

Here is your August 1 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 Paul Assaiante.

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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 16, Number 360 August 1, 2016

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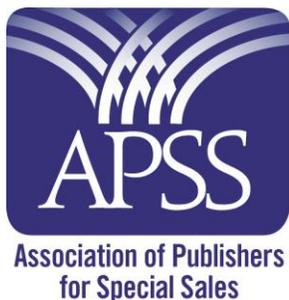
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Top inquiries from the salespeople  
for the week ending 6/29/16

<u>Title</u>	<u>Quantity</u>
<i>Purple Bibles</i>	700
<i>Grit by Angela Duckman</i>	350
<i>The Best of the Best Cookbooks</i>	1350
<i>365 Easy Slow Cooker Recipes</i>	250
<i>Easy Slow Cooker Cookbook</i>	250

## News From APSS

(The Association of Publishers for Special Sales)



Midpoint Trade Books has agreed to provide distribution for approved APSS members to bookstores and other non-bookstore retailers across the United States, United Kingdom, and Canada.

Midpoint generally does not accept single-title publishers. However, in this program Midpoint will consider distribution of printed books and ebooks by APSS associated publishers, even if the member-publisher has only one title on their list. In addition Midpoint reserves the right to reject any book if production standards, formats and genre categories are not an effective fit. This arrangement excludes books with the ISBN of a print-on-demand company. To submit your book(s) for distribution, please send two samples with a copy of your promotion plan to Brian Jud, P. O. Box 715, Avon, CT 06001 who will forward them to Midpoint. Midpoint will pay you 24% of the net orders for your book quarterly, less returns.

Midpoint Trade Books, a full service book distribution company, was founded in 1996 by a group of industry professionals, including current President Eric Kampmann and Executive Vice President Chris Bell. Their office is located in the Flatiron District of New York City.

## 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](mailto: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>)

I recommend that you edit your books for promotional clout. As an example, if you were editing a gardening book, why not list specific seed and tool companies as resources in the appendix? Not only do such lists benefit the reader, but they also provide you with potential premium sales.

## 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))

Organize your target buyers into groups. No book is meant for everybody. People buy for different and personal reasons, and you will be more successful selling to them if you customize your content and marketing activities to meet their needs. This is easier if you organize people in groups according to their reasons for buying. This process is called *market segmentation*, and it is relatively easy to accomplish.

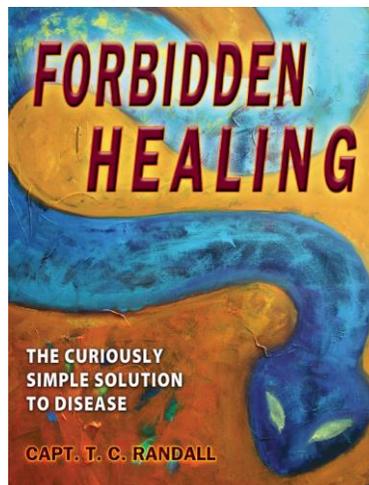
You may be selling cookbooks. Where might you find people who are interested in cooking? It could be in supermarkets, discount stores, libraries, specialty stores (i.e., Williams Sonoma), appliance stores, Vermont Country Store, restaurants, chef supply stores, health-food stores, QVC or even the International Association of Culinary Professionals. If so, then that is where you need to be selling your cookbooks.

## The Cover Story – Dottie Albertine

(Dotti Albertine of Albertine Book Design is an award-winning book designer and has been designing custom book covers and interiors for over 20 years. She can be reached at: [www.AlbertineBookDesign.com](http://www.AlbertineBookDesign.com) and [dotti@dotdesign.net](mailto:dotti@dotdesign.net))

Capt. T.C. Randall, a charming, incredibly informed, self-taught sort of cell biologist and lover of the sea (inner and outer) chose this original painting for the cover of his book. Snakes variously symbolize medicine, wisdom and deceit. They are seen as messengers of transmutation able to crawl out of their old skins. Capt. Randall explains the simple acidic oxidative stress that is the cause of disease and the destruction of Earth's atmosphere, and tells his reader how to crawl out of this skin into a healthy new one.

To make the title “pop” over a busy background, I used a hot color, embossing, a red outline and a glow filter. I chose a font that was smooth and simple, reflective of the snake. It is italicized to indicate movement and action. It looks very straight-forward, but each book cover requires getting the “feel” of the book and several cover comps to get just the right one that works without being over-worked.



