

Here is your August 29 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 Sandy Gould.

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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 17, Number 361 August 29, 2016

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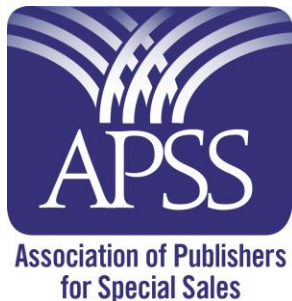
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Top inquiries from the salespeople
for the week ending 8/26/16

<u>Title</u>	<u>Quantity</u>
<i>Gun History</i>	3500
<i>Historical Pieces</i>	900
<i>The Sales Comic Book</i>	4500

News From APSS

(The Association of Publishers for Special Sales)



Do you want to sell your books in large quantities with no returns? Announcing APSS-NJ **Book Selling University on September 13 in Fairfield, NJ** -- a full day of dynamic, practical, book-marketing information. Discover how you can become more profitable selling your books in ways that you never imagined and to people you never knew existed. Also -- speakers on niche publicity and how to sell more books with Facebook. For a complete agenda and more information go to www.bookapss.org/Sep13agendaforAPSSNJ.doc **Early-Bird Special ends today**. Contact: BrianJud@bookapss.org or (860) 675-1344

Brian Jud will be online for an open mic session every Thursday at Noon Eastern time to answer your questions about APSS, book marketing and non-bookstore marketing. The access URL is <https://zoom.us/j/3671572517>

Upcoming APSS Events

Sep 8: "How to Sell More Books to Libraries," By Amy Collins; 6:00 pm ET; Register at: <http://tinyurl.com/zhldjjx>

Sep 22: "Corporate Sponsorships for Authors: How to Attract Lucrative Sponsor Opportunities," by Stephanie Chandler ; 6:00 pm ET; Register at: <http://tinyurl.com/zdgscrp>

Oct 13: "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)

Getting Lead Times Right. One of the biggest mistakes a publisher can make is to accelerate the publication date to meet some artificial deadline. The most important date you should keep in mind is the lead time demanded by the largest book retailers. They do this to establish a coherent budgeting procedure, which means if you insist on a one-month lead time, you will not get your book onto the shelves of America's biggest accounts. Most distributors will counsel you on the best timing for your book. Listen to them because they are trying to maximize your initial sales with book retailers.

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>)

Send out review copies to make subsidiary rights sales. The quicker you send them, the less chance the editor or buyer will have to lose interest in your book. In most cases, these review copies must be in the hands of major rights buyers at least six months before publication date so they have plenty of time to make a decision and schedule their use of the rights they buy.

Ideas for Selling to Non-Bookstore Buyers – Guy Achtezn

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

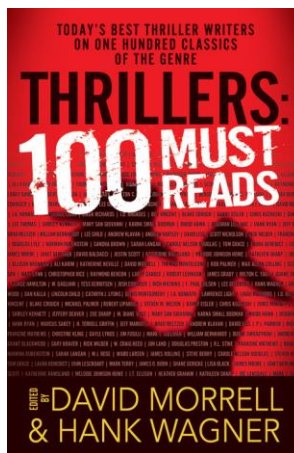
Associate with a cause. If you want to maximize the power of your book as a motivational tool, connect it with a cause. You inspire employees, channel partners and customers to do good for others as they do good for your client's company. A PR Week/Barkley Cause Survey revealed that nearly three quarters of consumers purchase particular brands because they support a cause in which they believe. And more than 90% of consumers said it is important for companies to support causes and charities. Corporate respondents said they saw positive publicity, an increase in sales/retail traffic and an enhanced relationship with their target demographic as a result of cause-marketing efforts.

Every year, Reading Is Fundamental (RIF) provides free books and literacy resources to millions of children and families with free books. Contact one of RIF's corporate sponsors to work your title through the system (<http://www.rif.org>). For example, Colgate-Palmolive Company donated more than 120 new book collections each containing 127 high-quality hardcover children's books to RIF programs nationwide and at U.S. military bases overseas. Other sponsors include Capital One Financial Corporation, Macy's, Target Corporation, MetLife Foundation and The ARAMARK Charitable Fund. UGI Utilities, Inc. gave RIF a local twist by helping RIF target specific geographic areas such as those located in UGI communities in Pennsylvania.

