

Here is your June 20 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 Stephanie Barko.

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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 13, Number 357 June 20, 2016

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 6/17/16

<u>Title</u>	<u>Quantity</u>
<i>Why Dogs Are</i>	200
<i>Freelancing in Naples</i>	600
<i>Grammar book</i>	600
<i>Customers Included</i>	400

News From APSS

(The Association of Publishers for Special Sales)



Association of Publishers
for Special Sales

Do you have a question about non-bookstore marketing? Or marketing in general? Now there are two places you can go to get answers to your book-marketing questions. Brian Jud and Guy Achtzehn have extensive experience in selling to non-retail buyers in corporations, associations, schools, the military and government agencies. We will answer your questions on Facebook or during a Google hangout.

- 1) Post your questions on the APSS Facebook page at <https://www.facebook.com/bookapss/> -- and "Like" it while you are there.

Guy and Brian will be on the page daily to answer your questions. Even if you don't have a question you can learn from those of others.

- 2) Let's talk every Thursday at Noon (Eastern) on a Google Hangout: <http://tinyurl.com/jcme3zt>

During “Book Marketing Matters,” Brian Jud will be on the hangout to talk directly with you. Do you have a question about APSS? About special sales? About book marketing? If so, let’s talk.

We at APSS want to help you become more successful selling your books in large, non-returnable quantities. We are committed to doing all we can to make that happen and we have several other programs planned to do even more for you. More to come in the next issue of *Book Marketing Matters*.

Upcoming APSS Events

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

June 29: “How to Sell More Books to Non-Bookstore Buyers,” By Brian Jud; 6:00 pm ET, Register at <http://tinyurl.com/h7yp93v>

July 5: “Mid-Year Marketing Checkup,” by Brian Jud; 6:00 pm ET; Register at <http://tinyurl.com/gq64omr>

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>



Notes From the Front Lines

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

Reaching Beyond The Book Market. For over 20 years I have been laboring in a far corner of the book publishing vineyard called “book distribution.” Until the early 1990’s this was a rough place to work because the trade marketplace was not very accepting of books from “independent publishers.” But today, can anyone doubt that the world has radically changed, that with national wholesaling, internet bookselling and national book superstores, boundless opportunities have opened up for independent publishers that have finally allowed them to claim a legitimate place at the table? But why stop there? At Midpoint, our biggest publishers have been following a successful strategy of market diversification, meaning that they have found strong markets for their books outside of the traditional book channels. This approach has allowed them to spread risk, increase sales and pursue multiple opportunities as their books reach ever widening audiences. The bottom line: The book trade is a wonderful place to sell your titles, but it is hardly the only place. Reach beyond and keep on reaching.

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>)

Selling sponsorships. For a book on wealth preservation, one self-publisher charged contributors to write the book for him. He brought in fifty-four contributors at a price of \$2,000 each. In return for his \$2,000 and answering questions for the book, each contributor received copies of the book with his name on the front cover as one of the co-authors. In addition, his photograph and biography were featured on the back cover. The contributors were willing to pay so much because they wanted the exposure before so many potential customers for their service.

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)

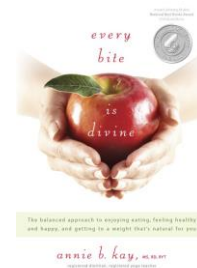
A National Health Insurance Company was interested in promoting a healthier lifestyle among new clients. To accomplish this goal, an ongoing educational program was implemented. During the first 3 months after signing a new member, a mailing was done on behalf of the company. The first month, a book on walking was introduced with a booklet promoting the benefits of walking. This booklet also gave suggestions on how to incorporate walking into even the busiest schedules.

Month 2, a cookbook was provided showing busy people how to prepare healthy meals quickly and how to eat when time is limited. In Month 3, a journal was sent to each participant along with a pedometer. The result was several thousand books being sent each of the first 2 months. The real results are coming in the future... a healthier clientele' with fewer payouts by the Insurance company.

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)

Every Bite is Divine is about a holistic and spiritual approach to weight and health. The target audience is women. The strong image of the hands holding the apple in a very reverent manner implies this concept visually. The colors are clean and understated, as is the type.