## 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))

The Familiarity Trap. We label things and experiences to help us understand how they fit with the world around us. For example, you see someone crying and automatically think, Crying equals sad; therefore, that person must be upset. Your automatic response prevents you from considering alternative explanations. The person crying could be acting, chopping onions, or laughing so hard that tears are streaming down his or her face. But when you are caught in the familiarity trap, you are unlikely to consider these alternatives. The familiarity trap explains, say, why security officials at the airport rotate roles. If a person looks at an X-ray screen for long enough, a nuclear bomb might go through without that person noticing. Some pianists learn their pieces away from a keyboard so they won't become too familiar with it and fall into autopilot when they perform. Is your Familiarity Trap hindering you?

## 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's copyright registration and do I need to register my work?** Registration of your copyright creates a public record of the facts and circumstances pertaining to it. While registration is *not* necessary for your copyright to exist, you should register it for further protection. The Copyright Act gives you certain advantages under the law if you do register your work. Advantages include (more to come next month):

- File an infringement lawsuit
- If registered before or within five years of publication, registration establishes sufficient (a/k/a prima facie) evidence in court of the validity of the copyright and of the facts stated in the registration certificate.
- If you register within three months after publication of the work or prior to an infringement, the burden of proof shifts to the defendant who is then required to prove that infringement did not occur.

## 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 Metadata in Your Midst?** Revisit all your descriptors for your books pronto—information that ties into your metadata and shouts out to the search engine gods should be tweaked and morphed. Ask yourself: Am I using the phrases that my potential reader would use in searching on Google?

Think here ... when you are searching yourself, do you just drop in a single word ... or do you use phrases with adjectives and nouns to narrow down what you are looking for? Richer and fuller types of descriptors are what feed into metadata—make sure you are using them to maximize you and your book's discoverability.

## 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))

Translate your business strategy into a profitable product line. Decide how many titles to publish, what form, and how many books to produce

### ***You're On The Air***

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

*You don't want to speak too rapidly. Remember that people may be picking you up over static or while driving in their cars.*

### **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))

To get your message heard, you must know exactly what you're selling, which will make it music rather than noise. If you know what you're selling, you can target your message so that your audience will hear and respond to it. If your message isn't targeted, it will be swallowed up and lost in the media noise.

Describe what you're selling in your "silver bullet": the sharply focused pitch that you can deliver to cut through the media noise. Your silver bullet can also be called your elevator speech, pitch, sound bite, or message. It's called an elevator speech because it should be delivered in the time it takes an elevator to rise from the lobby to the fourth floor.

Think of your silver bullet as the verbal business card for your book. It's a brief, memorable description that you quickly give people you meet or those who may be interested in your book. Your silver bullet is your core message, the unique selling proposition that you must get across if you hope to successfully promote your book. It must penetrate your target market and be delivered rapidly and powerfully before your small window of media attention slams shut. Your silver bullet must clearly explain in the most palatable terms what your book is about, why it's special, and precisely how it will benefit your audience.

### **Guest Columnist – Paul Assaiante**

Paul Assaiante is the men's squash coach at Trinity College in Hartford, CT and his teams have the longest winning streak of any sport in college history – 252 consecutive wins. He is also the author of the book, *Run to the Roar*. In it he says, "In Africa, lions hunt in packs. The oldest female in the pride cannot catch her own food, but she has the deepest roar. They position her in the middle of the field facing the bush. All the other lionesses hide in the bush. When she roars, the prey run away from her to their death. But if they had run at the perceived problem they would have found a toothless old lady. Some people create demons in their own mind. It's almost never as bad as they think. That's what I'm trying to teach the boys to do. Run at the problem."

### **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))

"Fitting it all in is impossible – but designing a plan to do what matters most is very possible." Tammy London

### **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>)

**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.

**Writers Write**  
<http://www.writerswrite.com>

Similar to The Write Life, this service offers free content for the writing community in the form of articles, markets and news.



## The Very Idea

(Editorial by Brian Jud)

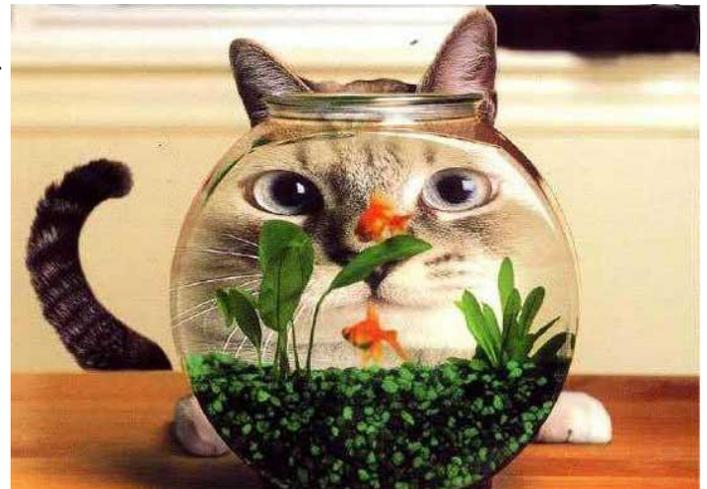
Focus on your target. Know potential readers and adjust your marketing strategies to more effectively reach them.