The Cover Story – George Foster

(George Foster has designed the covers for more than a thousand books and is contributing author to "1001 Ways to Market Your Books". Contact him at www.fostercovers.com) george@fostercovers.com,)

This cover must display the names of 100 of today's best thriller writers, all of whom wrote an essay for the book. This is accomplished by using all of their names as a screen, as if looking through a window, to reveal the lurking figure outside. The effect is unifying, creates a strong visual, yet lets each name be legible. This is an example of the power of giving visual meaning to the words on a book cover. When words and image become one.



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)

This is the second in the series about the way of the Productivity Ninja, 9 characteristics which have the capacity to boost productivity, reduce stress and change the way you think about your work.

#2: Ninja Ruthlessness: A ninja learns to say "no" to themselves, distractions and others.

This is about your ability to protect your time and attention, focusing only on the things that add the greatest impact, even at the expense of other things that may very well be 'worth doing'.

Consider employing a bit of ruthlessness when it comes to:

- Opportunities: Being ruthless with others about what you are able to deliver compared to what you could deliver (if the world would just stop and allow you the time to do so) is a valuable Ninja skill. Learning to say 'No' to ourselves means not biting off more than we can chew. When you get in situations where you've taken on too much, renegotiate your commitments to yourself and others rather than burning yourself out trying to meet them all.

- Protecting Your Attention: Particularly your proactive attention when we're most alert, in flow, and on top of your game. Your attention is arguably your most precious resource; it needs to be nurtured and valued.

Ninja Tip: Create blocks of non-negotiable undisturbed time to work on the work that matters most. Turn your phone, email and internet connection off. Shut the door to your office or hang a sign on the back of your chair to alert others you are unavailable during a given period of time so you can be fully present to them at another time.

Discover a bit more about Ninja Ruthlessness youtube clip:

https://www.youtube.com/watch?v=loym5ldR_U4

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 is the Poor Man's Copyright and how can it protect my work? The concept known as the poor man's copyright says basically that you should mail yourself a copy of your work and not open it in order to establish the date that your work existed in case you ever need to defend your work or challenge a work you believe infringes on your rights. This, unfortunately, is a myth that continues to be perpetuated even by established writers and it should no longer exist in the writing world! The Poor Man's Copyright does not offer any additional protection beyond that which already exists once your idea is fixed and thus your work is created. Additionally it does not constitute a registration of your copyright. Registration is easy (no need for a lawyer) and inexpensive (as low as \$35 if you register electronically -- as of this presentation) – a small price to pay to preserve valuable rights. Consider it an insurance policy.

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: A video, and better yet, videos, are a MUST HAVE. Short, to the point—they can be goofy or quirky if it fits your project. Keep it under 90 seconds and talk from your heart what your book is about; what value/benefit it brings to the reader; what you are doing with the moneys. And have a call to action. Short and Snappy

Marketing Strategy

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

Henry Ford invented the modern charcoal briquette from sawdust and scrap wood generated in his auto factory. He encouraged people to use their cars on picnic outings by offering barbecue grills and Ford Charcoal at his dealerships. What could you give people as an incentive to buy your books? A discount on your consulting? A bone-shaped “cookie” cutter for you book about home-made dog treats? Be creative.

You're On The Air

(Nick Peters, Vice President, MediaLink)

It is incumbent upon the talent to be prepared to either answer the tough or unexpected question or know how to deflect it.

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)

Local or regional media. For local promotions, this group can be ideal, and it may be more willing to give you coverage. In some campaigns, concentrating on local coverage can provide better value. Don't discount the value of building a strong media base in your hometown. A supportive local base can be extremely loyal and helpful in expanding your contacts. Usually, locals will take special pride in your success and go to great length to boost your career.

Guest Columnist – Sandy Gould

(Direct Sales Manager, Color House Graphics, P: 616.241.1916 Ext. 242, Toll Free: 800.454.1916 Ext. 242, E: sandy@colorhousegraphics.com)

Print Samples. Why should you request them and what should you look for?

Requesting print samples from your print vendors is something that is often overlooked. Samples, or books that have been printed by a book manufacturer, offer valuable insight about the printer you may be choosing to work with and the quality of the book that you are considering for print.

Not all printers excel in book printing and binding. With that in mind, you should request samples that have similar specs to your project. This will help you get a better vision of the quality of printing, binding, and add-ons, thus ensuring that there are no surprises in the end.

Once you've requested and received print samples, there are some things that you should evaluate.

*Take a look at the overall piece - does it provide any new ideas for your project?

*Do the specifications that you've chosen for your book still seem appropriate

*Be sure to evaluate the following features:

- Trim size.
- Weight and thickness of the cover.
- Weight, opacity and bulk of text paper.
- Opacity and shade or brightness of the paper.
- Bind style.
- Cover add-ons.

