

Here is your July 18 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 Pam Lontos.

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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 15, Number 359 July 18, 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.

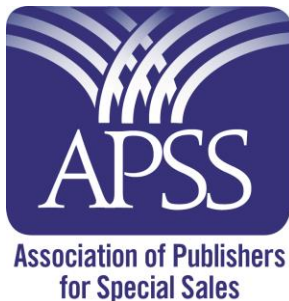
BrianJud@premiumbookcompany.com
Or www.premiumbookcompany.com

Top inquiries from the salespeople
for the week ending 6/15/16

<u>Title</u>	<u>Quantity</u>
<i>Turtle Wisdom</i>	1100
<i>You're a Worthwhile Person</i>	8000
<i>Winning the Fight Against Diabetes</i>	650
<i>Mother Goose, Other Goose</i>	1200
<i>Hooray for Heroes</i>	875

News From APSS

(The Association of Publishers for Special Sales)



Please take a quick APSS survey -- Help us help you

If you have not already done so, please take a brief survey to grade us and tell us what we are doing right -- or wrong. We are planning new ways in which APSS can be more helpful to you for the remainder of this year, for next year and years to come. You can help APSS bring you the book-selling services you want.

Please take a few minutes now to check off the boxes in our annual survey. It could take 2 minutes. Any additional feedback you can give us is very welcome, too.

We'll discuss your comments at our next board meeting and use them to make APSS a better organization for all our members. Here is the link to the brief survey:

<http://survey.constantcontact.com/survey/a07ecx7ef6wiqcptk4g/start>

Upcoming APSS Events

Aug 9: “Making Persuasive Presentations For Large-Quantity Sales” (Sponsored by APSS-NJ); Noon; Register at <http://tinyurl.com/hy3v7bn>

Aug 11: Business Modeling for Authors, By Jared Kuritz; 6:00 pm ET; Register at: <http://tinyurl.com/jqy9dfg>



Notes From the Front Lines

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

Years ago, publishers considered most bookstore-related events to be a colossal waste of time, particularly if the author was not a major celebrity. How times have changed. Today, many bookstores encourage events and even employ event coordinators. It doesn’t seem to matter whether the author is well known or not. And often these events can be extremely successful, but not always. There are a few rules you ought to follow in order to save yourself the embarrassment of having no one else come. First, work very closely with the storeowner or event coordinator. Find out what works for them and follow their advice. Second, if you are doing an event in your hometown, make sure you invite people you know. Send out written invitations and scribble a personal note on it. Third, if you are away from home, try to do the event after doing television or radio where you can promote the appearance. Fourth, make sure books get there on time and just in case, have a supply in your car. And finally, encourage the store to promote your book in-store at least a week before your appearance. This is grassroots marketing and when it is handled professionally, it can help build recognition and sales.

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>)

While the major mail-order catalogs drive a hard bargain – requiring as much as a 60 to 70% discount – they can move a lot of books. Not only that, but the exposure they give your books to their customers will often result in spillover sales through bookstores. Where else could you find outlets that are willing to pay you so they can advertise your books to as many as five million people?

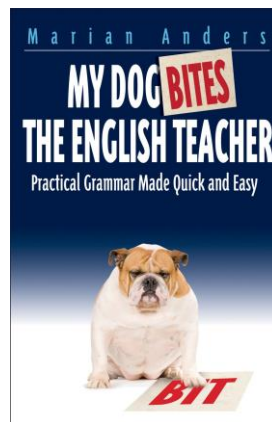
Ideas for Selling to Non-Bookstore Buyers – Guy Achtzehn (President of The Promotional Bookstore, offering commission-based sales of books to non-bookstore buyers, guy@msgpromo.com)

A small chain of children's shoe stores implemented a punch-card program where every \$25 spent was worth 1 punch on the card. Every time a card was punched 4 times, the child or parent was able to select 2 books from the books available on display. The theme was "We'll take care of your child... From their head to their feet"! Moms loved this promotion!

