

Here is your July 4 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 .

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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 14, Number 358 July 4, 2016

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Top inquiries from the salespeople
for the week ending 6/1/16

Title	Quantity
<i>The BOOM! BOOM! Book</i>	135
<i>Zack's Zany Zucchini</i>	600
<i>Customers Included</i>	1240
<i>Gray Ghost of Civil War Virginia</i>	75
<i>Real Estate Prospecting</i>	2100

News From APSS

(The Association of Publishers for Special Sales)



People do judge a book by its cover, so you want to make sure it is the best it can be. APSS members can get a free evaluation of your book cover by 1106 Design. Michele DeFilippo and her team will give you feedback on layout, type, rear-cover copy, spine layout and more. Send a pdf of your complete cover to Michele at md@1106design.com Include your APSS membership number.

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

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)

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>)

Options for movie rights allow producers to gain exclusive rights to a book while they arrange for financing of the movie, assemble the necessary talent and explore the feasibility of making a movie based on the book. The term of most options varies from ninety days to one year. Option payments are nonrefundable. That means that the author and/or publisher keep the money even if the option is not exercised. If the option is exercised, the option payment is applied to the purchase price of the movie, which is usually stated in the option contract.

Ideas for Selling to Non-Bookstore Buyers – Guy Achtzehn

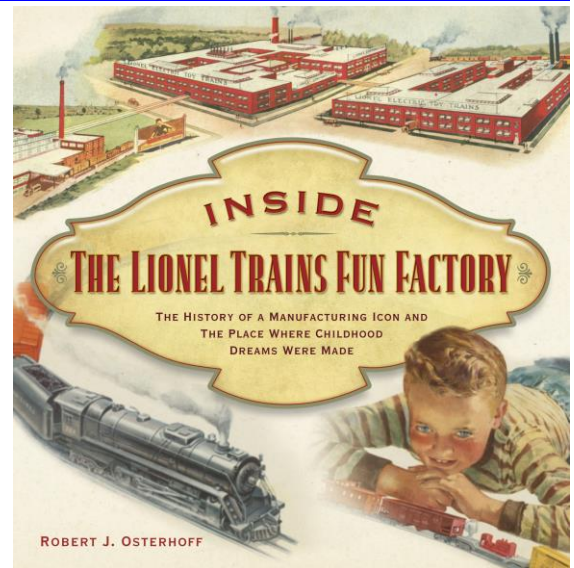
(President of The Promotional Bookstore, offering commission-based sales of books to non-bookstore buyers, guy@msgpromo.com)

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.

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)

Inside the Lionel Trains Fun Factory - This book is targeted at model train enthusiasts and collectors. Unlike many books in this genre, which are about various collectables, this book goes into the history, advertising and lore of Lionel Trains. Historical images from Lionel advertising were used along with old parchment paper to denote the era visually. The center cartouche encapsulates the title, which has been designed with turn of the century advertising fonts. The same look and font were used in the full color interior of the book.



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)

These are the thoughts of Dr. Roger Hall: Leadership development is personal development for people in leadership positions. I believe Yogi Berra when he said. "Ninety percent of baseball is mental. The other half is physical." Anyone who is successful at anything is mostly successful because of his mental discipline. Let's look at a car mechanic. I was talking to a mechanic who was working on my car a few months ago. I asked, "How did you figure that out?" He responded, "It's just thinking it through." It's all about his thinking. It's not that he knows how to turn bolts better than me, though he does, it's that he knows how to think better about cars than me. He has become a disciplined thinker about cars. If you are a golfer (and I'm not), you'll know that most of golf is a mental game. How do you discipline your thinking? How do you discipline yourself so that you can be successful? Business owners, any leader, anyone who is in charge of other people, anyone who wants to be successful, all of their success is first and foremost about mental discipline. Almost everything is predicated on how well you train yourself to think.

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.)

What are examples of things that cannot be copyrighted? Copyright does not protect facts, ideas, systems, or methods of operation, although it may protect the way these things are expressed.

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>

Bread Clips to the rescue! What author doesn't have a variety of cords under the table, over the desk, everywhere? If you are like me, I have multiple gadgets that need recharging; in fact I have duplicates in my office, underneath the conference table, in my private residence—clusters of wires that go to something! Here's a cool idea for all those multiple cords, and you wonder which goes to what and/or what it does! Take the plastic tags you get on every plastic bag that wraps a loaf of bread. Write what the cord or power source is to—iphone, ipad, computer, you name it. Helps to keep it organized.

Marketing Strategy

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

Yo-Yo-Ma was by age 30 regarded as one of the world's finest classical cellists. He has since branched out, and in an interview in the *Harvard Business Review* (June 2016, p 120) he was asked, "Why do you take so many risks?" He answered, "All great music is the result of invention. There's risk involved, but you welcome it." I think the same applies to book marketing.

You're On The Air

(Larry Kahn, Director of Talk Programming at Westwood One Entertainment)

Talk-show producers book guests who have information of interest to their viewers. Their objective is to create a memorable, provocative show that will increase ratings.

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)

"The bar for platforms has been raised to almost absurd heights," according to agent Sharlene Martin, of Martin Literary Management in Encino, California. "A whole plethora of good writing is being ignored because it doesn't have the promotional hooks that publishers are now demanding. If you have a book on woodworking, you better be a contributor to a woodworking magazine, have appeared on shows about woodworking, give seminars on it, speak about it all the time, have your own newsletter and Web site."