**Product design.** If your readers are 55+ years old, you might produce your page layout with a larger type size and more leading. And they would probably prefer printed books over ebooks.

**Pricing.** An affluent target may be willing to pay more for your books, so you won't have to resort to "price-off" specials. They may be more likely to travel, so you could sell to them at list price on cruise ships or airport stores (not just airport *bookstores*). A less-prosperous target might respond better to price incentives, and perhaps look for lower prices at Target or Wal-Mart.

**Distribution.** Know where your target readers shop or look for information on your topic. If they frequent gift shops, supermarkets or Petco, then have your books there. Distribute your children's books to schools, daycare centers, children's libraries, PTOs or to the home schooling segment. Sell your business books to corporate buyers or appropriate associations.

**Promotion.** What print and broadcast media are relevant to your target? Their age and level of education will help you choose the right medium as well as suitable vocabulary



to use in your promotional material or media appearances. Would they be more likely to respond to your APP on their iphone or your book's cover on a T-shirt? If they shop at Costco, then conduct your in-store events there.

As the saying goes, "You'll catch more fish if you fish where the fish are." Know who your targets are, where they are, how many of them exist and why they buy. Then find creative ways to get to them. There are too many fish in the sea, so don't let the big ones get away.

## 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))

A half-written book languishing on your hard drive isn't doing you any good...whether caused by a lack of interest from trade publishers or a lack of self-publishing experience. There are seven things you can do to turn the disappointment of a half-written nonfiction book into publishing profits. One will be described in this and the next 6 issues of *Book Marketing Matters*.

**1. Goals.** Start by reviewing your writing goals. What were your original goals and objectives in writing a nonfiction book? Were you attracted by potential profits from book sales, the expert positioning that would jump start your coaching or consulting business, or were you motivated by a desire to share your knowledge with others? More important, how had you originally intended to profit from your book?

## Booklet Ideas – Paulette Ensign

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

For 25 years, it's been about tips booklets. It's the brand that's been reinforced in every conversation, presentation, publication, and venue. Whoever is exposed to that word has a particular response to it whether realizing it or not. You do, too.

Do you use booklet, pamphlet, or brochure interchangeably? What do you think of each one's value, content-wise and the price you expect to be charged? Take a moment to consider how you'd feel if that exact same content was referred to as a publication, guide, report, or mini-book. Did your image change at all, and if so, how?

At some point along the way, the word "booklet" drew your attention, enough so that you subscribed to this newsletter (or is it an ezine, email, or something else?). Yet you may have created your own booklet because of its conceptual appeal to you, and now wonder about continuing to call it that.

The same is true with longer, more narrative writing. Depending on the circles in which you travel, the same things may be referred to as a special report, white paper, or simply a bonus.

Others in the information product arena have discussed the fact (yes, fact) that selling a book by itself and calling it a book typically commands much less revenue than referring to and creating it as a program, course, kit, or package. This is more than semantics. This is reality based on perception.

**ACTION** – How do end-user and large quantity decision makers perceive your content based on what you call it and how you price it? Consider testing the reference and the price to determine if a small change can prompt a big change in your bottom line.

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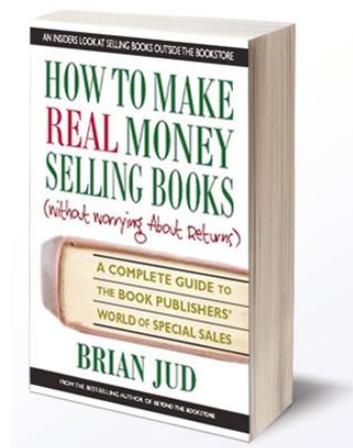
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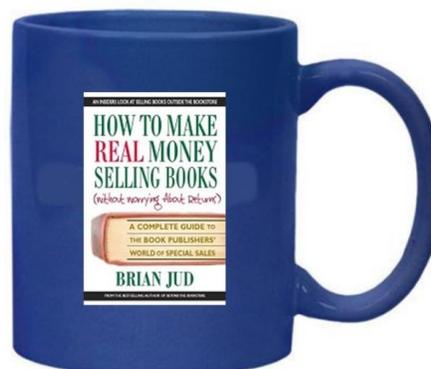
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- Encourage repeat purchases
- Create brand awareness
- Boost sales



- Create customer loyalty
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- Spread word-of-mouth advertising
- Have a fun giveaway for book signings and other events

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membership number for a 10% discount on promotional items

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**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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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>