The Cover Story – Michelle DeFilippo

(Your cover is a critical part of your marketing effort. Contact Michele at 1106 Design today for book cover design with hand holding. (602) 866-3226 or <http://www.1106design.com>)

Few titles present such a clear visual direction for a book designer as *My Dog Bites the English Teacher* by Marian Anders. Marian wanted to feature both forms of the verb "bite" on the cover. By giving both words the same graphic treatment (similarly colored text and background in the form of a sign) and tying "bit" to the dog, we were able to play on the humor in the title, and create a single visual element with quick reader impact.



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)

Donald Sutherland was offered 2% of the royalties from Animal House or \$35,000. He took the \$35,000. Have you ever left money on the table because you wanted the sure thing? Life is full of opportunities and risks. How do you go about making your life decisions? Check out www.arette-hpa.com and see what is possible in life. Maybe it's time to pass on the sure thing - you never know what could happen.

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's a copyright notice and when should I use it? To demonstrate to the world that you own your work, you should use a copyright notice (although you are not required by law to use the notice). The notice should contain the copyright symbol (ex: ©), the date, and the copyright owner's name

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>

Crowdfunding Tip: 30 percent of your support will come from family and friends. Make sure you have that lined up so it comes within the first few days that your campaign opens. Why? Because those who check out the sites—key for books are Kickstarter and IndieGoGo, want to see that there is “interest” and “support” for the book idea. If there isn’t, they pass you over and by. These same friends and family are the ones that you go back to in the final push if needed.

Marketing Strategy

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

Do not print too many books initially. Each title is different and requires its own unique set of calculations. But in general, be conservative. You can always reprint. If your book is aimed at the bookstore market, never print more than six months anticipated supply. Subsequent print runs are more profitable. If you allocate all your production costs to the first printing, you can make more money on future sales.

You're On The Air

(Lori Dolney Levine, Senior Talent Executive, Fox After Breakfast)

What helps sometimes is to look down and look up. People don't stare into the eyes of another.

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)

To be successful, all books need publicity. Readers are swamped with books. Hundreds of thousands of titles are published every year, which breaks down to several new titles being issued each minute. That’s an awful lot of books competing for booksellers’ shelves and readers’ attention. Plus, books face stiff competition from movies, television, newspapers, magazines, sports, the Internet, games, and more.

Publicity is the most effective way to single out your book for recognition and to build its identity and visibility. In publishing, they refer to “breaking a book out,” which means getting it noticed so that it can emerge from a sea of competitors. Publicity is the best way to break your book out and to create name recognition, interest, and sales. Through the wonders of publicity, weak books have been built into huge successes, and great books that lacked publicity have not been widely read.

Guest Columnist – Pam Lontos

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

The Media Only Cares About The Story. Don’t pitch yourself, instead pitch the story for the audience: Always pitch a publication or program by highlighting the benefits you can offer their particular audience. The media cares about the story first and then they want your credentials.

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)

If you want to reach net book sales of 1000 per month through bookstores, you would have to sell 1200 per month (20% return rate) to 1200 different people, with deductions from revenue for shipping charges and distribution fees. Or, you could sell 1000 to one corporate buyer with no returns, shipping fees or distribution discounts. Which sounds easier and more profitable?

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>)

Call Me Ishmael
<http://callmeishmael.com>

Do you have a beloved book and a story to go with it? If so, you might enjoy this delightful way to share both. Use the phone number on the website, and leave a voicemail about your book and its story. The stories are transcribed and shared weekly.



The Very Idea

(Editorial by Brian Jud)

When some authors come to me for book-marketing help, the often begin by telling me, “There is no other book like mine.” In many cases I ask them how it is different from Title A or Title B, and they are not aware the competitive titles exist.