And don't forget lucky breaks! Sometimes endorsements from famous authors, experts or celebrities help position a book. It's not just what you know, but who you know. Your book has to be a quality book, but it doesn't hurt to be validated by respected sources who think you have something important to say.

Guest Columnist – Pam Lontos

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

Selling the “Fact-Advantage-Benefit” way can dramatically increase your book sales.

Know your benefit statement so the next time someone asks, “What’s your book about?” you know exactly what to focus on: What’s in it for them. Remember, when selling your books, always think, “Who Cares,” and then make sure what you say answers that question.

Fact My book is on marketing.
Advantage You’ll learn how to target the right customers.
Benefit You will sell more with less work.

Fact My book is on nutrition.
Advantage You’ll learn all about vitamins and minerals and how they affect the body.
Benefit You’ll feel better, lose weight, look healthier, and live longer.

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)

Yo-Yo-Ma was by age 30 regarded as one of the world’s finest classical cellists. He has since branched out, and in an interview in the *Harvard Business Review* (June 2016, p 120) he was asked, “What’s the key to fruitful collaboration?” He answered “Two words: ego management. It’s easy to get locked into ‘in my world’ or ‘this is the way I see it,’ so you have to move your brain to a more sponge-like state as opposed to a judging one... Once we’ve done that our minds are more open. Now we know two solutions, and often we’ll find a third.”

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>)

WordTango

<http://www.wordtango.com>

WordTango is an online community by and for writers that provides a community of classes, events and online networking to share tips, stories and contacts



The Very Idea

(Editorial by Brian Jud)

What you see is often a function of how you look at something. For example, some publishers look at libraries as one homogeneous niche. But not all libraries are the same. There are public libraries, hospital libraries, school libraries, military libraries, prison libraries, children's libraries, corporate libraries, law libraries, religious libraries and more. They buy for different reasons, so you have to market to each differently. Look for the opportunity in every market. Things are not always as they seem at first glance. Do you see the face in the image to the right?



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. The final one will be described in the next issue of *Book Marketing Matters*.

#6: Cartoons. One of the best ways you can engage your reader's interest is to use a cartoon to drive home an important point...often by using humor to exaggerate an important point or to overcome an objection or a popular misconception. Through the *The New Yorker Magazine's* [CartoonBank](#), you can license cartoons at surprisingly affordable prices. Or, you can search online at sites like [Freelanced.com](#) for freelance cartoonists who can custom create for presentations, newsletters, and online use.

Booklet Ideas – Paulette Ensign

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

When someone asks who the market is for your expertise, you've probably realized that "everyone" is not an answer, no matter how much you believe you can help the entire world. While your information and approach could be broad or generic, it is impossible to attract or reach everyone. You will exhaust and frustrate yourself (and possibly those around you!) until you address the three things that make all the difference and are the pillars to your success.

Specific Topic – Answering "what" and "who" change a general topic of expertise in money to how to fund your kids' college education, and is directed primarily to parents and grandparents

Large Market – Your audience must be large enough so it keeps replenishing itself. New college students each year means new parents and grandparents looking for ways to fund their kids' education.

Buyers – Regardless of how big an audience you identify and how specific you get, they must be people who buy the kind of thing you are selling or the rest simply doesn't matter.

Charley Green has discovered all these things as you'll see here . Being so specific with the topic and identifying a large market of people who are very eager to get their hands on how they and their children can earn a debt-free degree make it so much easier for Charley to market his publications, especially through social media, too.

ACTION – Revisit your information and your approach to see if it passes the 3 Crucial Criteria test. A tiny tweak may be all you need to bring your results to the success level you want, helping more people and expanding your business' bottom line.

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

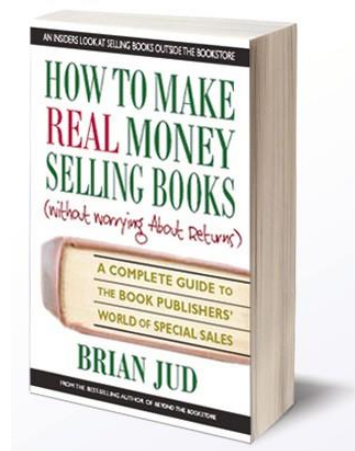
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- Beat your competition
- Become more profitable
- Sell in untapped, lucrative markets

Minimize -- if not eliminate – returns

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Do You Want to Increase Your Sales, Revenue and Profits?

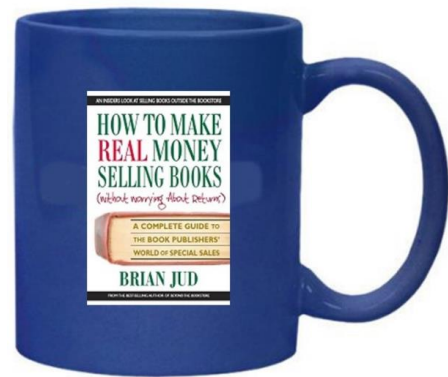
A one-day workshop *in your office* -- customized to your titles -- shows your staff how to make large-quantity sales
Learn more!



Increase Your Profits with Sales Promotional Items

Get your book cover or marketing message on promotional items such as coffee mugs, pens, pads, bookmarks, key chains, shirts, umbrellas or any of hundreds of other promotional products. See more examples at www.bookapss.org/PromoItems.pdf Find out how you can use promotional items to:

- 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

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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 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>