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)

Create a mastermind group to help you learn and grow with help from like-minded people. "Groups like masterminds have been around for centuries. Benjamin Franklin had one he was involved with." The term mastermind was likely coined from the work of Napoleon Hill who wrote:

"The coordination of knowledge and effort of two or more people, who work toward a definite purpose, in the spirit of harmony..."

"No two minds ever come together without thereby creating a third, invisible intangible force, which may be likened to a third mind [the master mind]."

A mastermind group is an ideal way to bring the best out of you, by stretching you to see what's really possible from the input of others and the discipline that comes from accountability. If we can help you start a mastermind group in your area, let us know. Contact us at thi@tomhillinstitute.com.

Editor's Note: For more information on starting a mastermind group see my article: "Meeting of the Minds" among many other free articles: <http://tinyurl.com/85o9f3k>

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.)

If you have created an original literary or artistic work in some tangible form – in writing or on film or tape or canvas, for example – then you don't have to do anything. You automatically own a copyright in your work.

What rights do I have if I own a copyright? Copyright is not one right but actually a bundle of rights. In general, the law gives a copyright owner the exclusive right to do and to authorize others to do the following:

1. Copy the work
2. Prepare derivative works based on the original
3. Distribute copies of the work to the public by sale or other transfer of ownership, or by rental, lease, or lending
4. Publicly display
5. Publicly perform

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>

Aha #TweeterTip: Did you know that what someone Tweets and Retweets about gives you an inside track if you are pitching yourself and seeking a meeting. You get instant snapshots of the Tweeter's personality and what he or she thinks is interesting to share with followers.

For example, if you look at my stream at either @AuthorU or @MyBookShepherd, you will know instantly that I like to share info about authors, books, and publishing. You would know that I'm a promoter of all things in recent info about anything that markets a book. You would get that I like things with a twist and noodles one's thinking. And you would see that I like to throw in something quirky once in a while, movies I've seen, sometimes a cooking idea or recipe, an event attended, quotations. I don't Tweet about family or friends, I will Tweet, Facebook, Google+ when I support an author's book and a book launch is in process.

Now, why does that matter to you? Because, if you were to approach me, you want to create a bridge to connect. You would offer a tidbit that I would think, "book marketing, author success, publishing, amazing movie, even a recipe, a favorite quote, etc.," that opens the door to a conversation and my support.

Marketing Strategy

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

Instead of asking "Should my book be the same size as competitors? Larger? Smaller?" ask, "Do buyers and consumers want this information and how do they want it delivered?" The answers tell you what and how to publish.

You're On The Air

(Jim Bohannon, Host of the nationally broadcast *Jim Bohannon Show*)

To the extent necessary, your hosts will try to make you feel at home. They recognize that you are apprehensive about appearing on the show, and they will do what they can to help you relax. Do not worry about the mechanics of the equipment. Your hosts will show you how to place the microphone and how to sit. If you have any questions, ask them before the show begins. You already have to worry about what your central message is and the like. Don't worry about problems that don't concern you.

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)

Expect editors to be skeptical. They've seen and heard it all: every promise; every approach; and wild, unrealistic representation. When they receive a proposal, it can be hard for them to tell fact from fiction, so they may tend to err on the side of caution. Look at it from their perspective: if they push for a proposal, their heads can be on the line if the books fail or, worse yet, if the authors fail to deliver.

So help acquisitions editors by giving them strong, well-reasoned, and thought-out proposals that look good and read even better. Give them something they can be excited about and willing to fight for.

Guest Columnist – Stephanie Barko

Stephanie Barko is a regionally specialized literary publicist based in Austin. She works as a Supplemental Publicist to New York publishers and as an Independent Publicist to self-published authors. Click "Publicity" at www.authorsassistant.com for a list of services and genres.

If you cannot define your book's Audience and Platform, your book will never get off the ground. To market your book, you must distill its issues and know who and where your readers are and how they search for information. Create your log line to attract them and prioritize your first year plan so that you fully fund and lead with the strongest device in your platform.

Don't end up in the slush pile! Spend time and money with some editors, a book designer, an SEO guru, and a publicist, so your book is more likely to remain competitive among the 200,000 titles released in America each year.