Search Amazon.com or the other online stores using your topic as the search argument. Google your topic to see what else is out there. If no other titles exist, perhaps there is no demand for your content. If you wrote *The History of the Ballpoint Pen Sharpener*, you would probably not find any existing titles since there is not much demand for your content.

Be able to answer this question posed by potential TV and radio producers, print editors, reviewers, distributors, buyers at bookstores and for corporations: “How is your information different from and better than other, similar titles?”



The caption reads: *Just because you are unique doesn't mean you are useful*

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 is....

#7: Lists and subheads. Perhaps the easiest way you can add meaningful visual interest to articles, blog posts, and books is to make better use of layout and text formatting tools like lists and subheads. The inside pages of [Derek Halpern's *Nonverbal Website Intelligence*](#), which [I recently discussed](#), provides numerous examples of pages formatted with visually arresting subheads and lists.

Booklet Ideas – Paulette Ensign

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

What results do you clearly and simply promise in the title of your tips booklet? Each of these titles is on a tips booklet. The first list, while leaving some room for interpretation, declares a promise of a result it intends to deliver.

- 52 Tips for Putting People First
- 110 Ideas for Organizing Your Business Life
- 117 Ways to Get Almost Anyone to Do Almost Anything
- Become the Best Version of Yourself
- How to Write a Book in a Weekend

The titles below are anyone's guess on what the booklet contains. The intended results and context are unclear. Is the Garden of Your Life about growing vegetables and flowers or growing your strengths as a human being? Traveling the Journey to where and for what reason? Magical Moments can happen in endless ways. Sales Prescriptions mix the selling process and the medical world. Is Aiming for the Stars about Hollywood entertainers, astronomy, or how far you can throw something in a track meet? No clue, is there?

- The Garden of Your Life
- Traveling the Journey
- Magical Moments
- Sales Prescriptions
- Aim for the Stars

ACTION – Provide a clear message about the results your booklet and your business deliver so people know your company is the go-to place for the solutions they seek.

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

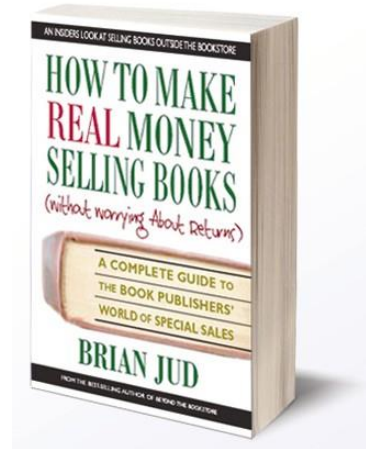
Sell more books, more profitably to non-bookstore buyers

The most current and complete resource for increasing your sales and profits in non-bookstore markets.

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.

\$24.95

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Do you need a jump-start to get your sales moving?

Do you have a quick question or two about how to get started in special sales?

If so, consider a one-hour consultation with Brian Jud. Get answers that will ignite your sales efforts. Brian can help you create a quality product, distribute it to markets you may not even know exist, price it profitably and promote it more effectively so you can...

Sell more books

Beat your competition

Become more profitable

Sell in untapped, lucrative markets

Minimize -- if not eliminate -- returns

[Click here for more information.](#)

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

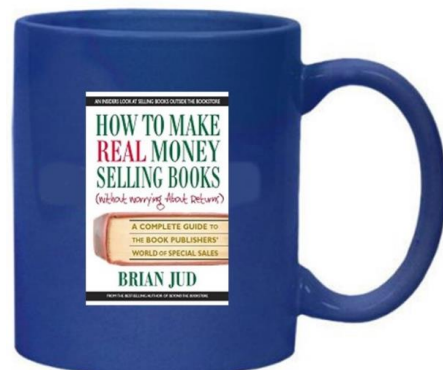
A one-day workshop *in your office* -- customized to your titles -- shows your staff how to make large-quantity sales
[Learn more!](#)



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

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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I won't share or sell your email address.

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>