you have a choice between elbow grease and cash. You can buy media lists from organizations that are compiled especially for book promotion. These lists can save you a lot of time, but they may not be tailored to your genre or your special niche. You can also compile a list yourself—an approach which is time consuming but thorough. You can hire someone to compile the list for you (not necessarily expensive if you find an assistant through Elnance.com or Craigslist.com). Or, you can hire a PR agency to promote you to the media list it has compiled.

Editor: Find lists of radio shows at www.radio-locator.com

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)

Never send off any piece of writing the moment it is finished. Take on something else. Go back to it a month later and reread it. Examine each sentence and ask, 'Does this say precisely what I meant? Is it capable of misunderstanding? Have I used a cliché where I could have invented a new and therefore asserting and memorable form? Have I repeated myself and wobbled around the point when I could have fixed the whole thing in six rightly chosen words? Am I using words in their basic meaning or in a loose plebian way?' ... The English language is incomparably rich and can convey every thought accurately and elegantly. The better the writing the less abstruse it is. Say 'No' cheerfully and definitely to people who want you to do more than you can do well." Evelyn Waugh on Writing, *The Wall Street Journal*, May 4 2016, page A13

Helpful Website of the Week – Adele M. Annesi

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

Literistic

<https://www.literistic.com>

Each month Literistic collects and emails submission deadlines for literary publications, contests and fellowships. The full service is fee-based, but the shortlist is free.



The Very Idea

(Editorial by Brian Jud)

Some publishers lament that they have little money to properly promote their titles. If you look at it differently, a healthy budget may actually limit your sales. A six-minute, think-outside-the-box video (<http://tinyurl.com/hluko7c>) creatively demonstrates that fact.

Do not frame your problem too tightly. Just try something, experiment and learn from your results. Opportunities may be greater than you ever thought at the beginning. Know where you want to go, believe in yourself and take that leap of faith.



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)

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 three issues of *Book Marketing Matters*.

#4: Timelines. Timelines are a form of infographic that visually helps readers relate events to the political, social, or economic context in which they occurred. At a glance, for example, you can relate items in your company history the period during which they occurred. For eye-opening examples, search for infographics on Guy Kawasaki's Alltop.com

Booklet Ideas – Paulette Ensign

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

You have more connections to further your business than you think. Before any concerns about not wanting to “abuse” them, your connections are more than people and are the most important part of sustaining and growing your interest, involvement, and bottom line.

Who you know and how you help plays a role in bringing expertise to people who want it. However, how have you connected ways to deliver your information? For many years, printed books were the only way to publish content. Then came downloadable books and audio recordings (books on tape). Certain books became films or magazine articles. Board games and video games have started with books or had books added once the games became popular, translating into languages beyond the original.

Marie Gibson created her *Caregivers Journal* and then a tips booklet to accompany the journal or as a stand-alone publication. She connected useful information in different formats for large-quantity buyers to distribute or for patients and their caregivers. www.the-caregivers-journal.com/

The additional delivery formats come from realizing connections to different ways to create the information, reaching and connecting with different audiences within and beyond the same community they served. Connecting information, format, and recipients made it all happen.

ACTION – Consider how you can connect your ideas to different formats of your own or of other people. Then determine who you know who can most benefit from what you have. Starting with what you’ve got and who you know creates a foundation to most easily expand your ideas and your audience.

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

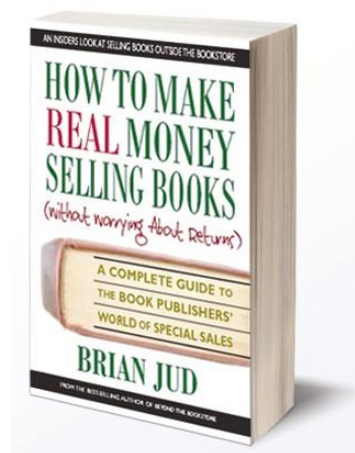
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Sell in untapped, lucrative markets

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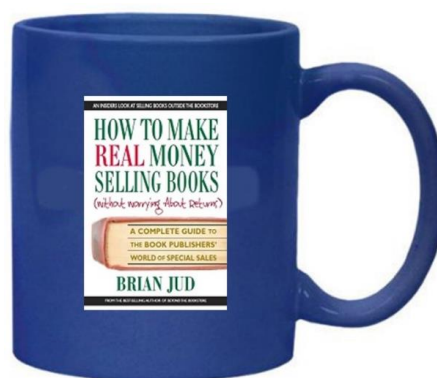
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- Lure new customers
- Remind procrastinators to buy
- Encourage repeat purchases
- Create brand awareness
- Boost sales
- Create customer loyalty
- Attract more people to your trade-show exhibit
- Spread word-of-mouth advertising
- Have a fun giveaway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



Contact Guy Achtzehn at The Promotional Bookstore, guy@msgpromo.com or (717) 846-3865. Provide your APSS membership number for a 10% discount on promotional items

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

Contact Information for Brian Jud

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

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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 the Executive Director of the Association of Publishers for Special Sales (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 or go to <http://www.bookmarketing.com>