If the samples you see are not to the standards you have set for your book, you may want to look at other options including a request for different samples. A print test using your files might even be an appropriate next step. This should give you an even better sense of whether the paper and print format is appropriate for the material you've chosen.

Are you ready to get a quote for your project and get some samples sent your way? Contact me today.

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)

Planning is only one step in a 4-part process. See my four-part series of articles on this process: Step One: Marketing Strategy Rules; Step Two: Marketing Choreography (Planning); Step Three: The Hidden Power of Marketing; and Step 4: The Measure of Marketing. Find these among many other free articles at <http://tinyurl.com/85o9f3k>

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>)

Internet Archive
<https://archive.org/index.php>

This free library of millions of books, movies, software and music is especially useful for research and offers access to historical collections in digital format.



The Very Idea

(Editorial by Brian Jud)

To check out books at most libraries, all you need is a library card, But this isn't any ordinary library. You'll need a canoe, kayak, paddle board, or inner tube to visit the Floating Library, which sits in the middle of Cedar Lake in Minneapolis, Minnesota.

The hand-built wooden raft holds about 80 artists' books and is staffed by friendly librarians to guide you. Visitors can read while bobbing alongside the Floating Library, or they can actually check out the books, zines, and chapbooks, then return them at one of the designated boxes around the city.



Do you want a different way to distribute your books? Can you create a unique way to do that?

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)

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 5 issues of *Book Marketing Matters*.

3. Scope. Then, review what you've written from the perspective of scope, or focus. Often, nonfiction books run into trouble because they are written from a broad, or "textbook," perspective, rather than a practical, focused, laser-like point of view. Were you providing more information than your prospective clients wanted? Were you providing too much background information? What kinds of feedback had you received from early readers of your manuscript?

Booklet Ideas – Paulette Ensign

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

What were your thoughts when recently reading about creating a crossword puzzle from your tips booklet content? Anything here familiar to you?

Hmmm, an interesting idea.
Can't stand crossword puzzles.
It's a fun approach to attract people.
Don't know which words to choose.
I'll get around to it sometime.
This sounds great.
...or something else

As you know, a challenge many business owners have is finding a way to stand out in a sea of sameness. Offering a crossword puzzle sure does help you stand out! And whether or not you or your clients like crossword puzzles, you are making a statement about your uniqueness, creativity, and desire to actively engage them in your expertise. That experience reinforces their content retention and keeps them wanting more of what you've got.

Ponder the possibilities and then take action. Yours need not be comparable to the world famous New York Times Sunday crossword puzzle to brilliantly serve your purposes. See an example at www.tipsbooklets.com/crossword.html Fill in the cells right on the page, tabbing from one cell to the next. Or print it out if you'd like.

People will share it, promoting you and your business along the way. Even when shown as an example of what some cool business owner did (that's YOU!), it helps you attract and retain more fans, followers, and future buyers and lets them know you're a fun and creative person!

Let's create a puzzle or two like that for your business, to increase your website traffic and bring more fun conversations to your speaking and social media presence. Send a maximum of thirty words and their definitions plus a header graphic and you'll have one or two puzzles within a couple of days.

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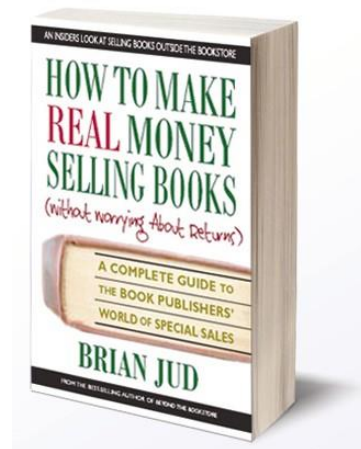
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Sell in untapped, lucrative markets
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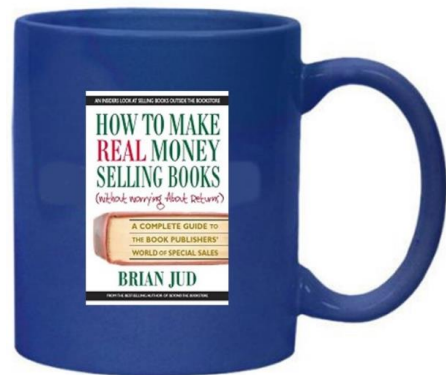
A one-day workshop *in your office* -- customized to your titles -- shows your staff how to make large-quantity sales
Learn more!



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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



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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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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>