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)

Revenue is not the result of planning. It's the result of implementing a well-formulated plan.

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>)

The Write Life
<http://thewritelife.com>

This site is one-stop shopping for the writer, with free articles, markets and news – and you can write for them, too.



The Very Idea

(Editorial by Brian Jud)

Your marketing plan is similar to a flight plan that commercial pilots prepare before taking off. It is a description of your destination and instructions on how to get there. At the same time it describes what to do when circumstances change while you are “in flight.”

When taking off, pilots use full throttle to get the plane off the ground. Then, as they reach cruising altitude then can ease off. Similarly, when launching your book it takes more action and energy to distribute and promote it.

Pilots listen to feedback from air-traffic controllers and make necessary adjustments as they move toward their goal (which is out of sight for 99.9% of their journey). Your regular evaluation gives you the feedback to make changes that are required mid-year so you reach your annual goals.



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*.

#5: Exercises. Another way you can add simultaneously add visual interest to an article, blog post, or ebook page while reinforcing your ideas is to create a graphic out of a series of numbered questions for readers to answer, providing space for them to enter text or graphics on the page. Provide a headline for the graphic, and a capsule description of how readers will benefit from filling out the exercise.

Booklet Ideas – Paulette Ensign

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

You have incredibly valuable information sitting on your computer hard drive right now – information of your own and information from other people – much of which you forgot you even had, no matter how good a human memory is in that head of yours. In case you worry about repeating content you already delivered to your subscriber or your buyers, consider this:

1. Your fans' (subscribers', clients', followers') lives are different than when first seeing or hearing your tips. Something that was useful in one way or not at all meaningful at the time can be highly important and relevant to current life circumstances. A "that's nice" or "that's interesting" could be a life saver or life changing now, or the tips apply to a different part of life that now matters more to you.
2. The delivery method(s) you used had a different impact than others you can use now. Reading tips in your booklet or in an article planted a seed, yet listening to an audio recording that expanded the tips or watching a webinar with animation helped your content sink in more, and had people wanting more of your expertise from you.
3. People rarely learn the first time they are exposed to ideas that are new to them. That first exposure to your ideas can whet people's appetite and get their attention that there is something interesting and valuable in what you are presenting. They will come back for more.

ACTION – Before creating a new product, program, or article, look at someone else's content you kept on your computer to see how or if it's valuable to you now, at this moment in your life. Did you keep something about caregiving when everyone in your circle was healthy, and now you find that same information immediately useful? That's a shining example of how life changes for you and those around you. The same is true with the information you circulate whether at no cost or for a fee.

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

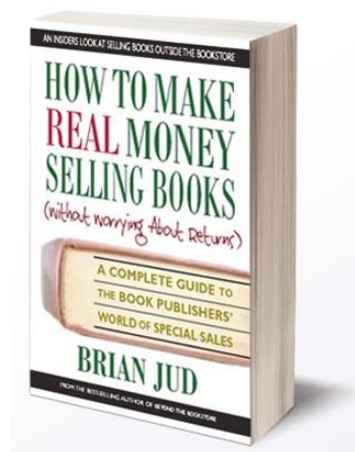
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The ultimate do-it-yourself guide to selling your books in large quantities with no returns. Not just who to contact, but when and how.

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Sell more books

Beat your competition

Become more profitable

Sell in untapped, lucrative markets

Minimize -- if not eliminate -- returns

[Click here for more information.](#)

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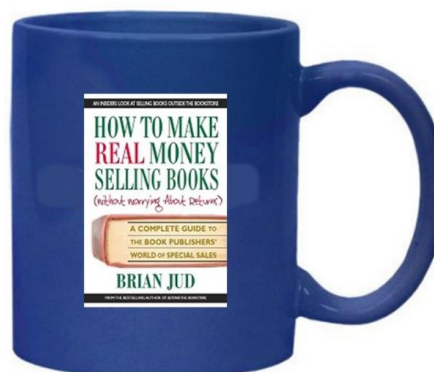
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- Lure new customers
- Remind procrastinators to buy
- Encourage repeat purchases
- Create brand awareness
- Boost sales



- 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

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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

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>